



Spray on beauty

Spritz, spray and go is the new byword for time-pressed fashionistas



BEAUTY CONSUMERS SEEM to like the delivery of their products with the touch of a button, and brands are obliging them with more spray-on items.

What had been the domain of sunscreen also now belongs to moisturisers, shampoo and cosmetics: It's spray, spritz and go.

"Sprays in beauty can be a game-changer," says Marie Claire beauty and health director Erin Flaherty. She predicts people will use these products more frequently, more regularly and maybe share with other family members.

That's the plan, says Ricardo Pimenta, global vice president for Vaseline and St. Ives. Vaseline's new spray body lotion is getting a lot of buzz.

"It all started with an observation that a lot of people in the U.S. have lotion at home but don't use it. They're what we call 'light users,'" he says. "We found out the reason they weren't using it that often is not because they didn't know that it was good for their skin, but it was too much work and it took too long."

He adds: "We had to innovate, and a spray seemed very simple, almost obvious, and we said, 'Why haven't we done this before?' The answer is it was difficult."

There were challenges with viscosity, absorption, working



with the compressed air that propels the spray and the ergonomics of the can.

"None of them is too complicated separately, but putting them together was," Pimenta says.

It was all worth the effort, says Flaherty.

Think of all the days you skipped lotion because you

were pressed for time, or how you ran out of the house with your hair wet because you didn't have time to blow-dry. A spray dry shampoo solves that problem.

And there are all the kids who were never fully covered in sunscreen because they couldn't sit still long enough for a head-to-toe application, Flaherty says. Those kids could probably use a good dose of moisturizer, too.

Makeup brand Urban Decay recently launched its B-6 Complexion Prep Spray, which is a fine-mist liquid vitamin mattifier that aims to minimize pores and reduce redness. It was designed as a unisex product because, says Urban Decay co-founder Wende Zomnir, men like sprays, too.

Zomnir says the spray has a much lighter touch than anyone's fingers could hope

to have so you don't feel like you're adding a layer of product. "We couldn't ask people to put another layer of stuff on their faces. ... A few years ago, a product like this was droplets landing on your face. Now, you don't feel it going on."

There's also the no-yuck factor. With a spray, Flaherty says her fingers aren't sticky, greasy or dirty. "I wouldn't use a self-tanner because of what it did to your hands, but now that you can get a spray tan, it's totally different."

She says she doesn't think it's a fad. It's not just cool, it's a time-saving problem solver — and those are the keepers. She predicts sprays to come in more colour cosmetics and facial care.

What's Zomnir working on next in her spray lineup? A spray wrinkle remover. "That would be a dream." AP

ALIGN YOUR LIFE

A View To Remember

MANY COUNTRIES AROUND The world have rivers running through them. Some countries are by the ocean side, while some have beautiful ponds in their landscape. Many people prefer to live in the close proximity of water as it gives them a sense of peace and calm. The prices of properties with waterfront views are normally higher and apartments with ocean view sell like hot cakes.

In Feng Shui moving water represents prosperity and growth. It is a common practice to have a small water fountain or aquarium in your living space to bring about harmony. Water energy within your living space enhances movement in career and brings in new opportunities. However does the same principle apply to a big water body outside your home or office? Does it have a positive impact on the residents or is there a downside to having a big water body outside your home?

Water is very symbolic. Feng Shui means wind and water. Therefore any kind of water body is taken into consideration in Feng Shui formulas while activating and harnessing good energy.

To begin with, stagnant water is not good to have around your home. Not only it is unhealthy, but also it is bad Feng Shui. Stagnant water depicts stagnation in life and ill health.

Any water body that creates a big diversion in front of your home or breakwater is also not considered to be good Feng Shui. These kinds of water bodies represent slow wealth and disharmony.

On the other hand, if your birth element is water and if you are able to live next to a natural water body, it is indeed considered good Feng Shui. Living next to a gentle stream of water or winding river is ideal for villas and homes, as it enhances water energy within one's living environment. It is considered to be an ideal placement and residents of such homes enjoy balanced relationships. It is even better if you have a hill or a mountain behind your home, so that good prosperous energy is contained within your home. Ideally a water body should be facing the living room of your home or apartment, rather than flowing at the back of the house. Water in the back does not offer security. Water in the front becomes part of the open landscape. If you have water near your home, it will influence you positively. Water that meanders and flows gently will give you a sense of flow in your life. Having an ocean near your home is considered good Feng Shui, because good energy rides on the waves and enters your living room.

So remember to look outside the living room when window before purchasing or renting a new home - does it have a view to remember?

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