

**HAS YOUR
CONSUMER PR
COMPANY DELIVERED
COVERAGE LIKE
THIS FOR YOU IN
THE LAST COUPLE
OF MONTHS?**

Good Skin launches at Superdrug

Sunday Mirror, 22nd June + Sunday Times Style, 29th June + The Scotsman, 3rd June + The Times, 19th July + Daily Express, 4th August + Evening Standard, 22nd August + The Independent, 30th August + Daily Mail, 1st September + Vogue, September + Grazia, 30th June + Shortlist, 29th May + Woman's Own, 23rd June + Woman, 23rd June + Ulster Tatler, July + Look, 7th July + New, 7th July + Now, 7th July + Woman's Own, 7th July + She, August + Wedding Ideas, August + Hair & Beauty Inspirations, September + Now, 18th August + Country Living, September + Hello, 20th August + Slimming World, September + Western Mail, 7th June + Glasgow Evening Times, 20th May

+ Birmingham Mail, 26th May + Belfast Telegraph, 29th May + Bristol Magazine, 1st June + I-On Edinburgh, July + YQ North West, August + Norwich Evening News, 26th August + Living Northumberland, September + Leeds Guide, 20th August + Esprit, June + SPC, June

GRAZIA

LOOKING GOOD

This week, a refreshing new skincare brand launches in Superdrug. Good Skin says claiming to create skincare perfection might be over-promising, but that achieving 'good skin' is within reach for all.

Products range from basic to specialised care - and at £8, they look and feel much more luxurious than you'd expect. Especially impressive are the moisturisers, including Perfect Balance Moisture Lotion, £12.



Superdrug Vitamin E moisture cream

Sales rose over 400% following this article in the Daily Mail

22.09.08

Daily Mail

SUPERDRUG

Superdrug Vitamin E Moisture Cream, £2.49 (Superdrug stores nationwide)

SARAH MORLEY, 40, from Devon, says: I think this cream is superb. It is very reasonably priced, does not make any huge claims, yet works efficiently as a facial moisturiser as well as providing an SPF 15.

It has a comforting, powdery aroma, sinks straight into skin and can be used day and night. I found that my skin looked fresh and nourished after using it on a daily basis. 10/10



Daily Mail

GOING UP

MANNERS

WE'RE simply delighted that Debretts has brought out a modern guide to manners, encompassing a guide to how to deal with more contemporary social dilemmas, such as the BlackBerry and Facebook. We're just concerned that those who most need advice won't seek it.



SUPERDRUG

ALWAYS our fave for cheap-as-chips beauty essentials, this month Vogue finally recognised Superdrug's all-round fabulousness and highlighted it as a must visit. A mini-makeover has seen Superdrug bring in a host of cool beauty buys, such as Aussie brand Bloom, not to mention a host of other lust-haves at pocket money prices.

ROCK 'N' ROLL

CURRENTLY being touted by net-a-porter.com as one of its key looks for the forthcoming season, we're delighted at the thought of embracing a little rock chick chic — count us in for long leather boots, short, sharp dresses and lashings of mascara.

OBAMA ACCESSORIES

THE fashion/politics marriage ain't always a happy one (witness Sarah Brown, left, at last week's LFW — just a bit odd). But Nicole Farhi sent her models down the catwalk wearing Obama badges and we love the 'Love your mama, vote Obama' watches. Weirdly, John McCain fever hasn't hit the catwalk yet.



