

*“Here’s How To Spend Less on Cosmetics
and Personal Care Products...”*

How To Save Money on Beauty Products

**Secrets of the cosmetic industry that are
guaranteed to keep you looking great
while saving you money**

The Beauty Brains

The Beauty Brains Guide To Saving Money On Cosmetics

Insider's Tips and Tricks To Help You Stop Spending More Than You Need To

The Beauty Brains (thebeautybrains.com) is the #1 website in the world where you can have your beauty questions answered by real cosmetic scientists who know the inside scoop.

We recently surveyed our readers to find out what beauty information is most important to YOU. Here's what you said is most important to you:

- How do I know when to splurge and when to save?
- Is there a way to tell whether a product is worthwhile or not?
- Can you help me figure out if I'm getting the best quality of cosmetics for the amount I want to spend?
- How can I save myself from being conned and wasting money?
- Can you tell a truly effective product from one that's overrated?
- I want to stop BUYING PRODUCTS THAT DON'T WORK?

In response to your questions, for the first time anywhere, the Beauty Brains reveal the untold story of how the beauty industry tricks you into spending more money than you should on cosmetics.

In this report we'll give you money saving tips straight from the inside experts who actually make these products. We'll cut

through the clutter and bust the biggest beauty myths that trick you into spending more than you need to. These myths all sound good, and you really want to believe all these promises, but in too many cases you're can't tell if the information you're given is reliable or not. Here are the 7 biggest myths to be aware of if you want to be a smarter shopper:

7 Biggest Beauty Myths That Cost You Money

1. If you pay more for a product, you should expect it to work better.
2. Beauty product advertising means exactly what it says.
3. Products from Multi-Level Marketing (MLMs) companies have better technology than drugstore or supermarket products.
4. Experts like stylists and dermatologists know the best products for your hair and skin.
5. If you spend enough money, you can find the right product to solve any skin and hair problem.
6. Chemicals are bad for your body, so you need to spend more on natural/organic products.
7. Health food supplements will give you more beautiful hair and skin.

Be A Smarter Shopper By Busting Beauty Myths

The reality is that these 7 myths are NOT TRUE and you shouldn't fall for them. Instead of being the victim, you can learn what really matters in beauty products and then figure out for yourself which ones are worth spending money on. This free report will immediately help you start saving money by giving you a few basic critical thinking tools you need to fight back against the "Beauty BS." It explains exactly why these myths are not true and how you can save money by knowing the truth.

This book will empower you to cut through the hype and lower your frustration over wasting time and money on beauty products that don't give you what you need.

Why Price Does Not Equal Quality

You want your beauty care products to deliver the benefits they promise at a price that's reasonable to you. But it's not always easy to figure out which product to buy because just because a product costs more doesn't necessarily mean it does more. To put it another way, in the world of beauty, price does NOT equal quality.

It's hard to figure out what the right price-quality balance is because there are so many products at so many different prices claiming so many different things. It's frustrating to have to sort through all the informational clutter before you can decide which is the right product for you to buy. Here are some examples:

Cosmetic Clutter

- Science-y claims that sound too good to be true
- Unpronounceable ingredients that you don't understand
- Pretty packaging that makes the product look like it's worth more than it really is
- Price tags that range from dirt cheap to ridiculously expensive

All this information is confusing and makes it virtually impossible for the average woman to figure out what's real and what's not. And unfortunately, no one has the time (not to mention the money!) to try them every product. So you need help cutting through the cosmetic clutter.

How can you cut through the clutter?

How can you cut through the clutter of information to find the price-quality combination that's right for you? There is no single, simple answer that's right for every person for every product. But we can give you two tools that you can start using *right now* to stop wasting time and money on trying new products that don't work.

The first tool reveals who really makes your cosmetics so you can better judge if the products are credible or not. The second tool predicts the "absolute value" that you can expect to get from a new product.

The "Consider the Source" Tool

Did you know that cosmetic companies hide their true identity from you? Okay, maybe they're not really "hiding" it, but they're also not making it easy for you to understand which company makes which products. Why is this important? Because knowing who really makes a given product helps determine your expectations for that product. Look at it this way - cosmetics come from many places: from big multinational conglomerates that sell in stores across the globe, to small "mom and pop" shops that distribute on the internet, to "Do It Yourselfers" who only provide to family and friends.

Don't you have different expectations for a product depending on where it comes from? For example, you might expect a product made by a friend or neighbor to be "fresh" and "pure" and if that's what you value, you want to be sure the source is authentic. Or, you might value a product with a sense of high fashion and style, in which case you might place greater value on products that

come from companies run by stylists. Then again, maybe you value the latest technological advances that deliver anti-aging benefits in which case you might look for products backed by credible research. Whatever your reason, it's helpful to know where your product comes from.

Knowing is important for 3 reasons

1. You deserve products that are credible.

You can do a better job of judging the functional value of the product if you have some idea of its “pedigree” where it comes from and how credible that source is.

Fact: Bigger companies are better funded to do research and development.

