

BEAUTY IS IN THE EYE OF THE BEHOLDER AND WHEN IT COMES TO TEENS THE RESULTS AREN'T PRETTY

Sixty Eight per cent of teenagers believe they are less beautiful than the average girl, according to a new survey conducted by leading Australian marketer to women, The Heat Group.

The survey, which questioned 1356 Australian women of all ages revealed that a whopping 94% of girls aged 18 and under wish they were more beautiful at least some of the time, with 25% saying that they would change "everything" about themselves physically, if given a chance.

In comparison, women aged 40+ were no more forgiving when it came to their perception of themselves, with 85% believing that they are less beautiful than the average woman. Despite this however, the 40+ age group seem to have the best self esteem, with 31% saying that they may not be perfect, but are happy with themselves nonetheless.

"It's obvious from this survey that as women, we grow to love and accept ourselves, warts and all, as we get older," said Gillian Franklin, Managing Director of the Heat Group. "Whether it's a case of learning to work with what you've got, or finally learning to love and accept yourself as you are, female self esteem definitely seems to improve with age."

When it came to what women would change about themselves if they could, the survey showed that "bums and thighs" came up trumps across all age groups with 32% overall wishing for an improvement, followed by breast size at 12% and skin at 9%.

For further information or interviews, please contact Dani Lombard at Markson Sparks! on (02)9699 2000 or dani@marksonsparks.com

About The Heat Group

With leading cosmetic brands, Max Factor and Covergirl, as well as the Police fragrance range, Heat is recognized as one of Australia's most successful emerging companies, an award-winning Employer of Choice with an established track record of growing brands. Founded in 2000, Heat prides itself on its unique company culture and sums this up in three words given to it by the Heat team: *creative, dynamic, passionate*. For more information on The Heat Group visit

www.heatgroup.com.au