

Newsflash: Intimate grooming grips the nation!

Submitted by: Ann Summers

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Seduction has swept the country and in time for Valentine's Day! The weekend of love has a new meaning with Ann Summers (<http://www.annsummers.com/webapp/wcs/stores/servlet/TopCategoriesDisplay?storeId=10001>) Glampuss

(http://www.annsummers.com/webapp/wcs/stores/servlet/productdisplay_et!!etc~ev!10239||et!!etc~ev!10247||_40151_-1_10239) products ...the nations new styling tool set you leave you blushing!

What better way to celebrate Valentine's than with a little grooming to tease and please the senses:- a wash-in wash-out hair dye (6-8 weeks) perfect for the most private zone. Simply select from either ravishing red or perfect pink colour options and give him a reason for wearing a red nose!

Be one of the nation's 'New Women' – hooked on keeping your most intimate area looking as groomed as possible. Figures reveal the level of grooming has gripped the nation's most discerning seductresses' with 49% of women compared to 35% ten years ago making it a priority to keep their patch pampered. When it comes to looking good in the bedroom you can be sure that Ann Summers is always one step ahead of the game with Glampuss.

Why not go further and leave him panting with the ultimate fantasy for seduction - a selection of items from our Valentine's Enchantment range: Uncover your desire with the heady scent of Love Scandal (http://www.annsummers.com/webapp/wcs/stores/servlet/productdisplay_et!!etc~ev!10210||et!!etc~ev!10212||_40151_-1_10210) with its black mesh and scarlet red detailing. Release your inner fantasies and run your fingers over our Destiny range (http://www.annsummers.com/webapp/wcs/stores/servlet/productdisplay_et!!etc~ev!10210||et!!etc~ev!10212||_40151_-1_10210) and pave the way for seeing stars. (Both available now)

A spokesman for Ann Summers, the high street seller of sex toys (<http://www.annsummers.com/>) and sexy lingerie (http://www.annsummers.com/webapp/wcs/stores/servlet/categorydisplay1_40151_10210_-1_10001_Y_10210), says:-

"Why stick to the traditional methods of grooming when you can take this one step further and blow his mind? It's all about pushing the boundaries and of course Ann Summers is the leading High Street retailer in this area. "

'Glampuss' is available from Ann Summers parties (in pink) and online (in red) at www.annsummers.com.

For enquiries please call 0845 456 2320

NOTES TO EDITORS:

- Ann Summers has 132 stores throughout the UK and Spain. To locate your nearest Ann Summers store visit

www.annsummers.com

- The Ann Summers website, www.annsummers.com, has over 1.5 million individual visitors per month
- There are over 7,500 Ann Summers Party Organisers who hold approximately 4,000 parties per week

ANN SUMMERS PRESS OFFICE:

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