Bigger companies with more technical resources do more basic research on their products. For example, P&G spent millions of dollars developing and testing the Niacinamide skin brightening technology in their Olay line to ensure it really works. Similarly, years of research have gone into the patented hair coloring technology L’Oreal uses in their Garnier line. Companies like P&G, Unilever, and L’Oreal have deep pockets and can afford to develop the best possible technological solutions for beauty problems.

Smaller companies simply can't match that leading edge technology because the cost of researching, developing, and testing performance, as well as proving safety, is so incredibly huge. **THIS DOES NOT MEAN YOU ALWAYS HAVE TO BUY FROM BIG COMPANIES!** Our point is simply that if you're looking for a product that delivers a real, measurable benefit (like anti-aging lotions or dandruff shampoos) then in most cases, you're better off with products from a company that can afford to develop best in class formulas. (An exception to this rule of thumb is when a small company licenses technology from an external partner. We'll go into more detail about this in the future.)

Fact: Bigger companies test with consumers to optimize the product experience.

The technology that delivers the benefit is an important part of the price-quality equation, but there's more to it than that. If you value the experience, bigger companies spend more on consumer testing to ensure their products delight customers. That means the packaging has been tested to ensure easy holds and proper dispensing, the fragrance has been chosen because it's highly appealing to a large number of people and it reinforces the benefit the product delivers, and the feel of the product makes you want to buy it over and over again.

Again, this doesn't mean that products from bigger companies are always better; it just means they're more likely to have been tested to appeal to the broadest audience. Smaller companies, like those that make certain salon hair care brands, often do a better job of developing formulas that perform well on specific attributes that people prefer. These niche products may not be as well-liked by the broader population, but they may be highly appealing to a passionate sub-set of the general market.

2. You might find a better deal.

Another reason to understand the “company behind the company” is that this knowledge may help you find a better deal. That's because companies may use the same formula in different brands that they own. That means you may be able to find a similar product at a lower cost. Once you've found out WHO is making the product, search for other brands that that company makes. In some cases it may be obvious because they carry multiple lines under the same brand name. In other cases they may sell brands that look completely different.

3. You're able to decide who you want to support

Lastly, (and this is less important in terms of cost but may be important to you from an ethical perspective) you can decide if you're supporting a company that does business the way you want. You may be a big fan of a small salon company, but would you feel differently if you found out that company was really just a branch of a big multi-national giant? If you may find value in supporting companies whose principles you agree with, then you need to know who the company REALLY is.

Should you ONLY buy from big companies?

Does this mean ALL products made by big companies are automatically better? Of course not. The point is this: if you're considering purchasing two one from a small boutique company and THIS ONLY APPLIES TO THE PRODUCT'S TRUE FUNCTION, or what we call Absolute Value. If you want the best anti-aging cream, then wouldn't you want to buy it from the company with the best anti-aging technology? If you want the best hairspray, wouldn't you want to buy the hairspray that comes from a company who has done the most testing to prove their product is the best? If all you're looking is a fun color cosmetic or a trendy fragrance, then the source doesn't really matter. You should buy what you like. But if you're looking for the best value on a quality product, understanding if that product comes from a well tested background can help you make a choice based on cost-value.

Find Out Who REALLY Makes Your Products in 3 Easy Steps

Research who you think they are.

Google the product that you like and find its web page. The name of the company on the main web page may or may not be the parent company. To find out for sure, you'll have to dig a bit deeper.

Find the “company behind the company”.

Somewhere on every company's website you can find a "Privacy" or a "Terms and Conditions" tab. Typically these tabs are located at the bottom of the page. If you click through to these pages you'll find a lot of legal language that you'd never in your right mind want to read. But if you scroll down through all the disclaimers and legal double talk, toward the end you'll usually see a statement that reveals the “parent” company. For example, the under the Privacy tab on the Redken website you'll find this statement: “Copyright © 2008 L'Oréal USA, Inc. All trademarks registered. All rights reserved.”

Sometimes it's surprising to find out that the products you love are not made by company you thought! Here are a few other examples:

Who You Think the Company Is	Who the Company REALLY Is
Redken Products	L'Oreal
Fekkai	P&G
Aveda	Estee Lauder
Burts Bees	Chlorox

Understand who's really pulling the strings

Now you know how to find information that can make you a better shopper, something that the big beauty companies didn't necessarily want you to know. You can learn even more about how to decipher "who makes what" and how that can make you a smarter shopper in future emails from the Beauty Brains.

The "Absolute Value" Tool

What is "absolute value"? It's a concept from mathematics which shows the value of a number when you take away the positive or negative sign. Similarly the "absolute value" of a cosmetic is the functional value the product has when you strip away the "clutter" of the brand name, the claims and the fancy packaging. Let's look at two examples from hair and skin care.

Example 1: Anti-aging skin lotions

Anti-aging skin care products are surrounded by more hype than almost any other product beauty care category. Brands claim to reverse all the signs of aging, repairing your DNA, speeding the growth of new skin, and even being as good as surgical procedures like Botox!

