

British women aspire most to be like Angelina and Beyonce

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Angelina has it. So do Madonna and Anthea Turner. Why do some women seem to be able to balance busy lives and still look effortlessly gorgeous all the time?

A new survey published today by leading hair removal brand Nair [MUST PLUG] and leading women's online destination iVillage.co.uk [MUST PLUG] shows that British women today are struggling to find the time to beautify themselves and are feeling increasingly pressured by the faultless images of celebrities such as Angelina Jolie and Beyonce, who appear to be able to juggle work, family and friends with ease whilst continuing to look picture perfect.

When asked which celebrity is the best multi-tasker, Angelina Jolie came out as a clear winner with busy women of today as 49% voted for her. Others included: Madonna (20%), Anthea Turner (13%), Charlotte Church (12%), and Jonathan Ross (2%).

As well as Angelina's ability to multi-task British women want a curvy figure, with 30% of women stating that the Bootylicious Beyonce has the best legs. The skinny look is out with only 5% going to Jordan and 1% to Victoria Beckham. Other favourites included: Kelly Brook (19%), Nadine Coyle (12%), Eva Mendes and Naomi Campbell (10%) and Mariah Carey (6%).

The credit crunch is clearly having an impact on beauty regimes with 56% of British women spending under £20 per month on beauty products and 69% opting to do more beauty treatments at home. The survey shows women are much more time poor than ever before with 76% saying they waste time doing things they don't want to be doing like queuing and being stuck in traffic.

It's not just in the home and at work where women are trying to save time; they've also got a few tricks when it comes to beauty. The most popular beauty multi-tasking activity was using hair removal products whilst eyebrow plucking with 30% stating this as their favourite beauty time saver. Other popular options included brushing teeth while showering (25%).

When asked about the survey results Kate Reardon, of Top Tips for Girls, said:

"The Nair survey results are simply positive proof of what all women know in their hearts to be true; we're fabulous multi-taskers who will do virtually anything to save time and when money is short we don't hesitate to indulge ourselves at home. We have entered a new beauty era where we are looking for hardworking products that don't cost the earth, do the job and make you feel great knowing you have saved both time and money."

Body hair is a big issue for women. For 54% of women, the quest for a hair free life was more important than speaking another language or learning to park. While it's not that surprising that 58% of those surveyed said they wouldn't wear revealing clothes if they were hairy, an unexpected 21% said it would stop them having sex.

Regrets, [it would seem] we've had a few in terms of beauty "no no's". Everyone surveyed listed a

regret and, positively, the biggest for British women was sunbeds with over 22% wishing they had never used one. Other top regrets were having: shaved (16%), a tattoo (10%), dyed hair (16%) and piercings (7%).

In summary, iVillage.co.uk beauty editor Ronita Dutta said:

“Nair’s survey proves we are a nation of time savers and admire other women who can juggle many things at the same time hence Angelina topping the list. But when it comes to beauty we want to save time and money but not compromise on the results. Smooth legs make us feel more confident and subsequently sexier but it’s not something we want to think about or do on a daily basis. What we’re after is a product that we can use once or twice a week so we can forget about our hair inhibitions the rest of the time and enjoy feeling good!”

****ENDS****

Please note that use of the above data must be accompanied by a must plug for Nair and iVillage.

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Notes:

- The survey was carried out on Ivillage.co.uk in May 2009
- 1,179 women aged between 16 and 55 took part
- Nair is a leading range of hair removal products which includes waxes and creams.
- Nair, has launched the new Exfoliating Hair Removal cream which removes hair, exfoliates and moisturises, giving you up to 7 days of smoothness. Available nationwide from Boots and Superdrug priced £5.99. To find out what the experts are hailing the hottest multi-tasking beauty products of the summer log on to www.ivillage.co.uk.

Other survey findings included:

Which part of the body is the most important to keep hair free?

- Under arms (43%)
- Lower legs (23%)
- Face (10%)
- Bikini (8%)
- Upper legs/eyebrows (7%)
- Arms (2%)

The hairiest nation?

- Germany (43%)
- France (21%)
- Italy (18%)
- Poland (7%)
- England (4%)