

WOMEN *Today*

A woman with long, dark, wavy hair is smiling broadly, looking towards the camera. She is wearing a white, short-sleeved top with a ruffled neckline. Her hand is resting on her hip. The background is a blurred, light-colored outdoor setting.

Beauty Bailouts • Good Hair
Comfort Foods
Healthy Weight
Average Size Women
Restful Sleep • Yoga Moms
Beauty Tips

Bailouts Abound for Beauties

The beauty industry is a multi-billion dollar business, with American women spending thousands of dollars each year on new products and treatments. Given the current state of the economy, even self-proclaimed "beauty addicts" are rethinking what they spend on lotions and potions. The good news? There is no need to let the recession cause a beauty depression thanks to new products, old favorites and some smart solutions for under \$30.

Look for multi-purpose products or those with unexpected benefits. Items that feature two key benefits --such as a moisturizer with tint and sunscreen -- can be less expensive than buying separate products, and will save you another commodity: time. Makeup artist Petra Strand's Pixi by Petra collection offers skin-beneficial ingredients and face-awakening color in every product so women can soothe their skin and freshen up their look in one step.

Choose a few bright, of-the-moment colors to give your look an update. Former model Jemma Kidd offers high-intensity eyeshadow shades within her JK Jemma Kidd collection. Prefer a classic red? Then go for a product with staying power like L'Oreal Paris Infallible™ Never Fail Lipcolour in Target Red for flashy long wear. Even when paired with last season's dress, you'll look au courant!

Be smart about choosing colors. Avoid wasted money and the wrong shades with a handpicked palette that really makes sense for your skin tone and style. The NP Set palettes by Napoleon Perdis have step-by-step instructions built into the case so no color goes unused. A makeup lesson by a celebrity makeup artist and smooth, satiny colors perfect for you for just \$29? Now that's a beauty bargain.

Take Stock. Keep your cosmetics organized so you know what you have and don't buy what you don't need. Rely on the Contents Yellow Bee cosmetic train case made from recycled cotton available exclusively at Target to make storing your beauty essentials easy, chic and eco-friendly.

At-home spa. Skip the spa day price tag and gather some skin-soothing items to lift your spirits right at home. Detox in your tub with Soap & Glory I Foam, an ultra-creamy body wash with orange and grapeseed oils to soothe your body and soul.

Protect the beauty investments you make. Are you a fan of salon hair coloring services? Choose products that will help your color last longer and protect your hair from damage. Color- and heat-protectant shampoos and stylers cost less than a single process haircolor service. Two to try: Umberto Beverly Hills and Ted Gibson.

Shop smart to save. Find quality beauty products for less at the same places you buy your fashion must-haves, groceries and electronics. Target, for instance, continues to bring beauty mavens everywhere the best brands from around the globe for less.



7 Tips for Good Hair

Shiny, lustrous and thick hair is desired by so many women. Far too often, however, this isn't the type of hair DNA has dealt. But you can use the wide array of products and hair care tips available to achieve the best head of hair you can put forward.

Change your diet: A protein-rich diet will help grow stronger hair. Look for high protein foods such as liver, other organ meats, legumes, and also foods rich in B vitamins. Also, iron, calcium and silica help to prevent hair loss.

Water temperature: Depending on your hair type you will wash your hair daily, every other day, or even less frequently. Oily hair may need to be washed more frequently. Generally, every other day is the average. When washing, it's recommended that you use warm water. Water that is too hot can damage the hair.

Washing technique: Use the pads of your fingers and not your nails to scrub your scalp. Be sure to rinse all of the shampoo out of your hair, otherwise residue can make locks limp and dull. Choose simple shampoos that do little more than clean the oil from your hair. Complicated formulas may be more expensive and do little help for your hair. Also, use conditioner sparingly. Globbing it on actually can have the reverse effect on your hair -- making it drier and less manageable. When using conditioner, only apply it from the height of your ears down. Avoid rubbing conditioner into the scalp.