But independent studies have found that these you can't pick which product works best solely based on price. This was a conclusion drawn by a French consumer test (as reported by CosmeticsDesign.com). This comprehensive study looked at the performance of 12 popular anti-aging skin care products in France. They found that the least expensive product, Nivea Visage DNAge, was the second most effective. The most effective was Roc RetinOx-Jour. Similar results were confirmed by separate studies conducted by Consumer Reports in the US and by a BBC documentary in Great Britain. The "absolute value" of the product,

in this case the anti-aging benefits it provides, is NOT a function of how much it costs. Cheaper products can work as well OR EVEN BETTER than high priced, high-hyped brands.

Example 2: Hair conditioner

We've personally seen this same result MULTIPLE times in similar studies of hair care products. When we've tested products blindly (with a generic label that says "Conditioner" instead of the brand name), the results show that there is no correlation between cost and performance. Relatively inexpensive brands like Treseemme and Pantene perform as well as, and often even BETTER than, much more expensive salon products. We're not talking about results from some obscure scientific test but actual consumer preference studies.

Again, the absolute value of the product is independent of the price you pay. The more you understand the true value you're getting from the product, the smarter you'll be about how much you should pay.

How to find the Absolute Value of your products

The key, then, is how to determine a product's absolute value. Unfortunately, there is no single source that will give you "the" answer, but you can find useful reviews to determine absolute value. Credible ones are hard to find, but here are just a few resources the Beauty Brains use:

- Consumer Reports
- The Cosmetic Cop
- Selected Blogs and Forums (be careful with this one because there's no way to tell if reviews are authentic or not)

How Beauty Brands Baffle Your Brain

The beauty industry is a confusing combination of real cosmetic science and fictional marketing stories. To some extent one couldn't survive without the other. The problem is that when a company leans too far to the marketing side you, the consumer, may suffer. The exaggerated emphasis on making product look and sound better than they really are makes it tough for you to know what's real and what's not. This chapter teaches you to be alert to three ways beauty brands baffle your brain: formulas, packaging, and claims.

Fooled by Formulas

First we'll talk about the "stuff in the bottle." Of course there's no way we can explain how every cosmetic formula works, but we can clue you in on one basic "trick" that you should be aware of: sometimes companies use the same formula across different products, or even across different brands.

A classic conditioning example

Herbal Essences and Pantene are two popular hair conditioners that are made by P&G. Within a few years of purchasing Clairol, the company that makes the Herbal Essences brand, P&G switched the conditioner formula to same base formula used in their Pantene line. Interestingly, Herbal Essences is approximately 50% more expensive than Pantene. So if you were a Herbal

Essences fan and you were savvy to this trick you could read the ingredients on the back of the bottle and figure out you should buy Pantene instead.

Confused by Claims

Another way that your brain becomes baffled is by reading claims. A claim is any statement that a company makes about the properties of its product. “Long lasting lip color,” “5x stronger hair,” and “reduces the appearance of wrinkles” are all examples of claims. So are “new,” “with Moroccan oil” and “quick rinsing.” Claims serve an important purpose: they communicate the benefit you should expect from a product (the absolute value idea again). But a cleverly written claim can imply the product does MORE than it really does to entice you into buying it.

These kinds of statements are probably the greatest contributor to confusion over what’s real and what’s not in beauty care. To be a smarter shopper you need help to cut through this claims confusion. We have two watch-outs to help you recognize when a product may be pushing its promise too far. These will help you recognize when a product is making a serious science-based claim that makes it more valuable or when the company is just using creative language to make their products sound different others that deliver the same basic benefits.

Watch out for the Clever Comma

One of the most common tricks in claims writing is to refer to a “hero” ingredient - something in the product that sounds new and exotic and science-y. Examples: Calcium Enriched Nutrient complex, Moroccan Oil, White Grape antioxidants, Nutrilium, Turmeric complex, Regenerex, Acai Berry, Mushroom extract,...the list goes on and on and on. And on. These ingredients can really catch your attention and it’s easy to believe that they give a

product special properties that make it work better than other products.

In some cases these special ingredients do have a particular function. But in the vast majority of cases, the ingredients that are designed to draw your attention are NOT the functional part of the formula. The real chemicals don't have sexy names, so the beauty companies call out "featured" ingredients to grab your attention.

Assuming that a company is responsible about the way it writes claims (and this is not always the case!) you can get an idea if the ingredient is really functional or not by reading carefully. There are (at least) two ways to write a claim that makes it sound like the ingredient makes the product really work differently even when it doesn't.

The first way is to simply imply there's a connection when there's really not. That can be done by writing two separate claims and letting the consumer connect them in her mind. For example, consider the following claims from the back of our new Beauty Brains Zit Cream:

With 100% natural vanilla extract.

Proven to reduce acne by 42%.

The logical thing to assume is that the vanilla extract is responsible for the reduction in acne. But that's NOT what we said - you just made that assumption.

Another approach is to combine those into a single claim that looks like this:

The Beauty Brains Zit Cream, with 100% natural vanilla, is proven to reduce acne by 42%

In the case, the comma is the culprit. If you read the sentence carefully you'll realize the subject is the cream itself, not the vanilla. The claim is really that the PRODUCT, not the vanilla ingredient, reduces acne. This may seem like a subtle distinction, but it's an important one.