Taxi Man launches at Superdrug

+ Daily Sport, 28th July + Metro, 28th July + Daily Mirror Ireland, 28th July + Daily Express, 5th August + The Independent, 9th September + The Sun, 9th September + Daily Mail, 8th September + The Times, 9th September + Metro, 8th September + Channel Five News, 30th July + Channel Four, 5th August + ITV1 This Morning, 5th August + BBC Radio Two Chris Evans, 31st July + BBC Radio Four Woman's Hour, 31st July + BBC Radio Foyle, 29th July + TalkSport, 30th July + BBC Radio Sheffield, 29th July + BBC Radio Cumbria, 30th July + News Australia, 28th July + BBC Radio Wales, 31st July + Virgin FM, 30th July + Heart Radio, 30th July + X-FM, 31st July + BBC Radio One, 1st August + Best, 12th August + Heat, 9th August + Look, 11th August + Reveal, 9th August + Woman's Own, 25th August + Time Out, 29th August + Loaded, October + Arena, October + London Lite, 7th August + Yorkshire Post, 30th July + Wolverhampton Express & Star, 30th July + Lincolnshire Echo, 29th July + Manchester Evening News, 29th July + Irish Independent, 1st August + Irish Times, 1st August + Western Mail, 1st August + Sunday Herald, 10th August + Irvine Herald, 8th August + Reading Evening Post, 7th August + Western Morning News, 9th August + Bournemouth Daily Echo, 9th August + Southern Daily Echo, 12th August + Sunderland Echo, 12th August + Your Canterbury, 13th August + Catholic Herald, 1st August + Medway Standard, 5th August + Irish News, 4th August + Lancashire Telegraph, 2nd August + Your Medway, 13th August + The Scotsman, 2nd August + Glasgow Herald, 2nd August + TheLondonPaper, 1st August + Sunday Mail, 3rd August + North West Evening Mail, 4th August + South Wales Argus, 1st August + Shropshire Star, 8th September + Bishops Stortford Observer, 28th August + Tamworth Herald, 21st August + Paisley Express, 21st August + Huddersfield Examiner, 1st September + The Times of India, 1st August + China Daily, 1st August + Melbourne Star, 31st July + CNN, 2nd August + New York Times, 1st August + New York Post, 1st August + Asia Intelligence, 4th September + Cosmetics Business, 30th July + Pure Beauty, 1st August + Professional Beauty, 1st September + Beauty and The Dirst, 28th August + Kissandmake-up, 2nd August

The Times, 31st July + Daily Mail, 29th July + Daily Record, 30th July + The Guardian, 30th July + Daily Telegraph, 30th July + Daily Mirror, 28th July

Product sold out in two days

Makeup for men – heading to a chemist near you soon

I started with Russell Brand and Johnny Depp, but **switching to buying makeup for men** was a real breakthrough this summer.

The high-street chemist in stocking its shelves with a range of cosmetics aimed directly at its male customers.

Gaylines, a £5.20 kit for £1, will be in stores this week, closely followed by Maccos, a clear gel for lips and brows. If they sell well, a lip balm and coverage will follow.

But as Britain's men ready to start the day by enhancing their eyes or smoothing their hair? Not according to 12-year-old Danny Aston, a jeweller from Watford, who agreed to try Gaylines. But wouldn't wait to get it all. "I would never wear it. It's not really, it's just girly. I'm not that kind of guy. I don't think girls would like it. It depends on the girl, but not the ones who like proper boys," he insisted.

Darry, who runs a London market stall selling cosmetics, agrees. "I don't know anyone who would wear it. I heard from Paul Gaddler in selling lip balm, but it's not for me. I don't think I could sell it on my stall."

Bill Jones, who works as a French producer, said his partner might like him to wear it, but he refused to try it on. "It takes too much time to do when you are going out and when you get to my age (the less you look in the mirror the better)," he said. "The only time it would be useful is when you look in the bedroom, but I'd only try it in the bedroom."

However, financial assistant

Iain Robertson disagreed. "It looks good, I think most men are a bit embarrassed these days. It's just makeup and women are traditionally buy it, but it's not set in stone. You could be in the office with a hangover and cover it up with cosmetics."

After struggling to apply it, drama student Andrew Bate and Tom Dine were pleased with the way the Gaylines brought out their eyes. "I would wear it to some events," Tom said. "But I wouldn't wear it to work or to have a girl with you that."