Protect your hair: Just as you would use sunblock on your skin, you should use it on your hair and scalp to prevent against sun damage. Use a hat to cover up when your head will be exposed to strong sunlight. When going swimming in a pool or at the beach, consider combing a conditioner through your hair prior to add a layer of protection against the salt or chlorine.

Processing: Treatments that chemically alter your hair, such as coloring, perming and straightening, should be used sparingly, and rarely at the same time. Otherwise you can damage the hair. Consult with an experienced stylist as to what you can do with your hair and what should be avoided.

Comb and brush with caution: It's not necessary to comb or brush your hair to the point of tears. In fact, excessively tugging on the hair can cause it to weaken and break. Only brush dry hair. Use a wide-toothed comb on wet hair to detangle. And always handle the hair gently.

Get regular haircuts: Split ends can quickly ruin your hairstyle. Even if you are growing out your hair, it is important to go for regular trimming to maintain your shape.

Comfort Foods That Won't Spoil Your Waistline

Most cultures have their share of comfort foods that seem to make a bad day better. Or perhaps they evoke feelings of family or special holidays. The trouble with most comfort foods is that they tend to be carbohydrate-laden, high-calorie items that can pack on the pounds. Something you may not be apt to do after making healthy resolutions.

There are ways to turn favorite comfort foods into healthier options that still satisfy. Consider these modifications to the foods you love.

Hearty stews - swap out fatty meats, such as chuck, for leaner cuts or even chicken breast. Increase the ratio of vegetables to meat and potatoes for a filling option that still has the ingredients you love. Use low-fat gravy or broth to create the stew liquid and thicken with a little cornstarch.

A warm bowl of chili is a favorite for many. Use the leaner cuts of ground beef (such as sirloin or ground round) and skim off any excess fat during cooking. Or simply go with ground turkey or chicken as an alternative. Increase the amount of peppers and beans you add to the chili mix. Achieve flavor with seasonings, instead of fat. Serve with low-fat shredded cheese on top and a dollop of fat-free sour cream.

Who can resist a heaping serving of mashed potatoes? The trouble is the butter and milk in the mix could make those potatoes much heavier in calories than you desire. Make mashed potatoes with a 50-50 ratio of potatoes and cauliflower. The texture will be the same, but you'll be using fewer carbs. Replace butter and milk with low-fat stock for flavor. You can also mix in some low-fat sour cream to thicken your potatoes and add a little bite to the flavor.

Macaroni and cheese may be one of the all-time favorite comfort foods. But with that much cheese, it's not so comforting for those watching their weight. For a healthier version, swap out regular macaroni for whole wheat. Use a low-fat cheddar or even an easily melting low-fat cheese spread in place of whole milk cheeses. Skim milk will help make the combination creamy, as will low-fat evaporated milk. Beef up the nutritional value of the dish by adding diced tomatoes or peppers. Turn it from a side dish into a main dish by adding lean ground turkey.

Do you enjoy a bowl of potato chips while watching television? Many do, with consequences. Baked varieties are healthier, or try making your own "chips" at home. Thinly slice potatoes with the skin on. Place on a cookie sheet covered with parchment paper or lightly sprayed with nonstick cooking spray. Dust with salt, pepper or your favorite seasonings. Bake at 400 F until the desired crispiness is reached.

Lasagna - a popular Italian dish is heavy on cheese, possibly meat and pasta. It can be a recipe for dieting disaster. Substitute a whole grain or multigrain pasta noodle for regular lasagna noodles. Alternate layers of your lasagna with thinly sliced eggplant or zucchini to cut down on the amount of pasta. Select nonfat cheeses and use sparingly. Skip the sausage or ground beef and replace with chopped spinach.

Pizza is a popular comfort food. The best way to cut the calories from pizza is to make it yourself instead of ordering out. Use a whole-wheat dough and low-fat cheese. Make the pizza more filling by piling on fresh vegetables. If you prefer plain pizza, fill up on a side dish of salad so you're less tempted to indulge in two or three slices.