By playing this game, cosmetic companies can imply their products are more unique than they really are. If you learn to look for the commas you'll soon realize that most of the products aren't really claiming their special ingredients do anything special. Often, those ingredients are just to catch your attention and to convince you the product is worth more money.

PS - Don't worry, we're not really selling a Zit Cream, we just made up that example!

Watch out for the Claims Modifier

Another easy trap to fall into is misunderstanding exactly what effect a product's claim refers to. Anti-aging products are a classic example: they claim to "reduce the appearance of fine lines and wrinkles by 95%." The size of the number isn't usually the issue. If a company is claiming 95% improvement in some parameter, they probably have some kind of data to back it up. The real question is, WHAT is that number referring to?

In this case, a reasonable person could conclude that the product makes wrinkles "go away." If you read the wording carefully you'll realize that they only claim to reduce the **appearance** of wrinkles. This is another important distinction because the wrinkle can still be there, but it is just somewhat less noticeable.

It's easier to cover up a problem than it is to solve the underlying cause of the problem, so this modifier lets cosmetic companies stretch the truth a bit and still be able to make legal claims.

You should be alert to modifiers like the following:

“...reduces the appearance of fine lines...”

“...improves the feeling of dry skin...”

“...gives you younger-acting, younger-looking skin...”

“...reduces the look of wrinkles...”

“...effective against the appearance of prominent pores, noticeability of age spots...”

Puzzled by Packaging

Another way that beauty brands baffle your brain and convince you to pay more products is by selling the product in more upscale packaging. It's human nature to assume that if a product looks more prestigious then it will perform better. A study in the journal “Physiology & Behavior” showed that when people were given an inexpensive wine with a label that stating it comes from a California winery they rated the wine (and their food) as tasting better then when they had the same wine with a label saying it's from a winery in North Dakota (ScienceDaily; 2007/08/).

Studies like this show how easily our brains are tricked by packaging and why it's so advantageous for cosmetic companies to use upscale packaging to differentiate their products.

There are only a few exceptions where it makes sense to pay more for packaging. That's where packaging performs a critical role in delivering the product benefit, and is therefore worth a higher price. For example, **airless dispensing systems** are crucial for some high-end products because they protect

ingredients (like antioxidants) that can break down when they come in contact with air. Airless dispensing packaging shields the product from the atmosphere so it doesn't lose efficacy each time you dispense it. Here are some other examples of packaging that is worth the money:

- Metered dosing
- Co-dispensing
- Targeted dispensing

Multi-Level Marketing is Not Better

It's probably happened to you. One of your friends or relatives becomes a rep for a beauty company and convinces you to host a party so she can show off some products to your friends. The sales pitch is pleasant and you hear incredible claims about unique, exclusive, better-than-anything-you-can-buy beauty products. No matter what beauty problem you have, these beauty products have the technology that can save you.

And after you've begrudgingly agreed to buy a few products, you get the extended sales pitch which tries to convince you to become a beauty rep yourself. Welcome to the world of Multi-Level Marketing (MLM).

What are MLM companies?

MLM companies are ones which employ a marketing strategy where the sales force is compensated not only for sales they make, but also for sales they can recruit other people to make. This creates a chain of people where the person at the top continues to make more and more money. For people at the bottom to make money, they need to recruit more and more sales people below them.

MLM companies can be found throughout the United States and the world. Some of the biggest MLMs are beauty companies including:

- Avon
- Amway
- Mary Kay
- Natura Cosmetics
- Forever Living
- Nu Skin
- Melaluca
- Arbonne
- Naturally Plus

The business model has proven quite successful, especially for the people who have the personality for them. Unfortunately, the vast majority of people who get involved with MLM companies lose money. This is why it's important to spot an MLM before you get involved.

But before we look at the problems with having an MLM business, let's look at the products.

Are MLM products better?

The claims and promises you hear from some MLM representatives are incredible. You would think that these companies are using special technology that no one else can use. You'd also get the impression that the products are superior to anything you can buy.

This is wrong.

MLM companies use the same ingredients, the same suppliers, and the same technologies that every other beauty company can use. There is nothing special, more effective, or even more “natural” about beauty products produced by Avon, Forever Living, or Arbonne.

No doubt they produce nice products that work, but they are no better than something you could purchase at the store. A simple review of the ingredient list demonstrates this.

Take Arbonne Skin Moisturizing lotion for example...

Water, Carthamus Tinctorius (Safflower) Seed Oil, Glyceryl Stearate, PEG-100 Stearate, Aloe Barbadensis Leaf Juice, Cetearyl Alcohol, Ceteareth-20, Glycerin, Butyrospermum Parkii (Shea Butter) Fruit, Althaea Officinalis Root Extract, Chamomilla Recutita (Matricaria) Extract, Taraxacum Officinale (Dandelion) Extract, Glycyrrhiza Glabra (Licorice) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Retinyl Palmitate, Ergocalciferol, Tocopheryl Acetate, Panthenol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Olea Europaea (Olive) Fruit Oil, Zea Mays (Corn) Oil, Persea Gratissima (Avocado) Oil, Rosa Damascena Flower Oil, Stearic Acid, Cetyl Alcohol, Ethylhexyl Salicylate, Polysorbate 60, Carbomer, Disodium EDTA, Dimethicone, Quaternium-15, Triethanolamine

And if we get rid of all the “fluff” ingredients that don't have a major impact on the formula, the ingredient list looks more like this...

