

newsworthy trends

Women's Concerns Similar Around The World

(NAPSA)—When it comes to beauty, women around the world are surprisingly united.

That's what a recent survey found when it interviewed 20,000 women in 22 countries.

"While there are some interesting differences by geography and age, this fourth biannual survey reveals once again that women are overwhelmingly united in their views on beauty," said Debbie Eiser, vice president of global marketing research at Avon, which conducted the 2005 Global Women's Survey.

Survey participants were asked about such hot beauty topics as what they do to indulge themselves, what they do to combat the signs of aging and which skin care products they use.

Eighty percent of women ages 15 to 24 said they were already experiencing signs of aging. More than half said that they would reach for an appropriate skin care product—preferably one combining natural herbs, medicinal plants and modern science's most advanced ingredients—as soon as signs of aging emerged. Respondents also reported that while appearance is important, cosmetic surgery is not a consideration for most women.

Self Indulgence?

Shopping was listed as women's favorite indulgence, with 42 percent of women around the world saying that when they want to do something special for themselves, they buy clothes. Other popular indulgences are having their hair done (30 percent), eating out (23 percent) and buying makeup (23 percent). In Eastern/Central Europe, buying makeup and eat-



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Aging

The majority of women prefer healthier alternatives to protect how they look with 93 percent of women globally saying they put some effort into improving their overall appearance.

Where do women look the best for their age? Japan at 11 percent with both the U.S. and France tied at 10 percent and Brazil at 9 percent.

What do women do when they notice signs of aging? In the U.S., 71 percent of women prefer a combination of natural and scientifically advanced ingredients in their facial skin care products.

Skin Care

Wrinkles and lines are the most common signs of aging. Although awareness of cosmetic procedures is fairly high, it's not the first course of action in the "race against time." Globally, 95 percent of women say they have not had any cosmetic surgery, citing high cost, a lack of interest and concerns about the risks as reasons.