Tattooed Graham Cutton, 41, admitted he was a manager in makeup. "I wear it every time when I was growing up in the 60s with the Bee Gees. I'm not a man, but I'm a man. It was almost a uniform and the girls liked it. I don't think it would have the same effect now – I have gotten out and I've seen it. I'm growing I should look like Tommy La Rue."

Emma Khawli

Read Paul McCartney blog about makeup for men – and watch the video of his first experiment wearing it

guardian.co.uk/commentisfree

the guardian

Face cream with snake venom is best-seller

MARK BLUNDEN

A 600 jar of face cream made with the venom of an Asian snake is being billed as the latest antidote to wrinkles.

The makers of Planet Skincare anti-ageing daily moisturiser claim their synthesised viper venom "stuns" the skin in the same way a real snake bite would, helping to keep it smooth. They say it gives "Botox-like results" without needles. It went on sale in Selfridges last week and is selling at the rate of 50 pots a day. Staff say it is their best-selling premium skincare product.

The key ingredient is a synthetic version of the poison of the Temple Viper, a snake common in Thailand. Amino acids in the venom block nerve signals telling muscles to contract, which helps to stop wrinkles forming.

Christine Benson, of Selfridges beauty, said: "Products containing snake venom have been used for a few months now in the US, actresses especially love the effect."

"Unlike Botox it allows the face movement and emotion, but lessens wrinkles and paralyses muscles which cause creases."

Dr Azmer Khan, medical director of the Harley Street Medical Skin Clinic, said: "This could work for somebody who doesn't want injections."

"The effects are not going to be as dramatic as with Botox. It will also need to be reapplied as the body gets rid of it quickly."

Dr Dominic Williams, an expert on pharmacology at Liverpool University, said: "This product may have an effect but would need to be used frequently."

Each 30ml pot should last about a month. The moisturiser is not the first time snake venom has been used as a beauty treatment. Lip Venom, by Du Wop, is a lip gloss which uses venom and is said to plump out the lips.

Planet Skincare at Selfridges

- Saturday Express, 06.09.08
- Evening Standard, 09.09.08
- Thisislondon.co.uk, 09.09.08
- BBC Radio 2 interview with Christine Benson, 09.09.08
- BBC Northamptonshire, 09.09.08
- ITN On China, 09.09.08
- Telegraph.co.uk, 09.09.08
- Foxnews.com, 09.09.08
- London Lite, 09.09.08
- Yahoo.com/India, 09.09.08
- Msnnews.com, 09.09.08
- The Sun, 10.09.08
- Timesofindia.com, 10.09.08
- Zaire.com (Romania), 10.09.08
- Metro.co.uk, 10.09.08
- Popsugar.com, 10.09.08
- Skynews.com, 10.09.08

Following coverage
w/c 8th September
SOLD OUT in one week

Peacocks AW 08 Shoes

LOOK

style



A magazine page titled "The Peacocks Power Shoe Arrives!" featuring various women's shoes. The page includes several "News Just In!" callouts and promotional text. The shoes are displayed in a grid-like fashion, showcasing different styles and colors. A prominent headline reads "Under £20 The Peacocks Power Shoe Arrives!". The page also features several "News Just In!" callouts and promotional text. A prominent headline reads "Under £20 The Peacocks Power Shoe Arrives!". The shoes are displayed in a grid-like fashion, showcasing different styles and colors. A prominent headline reads "Under £20 The Peacocks Power Shoe Arrives!". The shoes are displayed in a grid-like fashion, showcasing different styles and colors.

