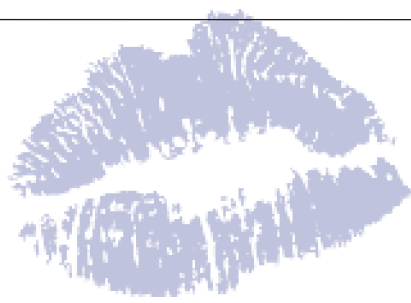


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FINISH THE LOOK TERRIFIC TOTES



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**Shiny Snake Tote
River Island, £35**
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SPA OF THE WEEK:
BUSHMANS KLOOF WILDERNESS
RESERVE & WELLNESS RETREAT,
SOUTH AFRICA
www.bushmanskloof.co.za



Are you a secret beauty?

A RECENT study has revealed some interesting facts with reports that two-thirds of men have no idea the lengths their wife or girlfriend goes to in order to look her best.

Research has revealed most men are completely oblivious to the extensive beauty routine their other half goes through on a daily basis, spending on average five hours in the bathroom each week.

Among the pampering habits which escape men on a daily basis are eyebrow plucking, fake-tanning and leg waxing.

The study also found 28 per cent of men are unaware their partners regularly pluck hairs from their chin, paint their toe-nails or file their nails.

It also emerged one in 20 females reckon their men have never seen them looking 'au naturale', according to the poll of 3,000 women by Jolen Crème Bleach.

But it's no wonder when 18 per cent of females purposely keep their beau in the dark about their gruelling beauty regime.

A spokeswoman for Jolen said: "Most women have a regimented beauty regime which they will have stuck to for years and men don't seem to realise the effort women put in on a daily basis.

"The process which women go through to look good is sometimes not at all glamorous or ladylike.

"Waxing, plucking and bleaching facial hair is just one aspect of a beauty regime that is not alluring but it's what most girls go through to look as good as possible.

"Nobody wants to admit how much effort they go to look good, so it's obvious we don't divulge our beauty tricks — especially to our other half."

Two thirds claim the reason they don't confess to getting help from things like false eyelashes and fake tan is because



SHHHH ... it's top secret

they think it's more ladylike to keep it under wraps.

But it's not just men that girls are fooling — two thirds of women said they deny using beauty products or fake enhancers when a friend complements them on how well they are looking

Nearly 10 per cent of women wear false or acrylic nails and nearly one in 20 wear extensions in their hair to make it more full and lustrous.

More than half of girls regularly get their hair highlighted or coloured and 19 per cent regularly resort to wearing fake tan to look more sun-kissed.

One in 20 secretly apply false eyelashes and nearly one in 20 glamour pussies have even tried coloured contact lenses and ultra expensive teeth veneers to appear more beautiful — and still kept quiet.

An honest 17 per cent said that people would be utterly shocked if they saw how they looked minus hair extensions, fake tan and perfectly waxed eyebrows.

The poll also revealed that in one year alone, the average woman spends nearly

10 days of every year preening herself.

Despite the great lengths girls go to, a whopping three quarters of women said they get fed up with the constant cycle of beauty treatments and say it's a pain keeping on top of it all. A more committed 25 per cent said it's just part of being female and to get on with it.

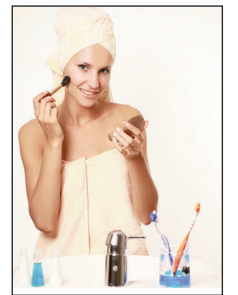
The Jolen spokeswoman added: "No doubt media coverage of WAGS and celebrities having elaborate beauty treatments influences the average woman on the street to make an effort and try new products and initiatives.

"But with so many beauty innovations that replicate salon treatments it's easier to fit looking great into our busy lives. "It is hard work for women today to keep on top of their beauty regime."

More than a third of women said their partner would be completely turned off if he saw them doing intimate grooming habits such as bleaching or plucking their facial hair.

WOMEN'S TOP BEAUTY CHEATS

1. Shave or wax legs
2. Plucking eyebrows
3. Applying make-up
4. Shave or wax underarms
5. Highlighting/colouring hair
6. Pedicures
7. Fake tan
8. False/acrylic nails
9. Wax or shave bikini line
10. Bleach facial hair
11. False eyelashes
12. Hair extensions
13. Waxing facial hair
14. Pluck nose hair
15. Regular facials
16. Wear coloured contact lenses
17. Teeth veneers
18. Eyelash extensions
19. Botox
20. Permanent make-up



'Most men are completely oblivious to the extensive beauty routine their other half goes through on a daily basis, spending on average five hours in the bathroom each week'

This striking 'kag in a bag' banishes nightmare pacamac memories

DURING school days, part of my uniform (and the most hated part) was a pacamac — compulsory and designed to protect my blazer from showers and subsequent shrinking.

Me and my schoolmates avoided the most-hated pacamacs like the plague.

We'd far rather have sported the smallest blazer known to man — shrunk after a good wetting — than worn such a hideous item.

Needless to say, the pacamac experience has never left me, and I've always had issues about what passes off for rainwear.

I'd rather get a soaking than wear a glorified plastic bag.

But that has all changed thanks to the latest sample to drop on my desk — the poppy print 'kag in a bag' from Peter Storm.

It's not a cheap rain cheater at £27.99 — although I have spotted it in the sales for £10 less than that — but it does look great.

And it's great quality too with two zipped hand pockets, a front pouch pocket which acts as the bag for the kag, a fixed hood which rolls up into the collar, a half-zipped front and adjustable cuffs.

It's made from fully breathable polyester, so it will keep you well



ventilated as well as dry.

And thanks to its fully taped double seams it'll keep out the ferocious winds too.

Right, you'll never fade into the background wearing one of these.

But why would you want to?

It's fun, funky and will brighten up the rainiest day.

And... it'll keep you dry and warm into the bargain.

What more could you ask for?

Peter Storm products are available from Millets stores, including the one in Coopers Square, Burton.

For more information log on to www.millets.co.uk

TRIED AND TESTED

I'M always keen to try any new skincare products. As you get to a certain age, any sort of helping hand is always appreciated!

The latest product to land on my desk is Filextra™ Facial Revolumizing Treatment with collagen from Goodskin Labs.

It's an all-over facial moisturiser which offers to counteract what is known as the 'mid-face sink' — a sunken hollowed look to the cheek and under-eye area, which is apparently far more ageing than the wrinkles that we worry about and uneven skin tone.

The key to the product is faithful use as its triple action reconstruction works to help boost the skin's own collagen production, visibly correcting the 'mid-face sink' in three phases.

The results of phase one — rebuild — are smoother and firmer looking skin. Natural collagen boosters helps skin support its own natural collagen production to help it create a supportive, stable skin structure.

Phase two — refill — sees H2O levels replenished,

restoring a youthful plumpness to the skin and facial contours.

During Phase three an advanced lipid filling complex helps reduce the look of the hollows of the skin, acting as a protective barrier on the skin's surface to surround the newly added H2O to help skin hold the essential revolumising moisture.

I'm persevering to get the results, and I really like what I see so far. My skin does feel softer, looks less crepey and has a healthy glow. Not cheap, but worth the money if you're going to give it a proper go.

Filextra™ Facial Revolumizing Treatment with Collagen costs £27 and is available exclusively from Boots and Boots.com.

By Emma Turton

