

What Women Want You To Know

(NAPSA)—Asked their opinions on appearance and self-esteem, aging, beauty products and fragrance, women around the world offered some inspiring and, perhaps, surprising answers.

Avon Products, Inc. recently polled over 21,000 women in 24 countries. Respondents reported that while appearance is an important element of self-esteem, the majority appreciate what nature has given them and find personal satisfaction in looking their best. Most women around the world use beauty products with three-quarters saying they're a necessity, not a luxury.

Other findings;

- Three quarters of women get ready each day in 30 minutes or less. Fifteen percent get ready in less than ten minutes.

- The majority of women (61 percent) believe that older women can be more attractive than younger women, yet nearly one-half feel that they did or will look their best in their twenties.

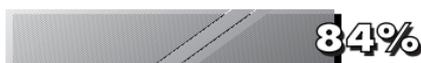
- One-fourth of women globally say they put a lot of effort into reducing facial signs of aging, though North American women put more effort into it than others.

- The majority of women globally (84 percent) feel how they look is an important part of defining who they are and 67 percent of women put a lot of effort into always looking their best.

- Most women (93 percent) say they have never had any cosmetic procedures and 77 percent say they never would.

The 2003 Avon Global Women's Survey

Percentage of women worldwide who say:



How they look is an important part of defining who they are.



They are satisfied with their looks and would never consider a cosmetic procedure.



They believe older women can be more attractive than younger women.



A recent survey revealed most women are quite content with their looks, their age and themselves.

- Women from the Americas and Eastern and Central Europe are more likely to consider some type of cosmetic procedure than those in Western Europe or Asia.

- The vast majority of women around the world (85 percent) wear fragrance and, in general, use several scents. On average, fragrance users own four fragrances and wear two regularly. Choosing which to wear on any given day depends on their mood and the occasion.

The Avon Global Women's Survey is conducted every two or three years to gather information on women's interests, issues and opinions.