Peacocks footwear sales up 20% in the four weeks since the coverage appeared

This Morning 9th September + **GMTV** 9th September + **Stella** 6th September + **Style** 6th September + **Independent Review** 30th September + **Reveal** 26th August + **Fabulous** 23rd August + **Daily Mail** 21st August + **This Morning** 19th August

Touche Éclat for Men at Selfridges

Metro, 08.09.08 + Metro.co.uk, 08.09.08 + Daily Mirror, 08.09.08 + Mirror.co.uk, 08.09.08 + Daily Mail, 08.09.08 + Dailymail.co.uk, 08.09.08 + Telegraph.co.uk, 08.09.08 + Daily Star, 08.09.08 + Heatworld.com, 08.09.08 + London Paper, 08.09.08 + Independent, 09.09.08 + The Sun, 09.09.08 + The Times, 09.09.08 + GMTV, 09.09.08

THE  THE TIMES

Men brushing up on the new art of concealment

Tom Whipple

For David Walker-Smith, the director of beauty at Selfridges, male concealer is only a headliner. "We have listed moisturiser, fake tan, eyebrow waxing ..." he tails off wistfully, considering what might have been if only men were not so conservative. "It's all there if they want it."

He briefly stops talking to let Alantus Kizkutas, the Baltic region's champion make-up artist of 2004, apply Yves Saint Laurent's new Touche Éclat for men under his eyes. Then he stands up, looks in the mirror — his top three buttons undone to reveal an immaculately waxed chest — and says to *The Times*: "Right, your turn."

As far as the male beauty world is concerned, the arrival this weekend of Touche Éclat, the male analogue of the ubiquitous female concealer, is a sign that metrosexual man is becoming a profitable proposition. It joins guyliner and mascara — shamelessly punning additions in Sephora's range of products — to fight over a male grooming market worth an estimated £700 million a year.

With the market expected to defy the credit crunch to grow to almost



Tom Whipple's wrinkles and shadows begin to disappear at Selfridges

£900 million next year, Yves Saint Laurent is confident that society is now ready for men in make-up. "Sure of himself and his masculinity, L'Homme Yves Saint Laurent imposes his own style," the company says in a glossy pamphlet that uses the word "virile" a lot. "He knows that his power of seduction, composed of strength and sensitivity, makes him irresistible." Mr Kizkutas is about to make L'homme Times irresistible too.

He brushes an orange powder around my eyes and under my nose and describes the virtues of the product. "This is unique, it is not for ladies. And it doesn't matter how much you put on, it will be invisible."

In a couple of minutes, the steady hand that once defeated the best make-up artists of Latvia and Estonia is done. I certainly don't look as if I have make-up on. I look, perhaps, a little brighter, less tired. Touche Éclat

Just draw a line after guyliner

Lucy Bannerman
Commentary

On the sex appeal of men in make-up, I'm of the rock star school of thought. That is to say, "mascara" and "guyliner" good, foundation, concealer and all other products in need of an application brush, well, ever-so-slightly bad.

If worn by the right man, in the right way, eyeliner signals potentially attractive qualities — imaginative, unconventional, a crucial appreciation of David Bowie. Or possibly a regisish best viewer who knows how to enjoy himself.

But the artificial radiance of Touche Éclat? It has all the sex appeal of Silvio Berlusconi, the

Italian leader, whom I imagine is no stranger to the rejuvenating effects of Luminous Toffee Radiant touch No 4 — and is a perfect example of what can go wrong when make-up and machismo collide.

Rightly or wrongly, a man intent on expelling dark shadows will always seem slightly more vain or self-obsessed than the millions of women who wake up every morning thanking God for the magic make-up bag of tricks that helps us to present a slightly less scary front to the outside world.

It is the same principle applied to receding hairlines. Whether we prefer men bald or bouffant, I've yet to hear a woman exclaim, "Ook, he looks so much fitter with that hairwax." Far better to be seen not to care than be caught caring too much.

claims to use reflective particles to smooth out the appearance of tired areas, while appearing natural. The original product was released in 1992, and quickly became a staple of the fashion house's range.

— A small powder puff of beneficium — if that is the correct collective noun — has gathered to watch. "You look amazing," one says. The general feeling is that I am as airbrushed, smoother, better me. The response from col-

leagues later is rather different. The benevolent stares and then declare that I look "well groomed". The foreign news editor stares for ever longer, and asks: "What's concealer?"

