



Beauty File

Flowers Abound For The Trendiest Looks Around

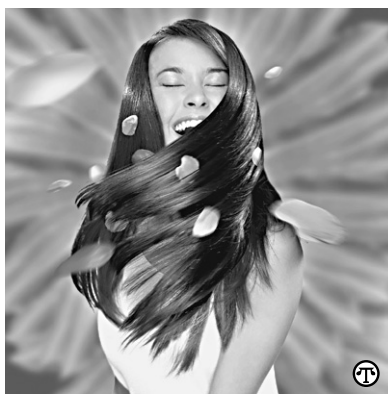
(NAPSA)—This year, the flower is at the top of the trend. From head to toe, vivid shades of tropical blooms adorn everything from accessories to scents making it easy to update any look. Even hair products include exotic blends that excite the tresses and stir the senses.

Apparel in Bloom

From the runways of Paris to the local shops at the mall, brilliant colors and patterns are in full bloom. Fun, flirty looks in shades of sherbet, powerful pinks, luscious lavender and bright blues are among the most coveted colors this year. Updating a neutral wardrobe with flavor is simple this season with flowing fabrics such as chiffon, satin and brushed cotton featured in full skirts, fly-away tops or ladylike coats.

Whether worn in fabric patterns or as an accessory, the ultimate adornment to any outfit is the flower. The popularity of the flower is underscored on lapel pins, appliqués on shoes, or even as an ornament dangling from a handbag. Oversized floral and tropical prints round out the trends, replacing the delicate flower bud patterns of the past.

Even hair this season follows the floral trend with products that transport you to the tropics. Herbal Essences offers Rainforest Flowers shampoo for all hair types. The Replenishing formula includes Ginger, Cassia Bark and Banana Flower; the Uplifting formula blends Hibiscus, Ylang Ylang and Vanilla Flower; while the Refreshing shampoo combines Passion Flower, Vetiver and Patchouli. The Rainforest Flowers line keeps hair looking silky



Whether wearing flowers or infusing a lingering scent in your hair, one message is clear: seasonal showers really do bring tropical flowers.

smooth, naturally with special blends of organic rainforest flower extracts in pure mountain spring water to cleanse hair with beneficial, exotic ingredients that add body, shine, vitality and strength. Even the floral bloom fills the shower with a truly tropical scent.

Tropical Tresses with Benefits

Not only will your hair look and feel great, so will your conscience. Herbal Essences has partnered with the Rainforest Alliance, the leading international rainforest conservation organization, to help protect the world's rainforests by donating 50 cents for every bottle of Rainforest Flowers sold (up to \$100,000) to the Alliance. Rainforests are the source of numerous household/medicinal products and goods, including chocolate, sugar, pineapples, cinnamon, rubber and medicines. More information is available at www.rainforestalliance.org.