

News for Women

U.S. Women Fed Up With Their Razor Routine

(NAPSA)—Whether it's from legs, underarms or more sensitive areas, most women remove unwanted hair on a regular basis. Yet ask how they feel about this common beauty ritual and you'll find it's a very prickly subject.

According to a recent national survey, by ICR Survey Research, more than one-third of U.S. women suffer from nicks, cuts, razor-burns or rashes when shaving. In fact, women report cutting themselves shaving on average at least every other week.

Injuries aside, a full 50 percent of U.S. women surveyed said they were dissatisfied with how quickly hair grows back after shaving, complaining that results don't last.

Fortunately, beauty experts note that easy and affordable at-home alternatives are becoming more prevalent. Here are a few tips to help make hair removal less of a horror:

- **Lose the blade:** In warmer weather, the frequency of hair removal doubles. But what woman wants a bandage on her ankle or knee when she's showing more skin? One depilatory brand pioneered a unique "bladeless" tool that gets results without the cuts.

The VEET Rasera Bladeless Kit combines a moisturizing, three-minute gel cream with a simple bladeless tool that scoops away unwanted hair. According to the company, results last up to twice as long as shaving with a blade.

- **Put your best face forward:** The national survey found that 50 percent of U.S. women remove hair from their face year-round.



Hair removal with a bladeless kit can last up to twice as long as shaving with a blade.

But in a more surprising statistic, 20 percent of that group uses a razor to do the job.

That's a facial no-no, say the experts. Instead, beauty experts recommend buying a gentle hair removal cream formulated for the face. Another good option are wax strips already applied with pre-measured wax.

- **Forget those waxing worries:** Waxing isn't just for the beauty pros anymore. Messy tubs and microwave or stove-top heating are a thing of the past; now anyone can learn to be an at-home waxing wonder with preapplied, premeasured wax strips for the body or face.

Experts recommend a few simple tips. Make sure your skin is clean and dry, and that the unwanted hair is about five-millimeters in length. When applying a wax strip, smooth it down firmly, hold skin taut and then pull swiftly and smoothly in the opposite direction of hair growth.

For more ideas on smooth ways to remove hair, visit www.veet.us.