According to Mr Walker-Smith this is just hypocrisy. "I know a lot of men use these sort of products in secret," he says. "They are embarrassed or often end up stealing their wife's or girlfriend's. Everyone wants to look their best."



Touche Éclat - Launched on 9th September and in three days due to press coverage sold 86 units over 4 stores

Pinkridges at Selfridges

Monthly **Tatler**, Miller Harris candle and McQueen scarf + **Instyle**, Miller Harris candle, Whistles scarf, Aspinal keyring + **Essentials**, Aspinal notebook, + **Glamour**, Firetrap jeans, Miller Harris candle + **House Beautiful**, Miller Harris candle **Daily Daily Express**, Poppy D for Elie Tahari + **Daily Mail**, news feature illustrated with Poppy D for Elie Tahari + **Londonpaper**, McQueen scarf + **Evening Standard**, exclusive double page feature Sadie Frost + **London Lite**, Sadie Frost + **Guardian**, Sadie Frost + **PA News**, Sadie Frost **WeekendYou** magazine, Alexander McQueen scarf + **S Magazine**, whole page news feature, Elie Tahari dress, Katie n June oyster card, Philip Treacy hat, Alexander McQueen scarf, Firetrap jeans, Whistles scarf **Online** www.dailymail.co.uk, Pinkridges news feature illustrated with Poppy Delevigne image and exclusive products + www.vogue.com, Pink Wall + www.femalefirst.co.uk, Pink wall + www.channel4.com, Sadie Frost + www.guardian.co.uk, Sadie Frost + www.thisislondon.co.uk, Sadie Frost + www.metro.co.uk, Sadie Frost + www.express.co.uk, Sadie Frost + www.dailystar.co.uk, Sadie Frost + www.dailymirror.co.uk, Sadie Frost + www.marieclaire.co.uk, Sadie Frost + www.graziemagazine.co.uk, Sadie Frost + **Vogue.com**, Philip Treacy hat, Sadie Frost + **Vogue.com**, Elie Tahari dress, Sadie Frost + **Vogue.com**, McQueen scarf, Sadie Frost + www.beautyandthedirt.co.uk, Sadie Frost + www.londonnet.co.uk, Sadie Frost + www.imdb.com, Sadie Frost + www.celebritypro.com, Sadie Frost + www.wikio.com, Sadie Frost + www.tiscali.co.uk, Sadie Frost + www.allheadlinenews.com, Sadie Frost + www.news.uk.msn, Sadie Frost + www.yahoo.com, Sadie Frost + www.3.u.tv, Sadie Frost + www.tnt.com, Sadie Frost + www.luxist, McQueen scarf + www.yahoo.co.uk, McQueen scarf + www.fashionexchange.co.uk, McQueen scarf + www.womanandhome.com, Alexander McQueen silk scarf + **Vogue.com**, Sadie Frost + www.itn.co.uk, Sadie Frost **Broadcast Capital Radio**, Pink Wall + **Capital Radio**, Sadie Frost + **Heart FM**, Sadie Frost + **Radio City** (Liverpool), Sadie Frost **International** + **lei**, www.excite.it, McQueen scarf + www.stylosophy.com, McQueen scarf + www.lexposure.net, McQueen scarf + www.luxemag.ru, McQueen scarf + **Asharqalawsat**, McQueen scarf + www.fashionindie.com (NYC fashion week), Sadie Frost + www.m.news.com.au (Australia), Sadie Frost + www.fan-lexikon.de (Germany), Sadie Frost **Trade WGSN**, Elie Tahari Jordana dress and Pinkridges news + **WWD**, Elie Tahari dress, McQueen scarf + **WWD**, Sadie Frost



