



Fine Fragrance
COLLECTION

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**National Survey Reveals Women Won't Sacrifice Everyday Luxuries
Despite Economic Pinch**

Lipstick Jungle Star Lindsay Price and New Degree Women Fine Fragrance Collection
Share How to Get Luxury at a Great Price

CHICAGO (April 22, 2009) – While it's been well documented that women have been cutting back on everything from clothing to grocery bills in the current economy, a new survey suggests that giving up some everyday luxuries may be out of the question. The survey¹, conducted on behalf of Degree Women Fine Fragrance Collection, a new sophisticated line of body mists and matching anti-perspirants, revealed that nearly two out of three (63 percent) women feel forced to make some tough choices and give up the small things that make them happy when money is tight. However, there are some indulgences women refuse to go without.

Small Price to Pay for Luxury

According to the Degree Women survey, it's the small indulgences that are non-negotiable. At 40 percent, chocolate tops the list of must-haves women do not want to sacrifice, followed by their morning coffee or latte (35 percent). And although women have trouble forgoing chocolate cravings, it's beauty that trumps all. Nearly six in ten women (56 percent) would give up their sweet treats to be able to afford their favorite beauty products and nearly seven in ten (66 percent) women would rather give up their favorite heels before giving up their favorite fragrance.

Additionally, women say they will go the extra mile for \$100 to splurge on something fun, including more than half willing to wear "granny panties" (54 percent), half giving up sex for two weeks (49 percent), almost half going without shaving their armpits (42 percent) and even a small group of women would go so far as to kiss a friend's ex-boyfriend (18 percent)!

When to Save and When to Splurge

To help women find ways to have it all – without losing a best friend or subjecting themselves to unattractive unmentionables – the new Degree Women Fine Fragrance Collection is partnering with actress and fashion guru Lindsay Price, star of NBC's acclaimed series "Lipstick Jungle." Price is passionate about showing women how to be smart shoppers and spenders, and will share how they can indulge in those must-haves that keep them looking and feeling good without breaking the bank.

"I've learned that knowing when to save and when to splurge is key to savoring everyday luxuries," says Price. "It's important to realize how to adjust – not abandon – indulgences, by looking for smarter ways to spend and treat ourselves."

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1. The nationally representative survey was conducted in February 2009 among 516 women by Wakefield Research on behalf of Degree.

Lindsay Price is spilling her secrets on savvy cost-cutting techniques and when to give in to the urge to splurge:

- **Save on accessories.** Shopping vintage is a great way to save while also finding chic and unique items. Women can check out flea markets or vintage shops for cool necklaces, bracelets and handbags to update any look.
- **High quality scents for less.** On average, women spend \$47 a year on perfume purchases, with nearly a third of women spending \$75 or more. By opting for a sophisticated yet affordable scent, like new Degree Women Fine Fragrance body mists and matching anti-perspirant, women can save big bucks, while infusing fine fragrance into their life throughout their day.
- **Make-up matters.** Some great tips I've learned in the makeup chair on set is to splurge on things like foundation, quality makeup brushes and eye shadows, which are worth the investment and make a big difference in your overall look. Save on items like mascara and lip gloss which are used frequently and need to be replaced more often.
- **Reassess your style strategy.** Being in step with style doesn't need to cost you a fortune. Online sample sales are a great way to build your wardrobe at bargain prices. You can find a variety of sample sale Web sites offering exclusive sales on luxury brand names so you can look like a million bucks without spending top dollar.

Affordable Luxury

New Degree Women Fine Fragrance Collection, featuring a line of body mists and matching anti-perspirants, combines long-lasting, sophisticated scents with 24-hour wetness and odor protection, providing everyday luxury for women on the move. Designed by one of the most prestigious fragrance "noses" in the industry – Ann Gottlieb – Degree Women Fine Fragrance Collection is available in three extraordinary scents: Delicious Bliss, Sexy Intrigue and Classic Romance. In fragrance sniff tests, more women preferred Degree Women Fine Fragrance Collection over a top-selling fine fragrance, based on a sample of 100 participants.

To celebrate the launch of the collection, Degree Women will make an in-kind donation to Dress for Success, an international non-profit organization that provides professional attire, a network of support and the career development tools to help disadvantaged women thrive in work and in life. The donation will help promote economic independence and make a lasting impact on women nationwide.

Degree Women Fine Fragrance Collection, featuring anti-perspirants and matching body mists, are available in the deodorant aisle at mass market retailers nationwide for an average retail price of \$3.99 for deodorant (3 fl oz) and \$3.99 for body mists (2.6 oz). For more information and tips for finding everyday luxury for less, visit www.DegreeWomen.com.

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