

F&M customers buy beauty products for about 30 percent less than conventional drug stores or discount stores.



Beauty — It's more than just skin deep

MAKEUP MAY be the icing on the beauty cake, but women are spending even more time and money on what goes on under the foundation, eye shadow and blush. Women now are opting for a whole skin care regimen, said Frank DeLeeuw, skin care products buyer for F&M Distributors. "There was a time when women used a basic complexion soap and that was about it. We now see customers buying scrubs, masks, toners and moisturizers that help the skin look healthier and more youthful longer."

F&M carries more than 460 types of skin care products to provide the broadest selection of this fragmented product line.

The typical F&M shopper is smarter and more value conscious, said Patty Braverman, marketing vice president.

At F&M, consumers buy beauty products for 30 percent less than conventional drug or discount stores. As a result, F&M has seen a dramatic increase in its skin-care product business.

THE MOST important new cosmetics category is facial moisturizers, especially those that are lighter, less greasy or oil-free. Neutrogena has a new moisturizer that's free of fragrance and mineral oils.

DeLeeuw also likes L'Oreal's Plénitude Action Liposome moisturizer because it contains less oil and delivers moisturizers right to the areas of the skin that need it most.

Oil-free moisturizers work best when

paired with an oil-free foundation, such as Maybelline Finish Matte or L'Oreal's Mat-tique.

Margie DeLong, F&M's cosmetic buyer, recommends using a loose transparent powder, such as Cover Girl Replenishing Loose Powder, to help set makeup with a sheer finishing touch.

One of the hottest new lines this summer should be Natural Glow by Del Labs. The Natural Glow skin care and cosmetics products are great for summer because they enhance your own coloring and are made with natural ingredients such as fruit and wheat germ oil.

For eyes, the trendiest new looks will be paler matte eye shadows. Look for lighter colors such as Sheer Sky and Clear Seas from Revlon.

For lips, muted and rose shades such as Classic Rose and Simply Rose are on the fashion forefront this summer. The popular summer style is to apply these lipstick shades over a waxy lip balm with sun screen such as Vaseline Intensive Care Lip Therapy for added lip protection.

Credits

This special section is an advertising supplement to the Observer & Eccentric Newspapers. Assisting with it were Anthony M. Franco, Inc., Brogan & Partners, A.W. McLean, Montgomery Advertising, photographer Blake J. Discher and Photo Concepts.

Achieve beauty on a budget

AS WOMEN look for smarter ways to spend their cosmetics dollars, they are turning from department stores, drug stores, and mass merchandisers to deep-discount retailers such as F&M Distributors for the best values in makeup and beauty regimens.

You can see this trend at F&M, one of the largest skin care, makeup, cosmetics and beauty stores in the country. In the past year, F&M's summer sales grew four times faster than the average chain drugstore.

Because of the demand, F&M stores have expanded their F&M cosmetics line to include a wide range of products.

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cosmetic brand. \$29 Alexander DeMarkoff cream makeup is comparable to Max Factor's Satin Splendor sold for \$7.50 in conventional drugstore chains and for \$5.62 at F&M.

Revlon manufactures its own name products but also markets the department store lines Ultima II and Germaine Monteil. You can often find the Revlon cosmetics in the same stores at a fraction of the cost at a deep-discount cosmetics retailer such as F&M. German also makes L'Oréal's department store and L'Oréal's F&M.

For more information, visit your local F&M store or call F&M Distributors at 1-800-828-8282.

It's not just deep-discount retailers that are competing for the beauty dollar. Many department stores, drug stores, and mass merchandisers are also offering deep discounts on beauty products.

But all the time, a new trend is taking hold. More and more women are turning to deep-discount retailers for their beauty needs.

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