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F R A G R A N C E



Take care: Shade skin when in sun

THE SUMMER sun adds a new challenge to your skin care regimen, protecting your skin from the harmful effects of the sun. You can enjoy summertime sun without getting burned.

The secret is knowing when and how long you can stay in the sun and choosing the proper skin protection. F&M carries more than 127 suntan products, the largest selection in Detroit, to help consumers choose the products that are right for their skin type.

The key to a suntan product's effectiveness is the sun protection factor or SPF. The SPF indicates that with proper usage, you can stay out in the sun without burning that many times longer than you could with no protection.

A product with an SPF of 15 is called a sun "shade," which provides maximum protection while still allowing a tan; one with a SPF of 30 or higher is called a sun "block" and allows almost no tan. Products with SPFs of less than 6 provide minimal protection.

THIS YEAR F&M is the exclusive discount distributor of the Panama Jack suntan line. These products are available for 30 percent less than suggested manufacturer prices. You will also find savings from 15-25 percent on suntan products such as Coppertone, Bain de Soleil and Hawaiian Tropic.

"The new trend in suntan products this year is 'sports' products," said Frank De-



F&M carries more than 127 suntan products to help you choose products right for your skin.

Leeuw, F&M suntan product buyer.

"With the new sports lotions premiering at F&M, you only need to apply protection once. The products, like Coppertone's Sun Sense and Bain de Soleil's Sport Lotion, are formulated to stay on longer, even when swimming or perspiring."

Disposable sports towlettes, designed for golfers, and stick formulas are also available this year at F&M.

IF YOU like the look of a tan but are concerned about skin cancer, try a sun-less tan this year. Today's sunless tanning products have come a long way from old products such as Q.T.

Now lotions are available that penetrate the skin and create the chemical reaction that brings color to the skin's surface. These products are available in formulas for light and dark skin.

While you get the appearance of a tan with these new products, you don't get the skin protection that a natural tan provides. If you're going to be in the sun, you still need to use a maximum strength SPF.

This way, you can be both "tan" and safe. Look for Bain de Soleil's Sunless Tanning Creme or Bronze Tan at F&M.



Always test a fragrance on your skin before you buy.

Top fragrances tracked

F&M CARRIES more than 1,300 fragrance items in its 100 stores across the country.

The designer fragrance section is one of the hottest sales growth areas, with year-to-date sales double those of last year.

F&M fragrance buyer Margie DeLong

attributes the growth to the retailer's expansion into lines carried by the highest-priced department stores. These fragrances are available at F&M for 10-40 percent off the department store price.

The accompanying table shows the top-selling women's fragrances over the past 12 months, based on total sales volume.

Fragrances	Department Store Price	F&M Price	Savings
Giorgio	\$48	\$36.99	23%
Passion	\$26	\$20.99	25%
Halston	\$25	\$16.99	32%
Beautiful	\$22.50	\$20.25	10%
Clairborne for Women	\$24	\$21.59	10%
Chanel No. 5	\$30	\$23.85	20%
Realities by Liz Claiborne	\$32.50	\$29.25	10%
Opium	\$45.50	\$40.95	10%
Anne Klein II	\$35	\$22.39	36%