

Confused.com reveals how vain Brits turn to credit to keep up appearances

Submitted by: pr-sending-enterprises

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Confused.com has revealed that forty per cent of Brits use their credit card to make themselves look good by buying beauty and grooming products.

When it comes to looking good, more than one in ten (11%) Brits regard fake tan as an essential expense.

Surprisingly, many men see image-enhancing purchases as something they can't live without. For instance, 14% of men say waxing is an essential part of their grooming regime.

Across the regions, 10% of men surveyed from London say Botox treatment is a vital part of looking good. Meanwhile, 22% of men in the West Midlands believe a fake tan is a crucial part of sprucing themselves up - the highest of any region. In Wales, 23% of men surveyed say eyebrow shaping is an essential part of their grooming regime.

From the findings it appears image is everything for adults. 60% have bought clothing using their credit card, the most popular credit card purchase, while 28% have bought jewellery.

When it comes to who influences their appearance, almost a fifth (18%) of adults say celebrities affect the way they choose their look.

However, it is not just superstars that have a sway over people's image. More than one in ten (12%) people say reality TV personalities from programmes such as 'Made in Chelsea' or 'The Only Way is Essex' influence their appearance.

Overall, Kate Middleton is the most popular celebrity icon for women, with 21% of females saying they would like to look like her. Cheryl Cole came in second place (18%), while Kate's sister Pippa Middleton received 5% of the vote.

As well as using a credit card to obtain the perfect look, 28% of Brits polled spend on credit cards (<http://www.confused.com/credit-cards>) to treat themselves. Shockingly, more than one in ten (11%) believe spending on a credit card is easy money.

Nerys Lewis, head of credit cards at Confused.com, said: "Our survey suggests many Brits are using their credit cards to power an aspirational lifestyle fuelled by celebrity culture.

"A third (35%) of adults say they are spending more than they can afford this year, and it seems many are turning to credit when they haven't got the cash or just fancy indulging themselves.

"All this spending has got to come at a price, however. We would urge people to think carefully about what's essential versus what's desirable when it comes to using their cards for buying things such as fake tan.

"People should ensure they have a solid plan in place for paying back any debt, and if anyone is struggling, they can speak to a specialist debt advice organisation such as Citizens Advice."

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About Confused.com:

Confused.com was the UK's first price comparison site for car insurance (<http://www.confused.com/>). Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include home insurance (<http://www.confused.com/home-insurance>), travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and life insurance (<http://www.confused.com/life-insurance>).

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