

Natural Beauty Returns For Spring, As Soft, Gentle Colors Take Center Stage

"Spring's makeup mood is soft, natural and feminine, with fragile pinks and delicate neutrals sharing the beauty spotlight," says Glenn Roberts, creative beauty director for Elizabeth Arden.

A Return To Romance
"In what may very well be a reaction to extreme makeup, very strong music, and off-beat lifestyles, most women are choosing softer, gentle colors and styles and a return to romantic beauty to complement their feelings of health and exuberance."

The trend to naturalness is reflected in PETALS, Elizabeth Arden's new spring collection. Taking its story from nature's loveliest gift, PETALS offers muted shades that merge color with color in

flowing blend of pale into pale into paler.

Lip colors are demure, the mouth is generous. Nails feature matching tonalities rather than matching colors, eyes are complex yet understated in earthen tones, skin seems flawless in beige tones touched with pink, and cheeks are prettied with the softest blush of color.

"The move to natural beauty -- neutrals and pinks applied with a light touch is perfectly symbolized by our fascination with health and fitness.

"There's a renewed interest in glowing, glorious health and, for so many women, a renewed interest in the delights of femininity.

"While music videos, extremes in clothing styles and hair cuts, and rock star

personalities may exemplify high energy and novelty, in makeup, beauty and fashion 'Soft, softer and softest' seems to have taken center stage."

Color and Moisture
Elizabeth Arden's Lip Fitness Color, the lipstick that pairs delicious color with the moisture of a serious lip balm, epitomizes the trend toward feeling romantic and looking great naturally. And, with the new Waterlily, a gently-muted sandy, pink, women can play with a mauve tone softened for spring.

Emphasizing that good skin coverage means good skin protection, Elizabeth Arden has added to its line of Flawless Finish Makeup the lighter pink beige of Alabaster Rose.

Powder Perfection for

Eyes features three new combinations: Tender-shadows, Softshadows and Gentleshadows, and Powder Perfection for cheeks now glows in Soft-blush and Warmblush.

The natural story continues into nail lacquers, lipcremes and lip pencils with new shades, respectively, of Pink Lotus, Nectar and Clover.

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