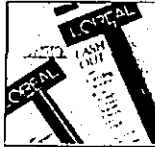


FOR
YOUR
FACE,
THIS IS
THE
PLACE

If the over 4,000 name brand cosmetic items at F&M don't impress you, maybe our everyday low prices will. Try L'Oréal's Lash Out and Splash Out Mascaras.

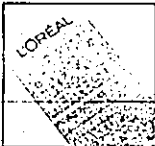


F&M's everyday price

\$2.27

30% OFF
Manufacturer's
List Price of \$3.25

Or, try new Hydra Perfecte Protective Hydrating make-up from L'Oréal.



F&M's everyday price

\$4.69

25% OFF
Manufacturer's
List Price of \$6.25

C O S M E T I C S



New bath items and pamper products are the hottest beauty products this summer.

Test out a shower of new bath items

NEW BATH items and pamper products may be the hottest new beauty story of the year.

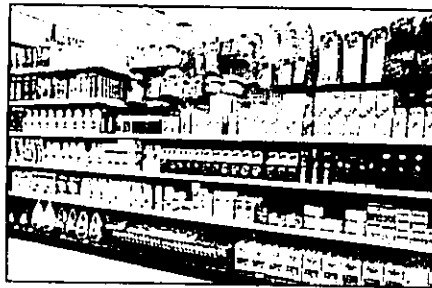
Not only is F&M selling standard bubble bath lines such as Calgon and Vaseline Intensive Care, the 100-store chain has broadened its bath gift item selection to include shower gels from Vita Bath, Fa, Fruit of the Earth, Neutrogena and Rain Bath; the complete Perlier and Sarah Michaels department store bath lines; and the latest in bath products, effervescent bath tablets such as ActiBath.

F&M recently created a bath depart-

ment with more than 75 bath items in its stores to meet this growing customer demand.

Sponges used to be a basic bath item, but now they've become a fashion statement. Loofahs and natural sponges are fast-selling pamper items.

Bath items are offered at F&M for a fraction of what they cost at department stores. Sarah Michaels is offering a special basket at F&M that will include rose shower gel, bar soap, bath brush, loofah and nail pads for \$13.99. The same item would sell for \$25.99 in a department store.



Bath items are available at F&M at a fraction of department store costs.

Pamper yourself at bath time

ONE OF the few times a mother of a busy family can get a moment just for herself is at bath time. Lock the door, fill the tub and use some of these tips to get the most from your pamper time bath.

1. Use bath and shower time to get some good aroma therapy. The latest bath and shower gels not only moisturize and relax, but their herbal fragrances can act as a real spirit lifter.

2. After your bath, pat almost dry with a towel, before putting on your body lotion. The lotion will lock in the moisture and last a great deal longer.

3. Layer your favorite fragrance. Start with the bath gel or soap. Then use the body lotion and take power version of the same fragrance and finish off with a light misting of cologne or perfume at the pulse points. Layering will make fragrance last 50 percent longer.