



Here Comes the Sun

Shoppers are looking for product that takes them from New Year's resolutions through bathing suit shopping — and back

Above: Reveal Your Sexy Soles collection gets feet ready for those fashionable flip-flops. Silky Soles pre-exfoliating foot gel, Sweet Feet moisturizing sugar scrub and Rescue Me Too intensive foot repair creme come separately or as a three-step treatment; Sole Sister moisturizing foot stick also available. \$12.50–\$18.50. **Get Fresh**, Santa Monica, CA. (310) 315-0020. **Reader service #802.**
Bottom: Bubble bath, scented soy candle, bath salts and bar soap are inspired by the Mediterranean. \$10.50–\$29.50. **Ellesca**, San Diego, CA. (858) 565-0666. **Reader service #808**



BY MEREDITH SCHWARTZ

All over America, consumers are already planning ahead for the look they want in short skirts, sleeveless shirts, bathing suits and thong sandals. These days, personal care products are an integral part of summer prep. And increasingly, shoppers are looking to specialty stores for their summer care.



Top: Daily Sun Protections Wipes come in a box of 15 and contain broad spectrum protection. Sunscreen stick and pack of five individual packets also available. \$7.99–\$12.99.

Shady Day Inc., Montclair, NJ. 87-SHADY-DAY. **Reader service #804.**
Bottom: Nothing stops summer fun like an allergy attack. Clear my Head on the go roll-on helps sufferers relieve allergy symptoms so they don't have to stay inside on those long summer days. \$12. **A Muse Sings Inc.**, Dayton, OH. (937) 293-2222 **Reader service #807**



"For beauty, the specialty store channel is at 9 percent, and it's been one of the fastest growing channels for the past decade or more," says Carrie Mellage, industry manager of consumer products for Kline & Company, Little Falls, NJ, a management consulting and market research firm.

So even though it's only February, it's time to put those skin care regimens next to the yoga mats and healthy snacks — customers are getting ready for summer!

GETTING THE MESSAGE

After years of resistance, consumers are finally getting the message that tanning, not just burning, is unhealthy. The emphasis on preventing signs of aging was what finally did the trick. According to a recent study by BuzzBack Market Research, New York, 61 percent of women now worry about sun protection.

"Any time you pick up a magazine or look at a news report they're talking about the dangers of sun damage. The public is much more aware than it used to be," says Bonnie Gulick,

owner of ISUN Visions LLC, Telluride, CO.

Packaged Facts, a division of MarketResearch.com, estimates that combined U.S. sales in the sun and lip care markets reached \$2,215.5 million in 2004, up from \$1,927.2 million in 2000.

Yet many still need to be educated about sunscreen — especially young people. Eighty percent of lifetime sun exposure occurs before the age of 18, according to the American Academy of Dermatology, yet 59 percent of teens believe that people look healthier with a tan; 43 percent lay out in the sun, and only 30 of those always use sun block. Meanwhile, 28 percent of female and 14 percent of male teens say they never use sun block.

Even after the teen years, consumers aged 25–34 are prone to using sunscreen with SPF levels below the recommended 15, according to Packaged Facts. Women also tend to use lower protection levels. In addition, those who wear sunscreen often don't reapply every two hours as recom-

To page 50