



Sample the newest products from leading manufacturers of cosmetics, fragrances, hair and skin care products at the Glamour "BeautyWays" Exposition June 1-2 at the Southfield Civic Center.

Glamour 'BeautyWays' is ultimate beauty expo



Carmen Harlan, news anchor, WDIV-TV, will be among local celebrities giving away prizes at the Glamour "BeautyWays" Exposition.

IMAGINE AN auditorium filled with nothing but the world's leading beauty and fitness experts sharing their vast expertise and offering dozens of free, take-home samples.

It's a place where nothing is for sale, and you, the curious consumer, can leisurely roam about curling, powdering and splashing while sampling and learning about today's latest beauty and fitness products and trends.

This is no fantasy. It's exactly what Glamour Magazine and F&M Distributors are bringing to metro Detroit when the Glamour "BeautyWays" Exposition runs 10 a.m. to 6 p.m. Saturday-Sunday, June 1-2, at the Southfield Civic Center, 26000 Evergreen.

Admission is \$10 per person, or \$7.50 with a \$2.50 coupon available at the 22 Detroit-area F&M stores, no purchase necessary.

The expo-style event will host representatives from the nation's leading beauty care and fitness suppliers: Revlon, Cover Girl, Maybelline and many others will give



Ultra Slim Fast spokeswoman Kim Fields will make a special appearance at the Glamour "BeautyWays" Exposition.

out free samples and discuss the latest trends in the beauty and fitness industry.

A FREE beauty-bag will be given to all who attend the Expo to fill with free product samples. BeautyWays attendees will have the opportunity to enjoy professional cosmetic makeovers, plus hairstyling and manicures, and plenty of money-saving coupons, courtesy of F&M Distributors.

Free seminars on skin and hair care, make-up application, exercise and nutrition are planned as well as Glamour fashion and beauty trend shows.

Ultra-Slim Fast spokeswoman Kim Fields (Facts of Life's Tooth) will make an appearance. Miss Michigan, Leann Roth,

will sign autographs.

WDIV's Carmen Harlan and WNIC's Linda Lanci, Michael Harris and Lori Bennett will join other local celebrities in giving away prizes worth thousands of dollars.

These prizes include a nationwide drawing for the chance to win a Chevrolet GEO through Glamour magazine, fitness club memberships, beauty baskets filled with beauty products totaling \$1,000 and spa getaways.

Glamour BeautyWays marks the first time a beauty event of this type has been in Michigan.

For more information on the show, stop at the F&M Distributors store near you.

Increase life of fragrances

HERE ARE a few tips to help get more mileage from your favorite fragrances:

- If you can afford it, use the perfume version, the most concentrated form of your favorite fragrance. It will last 4-6 hours longer than cologne (two hours) or the eau de toilette (2-4 hours).

- Stick to lighter fragrances in hot weather since heat and humidity intensify scent.

- Always test a fragrance on your skin before you buy by applying it to the wrists and forearms and waiting 15-30 minutes.

- For longer-lasting scent, try layering lotion or cream, dusting powder and then top it off with perfume.



F & M carries than 1,300 fragrance items in its 100 stores across the country and sells them for 10-40 percent off department store prices.

Pay less while having the best

ALL F&M stores feature a professional beauty department that sells a full line of professional-quality, name-brand hair care supplies, as well as items sold only to licensed cosmetologists, such as professional hair colorings and perm products.

The professional beauty departments are staffed by licensed cosmetologists knowledgeable about the products and how they work. This clearly gives added value to customers who can get advice on consumer products from a professional beauty expert.

The on-site cosmetologists, combined with low prices of up to 40 percent off those of wholesale beauty supply distributors, has already generated a strong following of professionals relying on F&M.