

NEWS RELEASE

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For immediate release

Blind women get beauty boost

The average woman takes one hour and 12 minutes to get ready for a night out.* That's 22 minutes showering, seven minutes applying moisturiser and fake tan, 23 minutes doing her hair, 14 minutes applying make-up, and six minutes dressing. Imagine how much more difficult all this might be if you were blind.

National charity, **Action for Blind People** has launched a new online resource on its website for women with visual impairments called 'Beauty Sense'

www.actionforblindpeople.org.uk/beautysense.html

Beauty Sense features beauty tips from renowned make-up artist, Jenny Jordan, whose London beauty clinic's client list includes the likes of Jade Jagger, Jodie Kidd, Daryl Hannah and Lulu. Jenny offers tips on skin care, eye make-up, hair, foundation, fake tan and nails on the website. She has also recorded audio Podcasts to make her advice accessible to any visually impaired person visiting the resource. Other beauty professionals like hair guru Trevor Sorbie also include an idea or two on the site. Jenny's tips include:

Nails: Try putting a layer of Vaseline around the edges of your nails before applying nail polish. That way, if you make a mistake it can be wiped off without staining.

Make-up: When applying foundation or blusher, use the same number of strokes each time to make sure the coverage is regular and even.

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Hair: Ask your hairdresser for a style that is easy to maintain and uses the natural characteristics of your hair. A style that will dry naturally without blow drying is always preferable.

Jenny Jordan comments: “Just because you are blind or partially sighted does not mean that your image is any less important than anyone else’s. Whether the difficulty lies with make-up application, or just finding a beauty routine which is right for their lifestyle, I hope Beauty Sense offers visually impaired women some answers. My golden rule for any woman wanting to look good is keep make up and hair simple. Remember - less is more!”

Marion Mansfield is a complementary therapist who is registered blind. Marion set up her business five years ago with the support of Action for Blind People. Trained in aromatherapy and massage, Marion offers therapies including Indian head massage and relaxing facials. Marion strongly believes that appearance is just as important whether you are fully sighted or visually impaired. Marion comments:

“I used to have some tunnel vision but over the years my sight has got progressively worse, and I can now only detect light and dark. Whilst a lot of visually impaired women give up on make-up when they lose their sight, I still wear mine. I perfected the art of applying make-up without a mirror some time ago. Other women don’t understand how I do it, but once you’ve got the technique right, it’s not rocket science!”

Beauty Sense can be found at www.actionforblindpeople.org.uk/beautysense.html

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Notes to editors:

* Research commissioned by Nephia Beauty Brand, Nov 2007

- Action for Blind People is an expert national organisation, ensuring blind and partially sighted people get practical support in all aspects of their lives.
- Contact Action for Blind People's National Freephone Helpline on 0800 915 4666 or www.actionforblindpeople.org.uk
- Action for Blind People is breaking down barriers that prevent visually impaired people from achieving the same opportunities as sighted people.
- If abbreviating "Action for Blind People", please use "Action" rather than AFBP or ABP.