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## dit **Cut back on make-up? I'll starve first**

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WOMEN are cutting back on food to pay for pricey cosmetics and beauty products, research reveals.

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Almost one in three women (29 per cent), equivalent to eight million, would rather eat less than cut back on lotions and potions.

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And nearly three-quarters regarded cosmetics as 'everyday essentials' rather than luxury items, according to the survey of 1,000 women for beauty website feelunique.com.

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While the credit crunch might drive them to seek out bargains at cut-price supermarkets, it has not dented their devotion to expensive make-up and haircare brands, in a booming industry that is worth £12billion a year.

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On average, a woman spends £11.53 a week on cosmetics, adding up to an astonishing £33,575 over a lifetime. Most told the survey they will not cut back at all despite a looming recession.

Beauty expert Bethan Cole said: 'A good beauty product is worth every penny and it's a small luxury that can make up for hardship in other areas of life.'

Daily Mail 6-10-08