



This Year, Skip the Flowers – Moms Love Cutting Edge Skin Care

This year, flowers are definitely not *in* on Mother's Day.

In a recent survey of moms' favorite to least favorite gifts, believe it or not, flowers made the list of the 5 least favorite Mother's Day gifts, along with garden tools and kitchen appliances. What are the favorites? Well, along with jewelry and homemade cards and gifts, moms overwhelming love to receive beauty and spa products.



And when you think about it, it's no surprise. Flowers can be beautiful, but their appeal is short lived, and before you know it, they're headed for the trash.

Basic gift-giving rules for Mother's Day include: Never give Mom something she will have to plug in, never give Mom something she will have to dust, and clothes are fun, but what's the likelihood you will be able to get her something that fits, let-alone something she loves?

Skin care and beauty products on the other hand help women to feel beautiful, as well as encourage them to take time to pamper themselves. And, with an uncertain economy, many women are cutting back on luxuries. Mother's Day is the perfect opportunity to take care of Mom's secret craving to look and feel younger and better.

Lucky for you, the range of new skin care products to spoil Mom with has never been greater. From the latest anti-wrinkle creams and anti-aging serums, to rich luxurious moisturizers, mineral cosmetics, eyelash extenders and more, the skin care industry continues to produce innovative new products that women love.

Tips to ensure your choice will be a huge hit with Mom

Choose beauty products that you know your mom loves. For example, if she loves to use hand creams, select one that adds functionality beyond what's she's currently using, like exfoliating, deep moisturizing and anti-aging.

Another idea is to shop for products that feature some of your mom's favorite fragrances. If she loves the smell of roses, consider buying a perfume with a rose scent.

Where to Shop

One of the best places to shop for skin care and beauty products for Mother's Day is [DermStore.com](#). DermStore, one of the largest online retailers of beauty and skin care products, makes it easy for busy sons, daughters and husbands to buy Mom the perfect Mother's Day gift without stepping foot in a store. And, this year, Dermstore has created a special [Mother's Day Gift Page](#) with a large selection of gifts selected by their team of cosmetic experts. The price ranges start from the low \$30's and shipping is always free.

Mom spends 365 days thinking about others. A quick visit to [DermStore.com](#) will show Mom just how much you care about her!

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