Water, Carthamus Tinctorius (Safflower) Seed Oil, Glyceryl Stearate, PEG-100 Stearate, Cetearyl Alcohol, Ceteareth-20, Glycerin, Butyrospermum Parkii (Shea Butter) Fruit, Stearic Acid, Cetyl Alcohol, Ethylhexyl Salicylate, Polysorbate 60, Carbomer, Disodium EDTA, Dimethicone, Quaternium-15, Triethanolamine

This is a standard lotion complete with water, fatty alcohols, oils, emulsifiers, thickeners and preservatives. All of the natural sounding ingredients are added to boost the image of the product and do not actually do anything.

Ingredients that do have an effect like Glyceryl Stearate, Cetearyl Alcohol, Glycerin, Stearic Acid & Carbomer are the same

ingredients found in store brands like Jergens. Here's the list of the Jergens Extra Dry Skin Moisturizing lotion

Water, Glycerin, Cetearyl Alcohol, Glyceryl Dilaurate, Ceteareth-20, Aluminum Starch Octenylsuccinate, Dimethicone, Fragrance (Parfum), Cyclopentasiloxane, Stearic Acid, Methylparaben, Propylparaben, DMDM Hydrantoin, Petrolatum, Mineral Oil (Paraffinum Liquidum), Cetyl PG Hydroxyethyl Palmitamide, Allantoin, Carbomer, Sodium Hydroxide

While these formulas are not identical, they do use similar technology and will essentially work the same.

If two products work the same but one costs less, why wouldn't you buy the less expensive product? If you want to save money, you should.

Problems of MLM

So now that you know the products are nothing special and are overpriced, you should know one other problem with MLM companies.

The vast majority of people (>98% according to some studies) who attempt to work for MLM companies never make any money. Most don't even break even from their initial inventory purchase. Working as an MLM product rep is not a business opportunity. It is a cleverly disguised marketing ploy that tricks you into buying standard products at an outrageous price. They convince you that you're buying not just a product, but also an "opportunity" to be your own boss. It's not an "opportunity" that you want.

There are ways you can tell if a product is being sold by an MLM. This isn't true of all of them, but most MLMs have representatives

that visit your home, take orders directly from you, and encourage you to become sales representatives yourself. This last one is the big caution. If a friend or relative is trying to convince you to start selling the products yourself, run away!

Friendly MLMs

Take heart, if your friend or relative is already involved and you want to support them, the products are still good products. They are made by diligent cosmetic chemists. You won't be completely wasting your money. You'll just be spending more money than you need to.

Just be careful, DON'T get yourself roped into becoming a sales rep yourself. This will just cost you more money that you won't likely be able to make back.

Why You Should Be Skeptical of Experts

The beauty industry frequently employs spokespeople to convince you to buy their products. Commercials and magazine ads feature your favorite actresses looking beautiful and telling you that they look that way because of whatever product they are trying to sell. While this ploy is effective on a subconscious level, most people can see through it. You realize that actresses and models have a number of advantages such as personal trainers, stylists, and good genetics to look beautiful. You know it takes more than just a good shampoo to have gorgeous, healthy looking hair.

Your skepticism of models and actresses is good. It's saving you money.

Unfortunately, most people's skepticism does not carry over to the other “experts” in the beauty industry. These include dermatologists and stylists. We'll explain why you should be just as skeptical of them.

Dermatologists

Most big skin care brands pay a dermatologist to endorse their products. For example St. Ives lists Dr. Marsha Gordon as the dermatologist on their brand. Eucerin makes the claim that their products are “dermatologist recommended skin care”. There are also a number of brands that were “developed” by dermatologists which are extremely expensive but still use basic skin care

technologies. For example, Dr. Perricone's Neuropeptide Firming Moisturizer sells for \$280 for 2 ounces and claims "...to help firm, lift and tone sagging skin while correcting the appearance of deep lines and wrinkles." But if you look at the ingredients of the product...

Aqua (Water), Isopropyl Palmitate, Taurine, Cetearyl Alcohol, L-Tyrosine, Phosphatidylcholine, Cetareth-20, Glyceryl Stearate, PEG-100 Stearate, Dimethyl MEA (DMAE), Dimethicone, Phenoxyethanol, Caprylyl Glycol, Pyridoxine HCl, Disodium EDTA, Elaeis Guineensis (Palm) Oil, Tocotrienols, Sorbic Acid, Tocopherol, Sodium Hyaluronate, Acetyl Hexapeptide-8 (Neuropeptide), Parfum (Fragrance)

We see that it contains standard ingredients like emollients, fatty alcohols, emulsifiers, and all the other things you find in much less expensive products. The special ingredients that are pointed out such as DMAE, Phospholipids and Tocotrienols have not been sufficiently proven to have a noticeably beneficial effect when delivered from a topical skin lotion.

Companies want you to think that because a dermatologist is involved or recommends their brand, that it is somehow better than other brands.

This is wrong.

What do Dermatologists Know?

