

Florida GRAPEFRUIT

INSIDE THE "Grapefruit Guide to Glamorous Moments" Poll

Mirror, mirror on the wall, who is the fairest gal of all? The Florida Department of Citrus' recent poll reveals women's true confessions about preparing for life's glamorous moments, including weddings, first dates and reunions.

Results show the extreme lengths women will go to for beauty at key events. They often overlook natural solutions, such as following a balanced diet including nutrient-rich foods, such as Florida grapefruit. One half of a medium grapefruit or an 8-ounce serving of grapefruit juice contains at least 100 percent of the Daily Value for vitamin C and is naturally fat-free.

WHEN TO LOOK GLAMOROUS? Three out of four (75 percent) women consider job interviews over their own wedding (69 percent) to be the moment when they feel it is most important to look their best:

- Weddings of others, first dates, class reunions, holiday parties and girls' nights out followed closely.
- One-third of women surveyed start to prepare for these events a month or more in advance; 31 percent prepare for more than four hours on the day of the event.
- The event women prepared for furthest in advance was a wedding (56 percent).
- Having great hair at a "glamour event" is the most common goal, cited by 82 percent of women. In fact, 48 percent would rather go without a cell phone for a year than have dull hair.
- 67 percent of women have avoided being photographed at events when they felt unhappy with their appearance.

WHAT RECESSION? Despite the economic downturn, more than half (57 percent) of women surveyed still place beauty, or looking good at life's special events above money or once-in-a-lifetime opportunities:

- 44 percent of women would rather lose \$5,000 of income than gain 20 pounds.
- If given the choice, 81 percent of women would rather lose two dress sizes than meet a celebrity they admire.
- Nearly half (46 percent) of women are shelling out money for expensive firming and anti-wrinkle creams to minimize the appearance of aging skin, but less than a third (28 percent) are modifying their diets to strive for healthy skin naturally.
- Two out of five women (38 percent) would choose wrinkle-free skin over the gift of a new car.

A-LIST EXPERTS. When looking for diet advice, nearly a third (29 percent) of women are more likely to turn to a celebrity-focused magazine or Web site than to consult a nutritionist or registered dietitian:

- 84 percent of women consider diet and nutrition important when preparing for life's special moments, but they vie for quick fixes rather than long-term plans.
- 54 percent of women try to lose weight in preparation for moments in their life when they want to look their best; 64 percent of these women say they have gone on a diet and then stopped dieting afterwards.
- Two-thirds (66 percent) of women who have tried to lose weight to prepare for a glamorous occasion say they have followed a fad diet in an effort to generate quick results.

Survey of 1,050 women ages 25-54 conducted by Richard Day Research, Inc. for the Florida Department of Citrus. Results have a sampling error of +/- 3 percentage points.

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