Maintaining Healthy Weight a Several-Step Process

Arguably the most difficult thing about losing weight isn't losing the weight itself, but keeping it off once it's been lost. While every person is different, there are ways to keep weight off, and many of them are relatively minor. What these methods all have in common is the commitment level they require. Making a long-term commitment to each of the following changes can not only help lose weight, but keep that weight off as well.

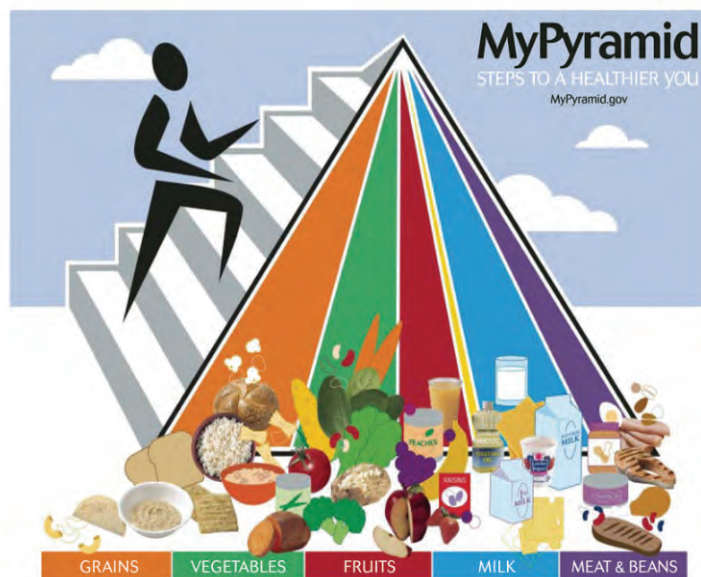
Closely monitor fat and sugar intake. Reduce consumption of foods high in fat and sugar, or substitute with reduced-calorie and reduced-fat foods and beverages. The fat in your diet should be limited to 30 percent or less of total calories each day.

Get daily exercise. Exercise comes in many forms, and it's best to determine what type of physical activity best suits each individual and each lifestyle. Initially, you should work your way up to regular aerobic exercise, such as brisk walking, jogging or swimming, since it is a key factor in achieving permanent weight loss and improving health. For maximum benefits, most health experts recommend exercising 30 minutes or more on most, and preferably all, days of the week.

Be aware of your eating habits. Negative eating habits can include overindulging, eating when bored or looking to food for comfort. Many times people don't even realize they are routinely treating food in these ways. Keeping a food diary, in which you write down when you eat, what you're eating and why you're eating is a good means to discovering just what your eating habits are and determining if they are healthy or not.

Remember the value of balance when planning a diet. Mom, Dad and no doubt school teachers extolled the virtues of a balanced diet,

and for good reason. Don't forget the five good groups (milk, meat, fruit, vegetable, bread) when planning a diet. If you have a specialty diet, due to an existing condition (i.e., diabetes) or lifestyle (i.e., vegetarian), consult with a physician as to how to best balance your diet, as there will no doubt be certain foods that are off limits.



Fitting the Average Sized Woman

Spring and summer collections fill the stores and the start of bathing suit season has begun. Many women will be flocking to area retailers to add to their warm-weather wardrobes. But will they find the sizes they need?

The average-sized North American woman wears between a 12 and a 14 dress size and weighs about 163 pounds. However, the scores of fashion brands and trendy stores fail to cater to this growing demographic. Most fashion-forward boutiques and mainstream designers only offer clothing up to a size 16. If they do offer larger sizes, there are minimal styles and possibilities available, and the stock could be "hidden" in the back storeroom.

According to Trendex, sales of plus-size clothing account for 20 to 25 percent of the overall women's market. While some stores, such as Lane Bryant, Avenue and Fashion Bug, cater to the plus-sized market, most women who wear larger sizes are relegated to purchasing matronly items from big-box retailers like Wal-Mart or Target.

