

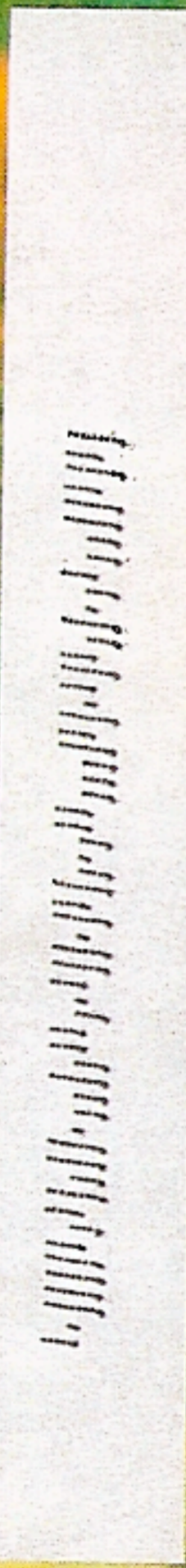
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SPECIAL SECTION: MOTHER'S GIFT CATALOGUE



ART BY DENISE REGAN
MAY 5, 2006



HEALTH, BEAUTY & FITNESS

Skin deep with Samantha Altea

Moms through the ages

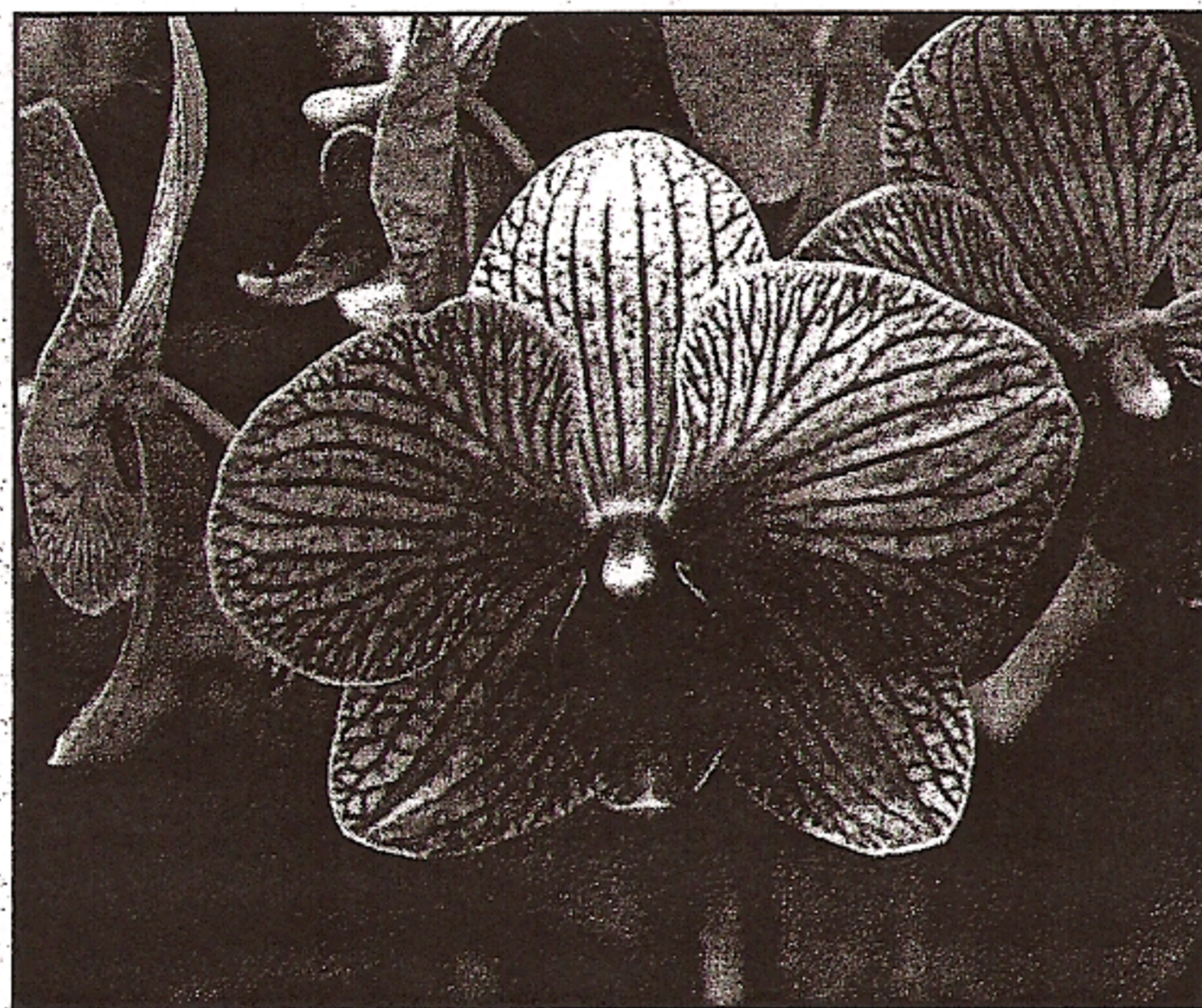
You've got about a week to ponder and procrastinate, plan and panic, shop and research. But for what? Don't know the answer? Then no offense, but you've been walking around with your eyes and ears shut for the last month. One can't turn on the TV, open a newspaper, magazine, or listen to the radio without a barrage of advertising in anticipation of May 14th - Mother's Day. Although it has become a marketer's dream, with companies vying for your attention, assuring you that your mom simply can't live without whatever product they happen to be flogging, there is something to be said for Mother's Day, those 24 hours when we all have the opportunity to honor and recognize probably the single most important person in our lives. For that reason alone and not because the media tells us to, it's worth taking time out to make your Mother's Day special this year.

