

PRESS RELEASE

HOUSE OF FRASER
TEMPTATION ON EVERY LEVEL

MARCH AT HOUSE OF FRASER BEAUTY



Tracy Van Heusden, Senior Beauty Buyer says...

“At this time of the year our thoughts turn to spoiling our mums. Whether she prefers fragrance, skincare or colour or even a treatment House of Fraser has all you need to remind her how treasured she really is.”

House of Fraser Mother’s Day Offer

From **Thursday 25th February until Sunday 14th March** House of Fraser are offering a **complimentary make over or skincare consultation*** for you when you purchase any 50ml fragrance for mum! Including the new **Marc Jacobs** limited edition **Daisy in the Air** (RRP £43 for 50ml)



* Voucher is valid from 15th March until 17th April – with the brand of your choice. Booking is required – customers must call or visit their local store to book. Excludes certain brands and House of Fraser outlet stores.

Spoil your mum with exclusive treatment offers in-store from the 25th February until Mother’s Day!

Clarins- Customers are invited to the Clarins counter to experience a choice of one of the following luxury hand pampering treatments:

- **Home Beauty Spa Treat:** Choose from either the Relax or Tonic range and let the Specialists show you how to recreate a luxury aromatic skin spa experience in the comfort of your own home.
- **Personalised Body Care Treat:** Discuss your body concerns with our Specialists and receive a pampering hand and arm massage using a range of Clarins body care treatments, tailored to your own skin care needs.
- **SOS Skin Revival Treat:** The Clarins Specialists are on hand to demonstrate how to carry out mini facials at home, focusing on repairing and restoring skin, as well as providing expert advice on cleansing, toning and exfoliating.

Clarins Mother's Day Offer- With the purchase of any product from the Eau Dynamisante or Eau Ressourçante range, you will receive a generous travel size Hand and Nail Treatment Cream, worth £8.50.

Decléor-

Treat your Mum to the Decléor Aromessence™ Express Treatment*. A beautiful 30 minute treatment in the privacy of a Decléor beauty room, the perfect gift for Mothers Day.

* A £15 booking fee applies, redeemable against the purchase of 2 or more Decléor products, on the day of your appointment. One product must be an Aromessence™ for the face.



nails inc.-

When you buy your mum a manicure at nails inc. (excluding the nails inc mini manicure) you will receive a free nails inc mini manicure for yourself!* Book a treatment together to re-deem this offer and spend a little girl time at nails inc.

*Offer valid until 31st March 2010. Both appointments must be booked together and carried out at the same time. Not in conjunction with any other offer. Subject to availability. Customers must quote 'Mother's Day offer' when booking

House of Fraser March Beauty Exclusives!

Youthtopia™ SPF 15 Skin firming foundation with Rhodiola RRP £24

This high-performance treatment foundation with SPF 15 provides medium, buildable coverage while simultaneously helping to firm, lift and restore a look of youthful radiance. Skin looks and feels instantly younger and with daily use, appears visibly firmer. A more youthful looking complexion is revealed as this long wearing, skin-perfecting formula helps naturally reduce the appearance of fine lines and wrinkles. In a 4 week clinical study on 51 women, 94% of the panelists saw imperfections virtually disappear while 90% saw lines and wrinkles soften.



Estee Lauder Minaudiere RRP £35 (worth over £100)

This new and unique metallised minaudiere is the perfect accessory for an evening out. The mix includes a shimmer powder compact along with a retractable gold brush. This complete evening makeup look includes 2 lipsticks, an eye pencil and a gloss.

The Set includes-

- Signature Shimmer Powder
- Retractable Gold Powder Brush
- Pure Colour Long Lasting Lipstick in Sugar Honey
- Pure Colour Long Lasting Lipstick in Beige
- Artists Eye pencil in SoftSmudge black



New in store this month

As the clocks spring forward this month it is a great time to try the fabulous new skincare and make-up launches in store-

Skincare-

- Crème de la Mer The Regenerating Serum £210
- La Prairie Cellular Cream Platinum Rare 30ml £400
- La Prairie Cellular Serum Platinum Rare 30ml £400
- Clarins Multi-Active Night Cream £40
- Youth Surge Night Age Decelerating Moisturizer 30ml £28 & 50ml £38



Make-up-

- New CID Cosmetics i-slick £18
- Benefit Stay Don't Stray £19.50
- Diorshow Extase Flash Plumping Mascara £21.50
- Elizabeth Arden Pure Finish Mineral Bronzing Powder £23



ENDS

Notes to Editors

Please contact Holly Abbott, Beauty Press Officer **Tel:** 020 7003 4549 **Email:** habbott@hof.co.uk

To download the press release and images visit: press.houseoffraser.co.uk

Customers can shop at House of Fraser from <http://www.houseoffraser.co.uk>

House of Fraser is a department store group with 62 enviable locations across the UK and Ireland. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.