Fashion forecasters say that designers simply do not have the time or inclination to let plus-size lines evolve. Also, producing larger sizes isn't simply a matter of making smaller sizes bigger. In sizes 16 or above, the silhouette of clothing changes, with more girth in the middle. Designers have to accommodate for this and work with completely different patterns.

According to statistics, Baby Boomers (those between ages 35 and 54) make up 28 percent of the population. Women in this age group alone make up 31 percent of the population and are America's leading consumers. What's more, these established individuals tend to have higher incomes and more spending money than others, making them an ideal target for retailers.

Until the fashion industry catches up with the average-sized woman, there are certain ways for women to dress their bodies if they are searching for fitting clothes. Fit the largest size of your body. This may require shopping for bottoms in plus-size departments and tops in the regular ladies department.

Develop a relationship with the tailor. Tailoring clothing can enable you to get the fit you desire. Consider shopping online. Many plus-sized boutiques cater to women through the Internet. The downside is that you cannot feel the clothing before purchasing. However, check to see if they have a free return policy. Once you learn what styles fit you, it'll be easier to repurchase. Avoid styles that are built around stick-thin or boy-framed women. You need styles that work with curves. Avoid tapered or low-rise pants. Skirts and dresses may give you more wiggle room and are easier to fit than slacks.



Easy Ways to Ensure a More Restful Night's Sleep

Though many are aware it's one of life's necessities, a good night's sleep is still widely considered a luxury. Despite the knowledge that a good night's sleep is beneficial in many ways, affecting not only mood but physical health as well, it's still quite possibly the one necessity of life that people routinely sacrifice.



Consider doing the same with other necessities, such as food and shelter, and the willingness of many people to forgo sufficient regular rest seems wholly irresponsible. Most people would not go a day or a week without eating, yet it's common to go a night or week or even longer without once getting a good night's rest.

That reality is potentially very harmful, as sleep can influence productivity, memory, mood, and alertness. To ensure you're getting sufficient and beneficial rest, consider the following tips. Keep a regular sleep schedule. Maintaining a regular bedtime and wakeup schedule helps alert the body to when it's time to go to sleep and wake up. While it's common to abandon such a routine on weekends, it's best to avoid completely deviating from a weekly sleep schedule every Friday and Saturday night. For instance, those who routinely go to bed around 11 p.m. on weeknights should not be hitting the sack at sunrise each and every weekend. Keep as consistent a sleep schedule as possible, even on weekends.

Sleep when it's dark outside. Nap aficionados will heap praise on the value of a daily mid-day nap. However, napping during the daytime could be the equivalent of stealing from Peter to pay Paul. While a daytime nap might be the rejuvenating boost you need in the middle of the day, it could very well be that you're tired during the day because you didn't sleep well overnight after taking a mid-afternoon nap.

Make things as comfortable as possible. Some people need absolute silence when sleeping, while others need to listen to music. Each individual is different, but creating a serene and soothing sleep environment can help ensure a quality night's rest. If necessary, use earplugs to block out any external noises.

Sleep on an adequate mattress. Sleeping problems often result from older mattresses that have worn out their welcome. Look for one that provides both comfort and support. Couples should also be sure their mattress is big enough to comfortably fit two people.

Keep eyes off the clock. It's probably a product of human nature, but many people, upon waking up in the middle of the night, quickly glance at the nearest clock. This should be avoided, as it often makes people start thinking about the sleep they're missing, indirectly making it more difficult to get back to sleep.

Get your exercise. Exercise is beneficial in many ways, not the least of which is promoting a better night's sleep. However, exercise also gets many people amped up, so it's best to finish an exercise several hours before bedtime to allow your heart rate to return to normal and your mind to calm down.

Stop eating and consuming caffeine several hours before bed. Eating shortly before bed can cause digestive problems, making it difficult to fall asleep or enjoy a good night's rest. It's also best to avoid caffeine and any other stimulants in the hours leading up to bedtime.