It makes perfect sense that you as a consumer would be impressed by the endorsement of a skin care product by a dermatologist. After all, dermatologists are skin doctors. They have presumably spent years studying skin and skin conditions and should be in a good position to tell you what will work. Well, for the most part this is both true and not true.

It's true that dermatologists are skin experts. But their expertise is limited to treating skin diseases. If you have a skin disease like Psoriasis, Eczema, Rosacea, or some kind of Melanoma, dermatologists are the experts you need. They are the ones who can cure disease and you should trust what they have to say.

But their expertise is limited by the available science. There are only a limited number of ingredients that have been shown to have a positive effect on skin. These include moisturizing ingredients, some antioxidants, and alpha hydroxy acids. Dermatologists do have the advantage of being able to prescribe higher levels of active ingredients, so if you're getting a prescription product it will definitely be superior to any store bought product.

However, when it comes to buying products in a store, dermatologists do not have any additional ingredients that everyone else in the cosmetic industry can't use. Unless you are buying a prescription skin cream, you can be certain that the dermatologist endorsed product is using standard technologies that are available to any other brand.

When it comes to cosmetic conditions like fine lines and wrinkles, dermatologists have no greater expertise at providing you an effective topical solution than a cosmetic formulator. In fact, since dermatologists spend most of their time treating skin diseases, they likely have LESS knowledge of how to best formulate a skin care product. They certainly don't know about things like consumer preferences for skin feel, spreadability, and fragrance. These are the things that separate great products from mediocre ones.

Stylists

Hair stylists are pros at making your hair look excellent. They spend many hours training and practicing to develop their skills. And many of them are top notch. They know what to do with hair. But does that mean that know what products are good for hair?

No.

I know this may sound hard to believe, but it makes more sense when you understand how stylists learn what they know about products and how they have a financial incentive to recommend products.

What do Stylists Know?

Stylists learn how to cut hair and provide services by going to Cosmetology school. In the USA, these programs are certified by most states and you can feel confident that if your stylist is licensed, they should be able to do a decent job. But when it comes to learning about products, there is a fundamental problem with the way they learn. Many Cosmetology schools are conducted by companies that sell salon brand hair products. For example, the Paul Mitchell company has beauty school branches all over the USA. The salon brand Aveda also has a Beauty Institute that trains stylists.

Now, there is nothing wrong with these schools and they are quite likely great. However, they are also designed to indoctrinate the stylists and make them fans of the sponsor salon brand. This is a fair trade off from both the stylist's and the salon brand company's perspective. Unfortunately, since salon brands are priced much

higher than store brands that work just as well, this system is not in the best interest of you.

But even if your stylist went to one of the many Cosmetology schools that are not sponsored by salon brands, they still take continuing education courses that are. They also get free product, free shows, and other free things which make them fans of a certain brand.

The biased opinion of your stylist is costing you money.

Do Stylists Know What Works?

While stylists know what works for them, they do not conduct blinded experiments on numerous prototypes to confirm whether the product they like is actually the product that works best. There is no time for them to research like a scientist and they quite likely don't know how.

Stylists are the artists of the beauty world. They use the products to help shape and sculpt your beautiful look. And they can do wonderful work!

However, this doesn't mean they know how to make the best products. You look to a great artist to create a masterpiece. You don't look to them for creating the paint. For creating paint or hair care products, you need a chemist.

Should You Buy from a Salon?

If you're buying products from the salon, you are spending more money than you need to. First, the salon products do not use superior technology. They are not better. In fact, many are

produced by the same companies that make brands you can buy in stores. Second, the cost of the products is usually higher than you can find in regular stores. Don't fall for those rumors about "diversion" and products being different than you can get at stores. They aren't.

There is a good reason to buy products from your salon. If you want to support a local business or give your stylist some extra money, then by all means make your purchases at your salon.

But don't buy products from a salon because your stylist tells you to. There is nothing superior about the technology used to produce salon products. And your stylist doesn't have a better idea of what works on hair than you can develop yourself.

Science is Always the Answer, but Sometimes that Answer is "No."

Broken Beauty Promises

If you're a fan of the Beauty Brains website you already know that we're trained scientists who believe in the scientific method. Scientific understanding helps us develop products that really work to solve your problems. And it also helps us understand that current science has limitations and that some problems CAN'T be solved by beauty creams and lotions. Unfortunately, there are plenty of companies that disregard reality and try to sell you products that scientists know just CAN'T WORK. It's critically important for you to understand these products so you don't waste your money on them. They include the following:

Hair Growth Products

What they claim and why they don't work

Unfortunately, there are only two products that have been proven to really improve hair loss and those are both drugs: Minoxidil and Finasteride. This truth doesn't stop many companies from marketing hair loss/hair growth products that make rather impressive sounding claims. Baxter of California and Nioxin are two examples. Here's what Baxter says their shampoo does:

Delivers a mega-dose of protein, Coenzymes A,B5,B6,B12,Q10, and nutrients to promote hair strength, body, and manageability. Tea Tree Oil and Cinnamon Extract invigorate and provide antiseptic protection. Gentle formula removes buildup, environmental pollutants, and natural toxins like DHT, a male hormone found to be harmful to the hair's growth cycle.