We're swimming in ideas and suggestions, but what would really make Mom's day and how do we not sink in all the information and product placement we're being sold?

I've got a few ideas and to make it easier, I've narrowed down to age groups.

Following young Hollywood's lead, there's a rise in new moms in their 20s of late, Britney Spears included. So, for twenty-something moms, how about Britney Spears' Fantasy Mother's Day Gift Set. \$52.50. Teaming up with Elizabeth Arden, Spears has released a limited edition pink bag with fun metal accents with every purchase of her fragrance, Fantasy. The stylish bag can even double as a diaper bag (www.macys.com). Also fun for a 20 something mom is Pop Make-up, with its bright and risk taking colors - bright and breezy, hopefully the epitome of a twenty-something mom. Get it at Sephora.

Moms in their 30s might have a career, as well as a baby, or three. More than one rug rat takes a lot of coordinating, career or not. So moms in this age group really need their own day. Moms in their 30s are still very with it and so anything fashion forward would be a good idea for them. But age appropriate. If you're not sure, bags and shoes are always great



accents and fun even if the ladies are still trying to get rid of baby weight. Or a gift certificate to their favorite store. However, when I think of a 30-something mom, I imagine that what they really need the most is rest and relaxation. So a trip to the Spa might just be the ticket. A little pampering from those nearest and dearest until they get there might not be a bad idea, either - breakfast in bed anyone?

Even though 40 is the new 30 (no, really) skin that's been around for 40 years might not have heard all the hype and so many forty-somethings are just starting to get concerned about aging skin. My favorite skin care brand is Clarins. 40-somethings

might appreciate the Intensive Age Control Brightening Program from Clarins. The gift set incorporates 21 days to firmer, brighter, younger-looking skin! (\$140). A little pampering with Rogers & Gallet Blue Lotus perfumed soap will also brighten all skin. The Blue Lotus flower has been sacred since the time of Ancient Egypt and is believed to hold magical powers - perhaps it will fool 40-year-old skin into believing that it really is 30.

The 50s are an exciting period for moms, with some even transitioning into grandmothers. *Weekend* is a new magazine that celebrates the best times in life; and a subscription is the perfect gift for women who are getting used to living at home, perhaps without children, or living with older more independent ones at least. Whether at home or away, the magazine offers inspiring ideas that will help moms (and dads) get the most out of the time they now call their own. A ten-issue subscription to *Weekend* is available now at weekendmag.com for only \$9.95.

60s and beyond. Every Mom loves to receive flowers, but this year, how about something a little different, something special, stunning, unique and unusual - just like Mom. Get moms of any age, young or old, an orchid from www.orchids.com They come in all types and price ranges and can be sent nationally.

Last but not least, what all moms really need on Mother's Day and thereafter, is a phone call, a visit, a smile, and a hug. Then four special little words.....

I love you Mum! (Or the American version, Mom).

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