Make the bed simply a place to sleep. When you watch television from bed or work from bed, this can make it difficult to fall asleep in bed when it comes time to catch some Zzzzs. In general, it's best to reserve the bed solely for sleeping.

Yoga Moms Have Pushed Soccer Moms to the Sidelines?

Many women are trading in their team jerseys for yoga mats. The busy soccer mom has transformed into the calm and ethereal yoga mom who is more interested in a stress-free life than racing around to sports practices.

For a long time the stereotypical image of a mom was a minivan-driving, white, 40-something picking up Timmy from sports practice and Jenny from cheerleading. Her fast-paced lifestyle had her racing between kids' engagements to home to other social obligations in a harried, time-pressed manner.

But today you're more likely to see mom practicing her asanas instead of toting clipboards and team snacks. She's scooting around in her Toyota Prius instead of the Dodge Caravan and is more about living in the moment than over-programming children with music lessons and enrichment classes.

Today's moms are more free-spirited and learn-as-you-go types. They don't strive for the same goals as their mothers before them. Instead of keeping up with the Joneses and striving for perfection, the Yoga Mom or Eco Mom is customizing her life the way she sees fit.

So what else is different about women of the Yoga Mom mind set? A lot actually.

Today's moms live further from their Baby Boomer parents, and aren't as influenced by their go-getter attitudes. As such, Eco Moms are more community-based and interested in being everyone's friends. That's why you're more likely to find Yoga Moms blogging, heading grassroots campaigns and seeking new friends on social networking sites. Yoga moms are more about spreading the word on ways to improve the community and planet than receiving the gossip on how to get ahead or the best recipe to bring to the office potluck.

Many Yoga moms saw their own mothers struggle with the work-family balance with little success. New moms are more about embracing what's real and meaningful than being caught up in the rat race.

That isn't to say today's moms are sitting on the couch catching up with daytime programming. They are certainly educated, successful women. They're simply putting their needs on par with the needs of their family and feeling better about themselves in the process.

Beauty Tips for Busy Women

Women are juggling much more today than in years past. According to U.S. Census Bureau reports, 31 percent of married couples with children are two-income families, and many women are balancing work, family, social obligations, and additional activities. This can leave little time for personal grooming.

However, looking your best doesn't require a lot of time or money. In fact, by focusing on a few areas, you can put your best face forward despite being under a time crunch. Invest in a good haircut. Consult with a stylist who knows his or her stuff. Ask for recommendations on what cut will work for your facial shape, lifestyle and trends you desire. You want something that works for you and



doesn't require a lot of effort to achieve. For example, if you're time-pressed and your 'do requires 40 minutes of blow-drying every morning, it may not be practical for your situation. Work with your hair type instead of against it. Investing in a good cut is a beauty secret every woman should know.

Select dual-purpose products. Saving time can often mean using beauty products that serve more than one purpose. For example, a moisturizer that's also a sunblock saves on the extra step of applying SPF. Some mineral powder products serve as a foundation and a oil-reducing finish coat. For women who want to skip a foundation, tinted moisturizers are also an option.

Play up your eyes. Bright eyes give the impression of being well-rested and healthy. If you spend time on anything in your beauty regimen, it should be adding some impact to your eyes, even if this just means using some mascara and applying a highlight under the browline and in the corners of the eyes. Don't forget to cover under-eye circles if they are a problem.

Don't overlook your hands. Hands have a way of giving away your age. Many women who use age-defying products or enlist in the help of plastic surgery fail to realize that their hands can reveal their age. Always moisturize and care for your hands. Routine manicures can help tame cuticles and keep nails and hands in top form. Use sun protection on your hands to avoid wrinkling and age spots from sun exposure.

Whiten your teeth. Putting a fresh-face forward also involves having a great smile. There are many inexpensive, over-the-counter whitening products that can lighten the shade of your teeth dramatically. They can be used while you're taking care of other tasks, such as laundry or making dinner, maximizing your time.