A reasonable person might assume something like the following “Baxter says it removes DHT and DHT is known to hurt hair growth, so this Baxter shampoo must help restore hair growth.” Unfortunately, upon closer reading you’ll see that the company doesn’t actually make that connection. They just point out the fact that this shampoo can remove DHT, which any shampoo can do assuming some DHT makes its way to the surface of your scalp. They’re also saying that DHT is bad for hair growth, which is arguably true based on current scientific data. But they’re NOT actually connecting those two statements. So, what they say is true but probably very misleading for the average person.

Nioxin plays a similar game. If you go to the source and look at Nioxin’s website, there is no direct mention of any drug benefits. In fact, they are very careful to tell you that their product is NOT a drug and that it does not grow hair. What do they say? The Nioxin story can be summarized in three basic points: 1. DHT is linked to thinning hair. 2. Nioxin helps remove DHT. 3. The Nixon system reduces the appearance of thinning hair. We’ll talk more about “appearance” claims in the Baffling Beauty Brands chapter.

Permanent Split End Repair

What they claim and why they don't work

We’re afraid that split end repair products are lots of bluff and not much stuff. To see why, you have to understand a couple of things about basic hair biology. Since hair is dead, once it’s damaged it can’t repair itself. A new strand of hair can grow out, but any part of the fiber that’s already damaged can’t heal itself. Despite what

hair care companies might tell you, there's nothing that can actually repair a hair that's been severely damaged.

At best, you can temporarily smooth the split by using a product that covers the damaged area with a film. But the next time you wash your hair that protective film washes away too. Products like Frieda's Frizz-Ease work this way. Of course, the best thing you can do is PREVENT split ends by always conditioning your hair before brushing or blow drying.

Again, this is an area that you must read carefully. Savvy products like Pantene talk about preventing split ends which is well within reason for a good conditioner. So read the copy carefully to make sure the claims are credible. Does the product REALLY say it will repair a pre-existing split?

There is a splinter of hope for split ends: Neutrogena® now sells a Triple Moisture™ Split End Mender that contains a new technology that can actually semi-permanently mend splits. But you have to leave it in your hair for it work and that might not be appealing to everyone. Stay tuned to see if anyone can develop a rinse-out split end mender.

Cellulite Reduction Products

What they claim and why they don't work

With cellulite reduction products, we once again urge you to mindful of the exact wording of the claims because they are often really non-claims. For example, Murad claims their cellulite product is proven to hydrate, firm and stimulate blood flow, resulting in firmer, tighter, smoother skin. It also improves skin's appearance up to 80%. Most importantly the product "reduces the appearance of cellulite." Reducing the appearance of something is not the same as actually eliminating it. Reducing the appearance of cellulite can be accomplished by tightening the skin's surface with a film forming agent (at least temporarily). That's all these

cellulite creams really do. As an ABC news story confirmed, "Know that there are no studies in medical literature to prove that any laser, sonar, lymphatic massage, electric shock, injections, or creams will get rid of cellulite."

Don't waste your money on creams. However, there is hope for fighting cellulite and saggy skin. A new unipolar, volumetric radiofrequency (RF) device has been developed. It uses high-frequency electromagnetic radiation to create a "blender-like" effect on the skin which breaks down cellulite tissue deep in the skin. Ask your dermatologist for more information.

Dark Under Eye Circles

What they claim and why they don't work

Medically speaking, under eye circles are defined as bilateral, round, homogeneous pigment macules on the infraorbital regions. Practically speaking, they're just a pain in the butt. There many causes: Hematomas (blood pooled below your skin, like a bruise); over-production of melanin (the same pigment that gives your skin a tan); allergies; swelling, dehydration, lack of skin tightness, and visible blood vessels. There is some limited evidence that Vitamin K can reduce some kinds of dark circles, but for the most part cosmetic products are powerless against the physiological causes.

The list goes on....

We've discussed only a few of the many types of products that really CAN'T work. If you want to be a smarter shopper, there are many more you should be aware of including the following:

- Eyelash growth products
- Shave minimizing lotions
- Tattoo removal creams
- Miracle anti-wrinkle lotions

Beauty Supplements are a Waste of Money

Most people in the United States take some kind of food supplement. It is not as prevalent around the world, but it is still significant. The food supplement industry is a multi-billion dollar enterprise. Unfortunately, scientific studies have demonstrated that the vast majority of people using these products are wasting their money.

The Premise is Reasonable

It makes sense that you could believe that ingesting a product can help improve your skin. The marketers of these products often call advertise them as creating “beauty from within.” This implies that if you eat or drink vitamins, minerals and antioxidants, they will somehow end up in your skin and make you look beautiful.

It makes sense, but it's not true.

There have been a number of studies that have shown that people who take vitamin supplements are no healthier than people who do not take them. But more importantly, there are no good, scientifically referred studies that demonstrate a significant benefit for a healthy person who takes supplements to improve their skin or hair. There have been a few preliminary, poorly designed studies but as far as double-blind, definitive studies to support supplementation for improved looking skin and hair, the science just isn't there.