Great Products at Lakeland

- FT How To Spend It - 17th May
- Good Housekeeping - July
- Good Homes - July
- Observer Escape - 29th June
- Daily Mail - 6th March
- Where London - 2nd June
- Best - 22nd April
- France Magazine - July
- Golf World - May



FINANCIAL TIMES
how to spend it

Cool Composting

Also seen in: You, 27.01 + Daily Mail, 28.02 + The Guardian Weekend, 05.04 + The Telegraph Magazine, 21.06 Daily Mail Weekend, 06.09 + Daily Express, 05.09 + Prima, May + Your Home, June + BBC Homes + Antiques, July + Fresh, July + Ideal Home, September + Eve, March + Period House, May + Period House, July + Period Living + Traditional Homes, July + Taste Italia, July + Somerfield Magazine, July
...and 46 different regional titles

Apple of my eye

Recent figures have shown that 525,000 tonnes of fruit and veg are binned every year. Many councils are addressing this by supplying miniature compost buckets, but these might not be very attractive. Lakeland's reusable apple compost caddy (£14.99) is perfect for storing all your organic waste until it's ready to be taken outside - with not a hint of a whiff thanks to the carbon filter inside. For this and many other kitchen goodies, visit www.lakeland.co.uk.



Online offers

- ✦ For more bargains, go to www.telegraph.co.uk/property and click on Bargain Hunter
- ✦ More homeware bargains at www.homesandgardens.com
- ✦ The companies listed here are wholly independent of Telegraph Media Group Limited. While care is taken to establish that they are bona fide, we recommend that you carry out your own checks before entering into any agreement.

Champagne Marmite at Selfridges

- The Times, 11.01.08
- The Sun, 11.01.08
- The Guardian, 11.01.08
- Metro, 11.01.08
- Radio 2, 11.01.08
- Channel4.co.uk, 11.01.08
- Evening Standard, 10.01.08
- PA, 10.01.08
- Metro.co.uk, 10.01.08
- Dailymail.co.uk, 10.01.08
- Which.co.uk, 10.01.08
- Talk Sport Radio, 10.01.08
- Smooth Radio, 10.01.08



Evening Standard

Spread the love on Valentine's Day

LONDON A limited edition of Marmite laced with champagne will go on sale in the weeks before Valentine's Day.

A total of 600,000 jars of Lovers' Marmite will be produced, with the usual ingredients of yeast and vegetable extracts augmented with 0.3 per cent champagne. The jars, with labels saying "I love you" and "For my lovely Marmite lover", will sell for between £2.99 and £3.99 each.

The jewellery designer Theo Fennell will create an additional 50 pots of Lovers' Marmite with an engraved sterling silver lid, priced at £145 each, for Selfridges stores.



The Gwyneth effect - High heels sales rise at Selfridges as Gwyneth Paltrow steps out in skyscraper heel



- FT Weekend
- Evening Standard
- Daily Telegraph
- Independent
- Daily Star
- Grazia
- Financial Times
- Vogue.com
- Metro

VOGUE.COM

High & Mighty

01 May 2008, 08:41AM

GWYNETH PALTROW's show-stopping red carpet appearances in hyper-vertiginous heels at various *Iron Man* premieres this week have not gone unnoticed by the British buying public. Selfridges is reporting a 35 per cent rise in sales of "fetish" heels, which are topping the seven inch mark, in the past week.

"This season we are selling the highest and most incredible shoes I've ever seen," says Selfridges' director of accessories, Sebastian Manes. "Not for the faint hearted, fetish heels offer the wearer an extreme, attention grabbing look. These are definitely taxi shoes!"

Balenciaga, Pierre Hardy, Nina Ricci, Christian Louboutin and Yves Saint Laurent are among the main culprits, with special mention going to Alexander McQueen's Languid courts - Paltrow's footwear of choice for the London premiere.

"They have been particularly popular due to their elegant timeless silhouette, which contrasts beautifully with the very modern square toe," Manes explains. (May 1 2008, AM)

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