And at \$80 or more for a one month supply, it is a complete waste of money!

It is understandable for you to want to take a pill to improve your appearance. We would love it if there actually were such a product! And there is continuing research looking specifically for products that CAN have an effect when you ingest them. There are promising ingredients.

However, the products that are out right now are just not proven to be effective. This is a case where the marketing is well ahead of the science.

If you want to save money, quit spending money on “beauty from within” supplements. They do not work and you are getting no noticeable, outward benefit.

Why Natural/Organic Beauty Products are Not Better

Some of the most frequent questions we get from Beauty Brains members is whether cosmetic products are dangerous and whether people should buy “natural” or “organic” products instead.

The short answer is NO. There is almost no good reason to buy natural beauty products over standard beauty products.

Here's why.

Natural Beauty Products are Not Safer

The most compelling claim to buy natural products is that they are somehow safer for you than regular or “synthetic” products. They are marketed with an implied superiority that just isn’t deserved. While most companies don’t come right out and say it, they do insinuate that regular products are dangerous and harmful. They use claims like “Paraben-free” or “Sulfate-free” which only makes people wonder why those chemicals aren’t used. A natural conclusion is that they are somehow bad for you when this isn’t proven by any science. These kinds of junk claims are misleading.

Then there are some natural companies who come right out and tell you the chemicals you are using are poisoning you. They are so desperate to steal market share from more legitimate companies that they issue skewed press releases designed to

scare you. The incredible hypocrisy of many companies like this is that they rail against companies using “cancer causing” ingredients and then a quick examination of their own products often reveal that they use the same ingredients they say CAUSE CANCER!

As a cosmetic formulator, I find it insulting that consumer groups like the EWG and the Campaign for Safe Cosmetics are claiming the I am creating toxic formulas that are giving people cancer.

Cosmetic chemists are NOT trying to kill people!

The ingredients that we use in cosmetic products have been tested and have been determined to be safe. You are not making yourself safer by buying products claimed to be “natural”.

There is No Definition of what is Considered a “Natural” Beauty Product

This brings us to the next problem with natural products. There is no standard definition of terms like “natural” and “organic” (at least when it comes to cosmetics).

At the moment, from a legal standpoint, nearly any cosmetic or personal care product can be called natural. As long as a company has some reason to support their claim of natural (e.g. it contains natural water) they can tell you the product is natural.

These companies engage in a practice called “Greenwashing” in which they convince consumers that the products are natural, even though they are not much different than standard products.

For companies that don’t “Greenwash,” they come up with their own standards about what constitutes natural or not. Some

companies believe only plant derived ingredients are natural. Others are okay with some level of synthetic ingredients. You can just never know whose product is really in line with what you think is “natural.”

Buying things that are labeled as “natural” does not guarantee that you are buying a natural product.

Natural Beauty Products do Not Work as Well

Perhaps the most important problem with natural products is that they do not work as well. Cosmetic chemists create formulas using the best ingredients that they can find. If the ingredients that work best are natural, that is great. However, naturally derived ingredients do not always perform better than synthetic ingredients. There are advanced polymers that help keep makeup on your face longer and better. There are synthetic thickening ingredients that give you a proper texture without leaving your hands feeling sticky like natural thickeners.

Natural products will not solve your beauty problems as well as synthetics.

Chemophobia

There is a tendency for people to be afraid of chemicals and to assume that things from nature are safer and better for us. This is just not true. Remember, lots of natural things like snake venom, radiation, cyanide, and arsenic are toxic. And lots of synthetic things like medicines have saved people's lives.

Natural is not automatically better.

Synthetics are not automatically worse.

You should not be buying natural products because you think they are going to be safer. They are not safer and there is no advantage for you to use them. If you are concerned about saving money, stay away from over-priced, under-performing, “natural” and “organic” products.

Any Reason to Buy Natural?

While we can demonstrate that natural products are not safer and have no added beneficial effect, there may be at least a couple of reasons to consider buying them. First, natural companies typically try to be environmentally conscious about the choices of ingredients that go into their products. This may ultimately lead to cosmetics that are more sustainable, more easily broken down the ecosystem, and generally better for the environment.

The other reason to consider natural products is that some of them use cause marketing where they use the proceeds from the sale of products to support some type of charity. If you want to support the charity, it makes sense to purchase a natural product. Just know that you are likely spending more than you have to and are getting a product that probably won't work as well.

There's a Lot More to Learn

In this free report we've only had time to provide a few basic bits of information to help you save money, but there's a LOT more to cover. Here are just a few examples of what else the Beauty Brains can teach you about the secrets of the beauty business:

- How to decipher cosmetic ingredients on your own.
- How you can test products on yourself like the experts do.
- Where to find more credible reviews.
- Find out what other kinds of products really CAN'T work.
- Get to know the companies that make your favorite products.
- Where to find the straight dope on health and safety information.
- Other examples of misleading claims.

In future emails we'll be providing more free, useful information.

Thanks for reading!

Sarah Bellum and the Beauty Brains

P.S. If you received this report via a link from a friend or from Twitter then you may be missing out on a lot more free information from the Beauty Brains including articles, other Ebooks, and tons of beauty Q and A.

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