

Skin care commentary January 2018

Skin care products are a multi-billion a year industry with most of them promising eternal youth. It used to be “anti-aging” but this is now old-fashioned!. Resourceful companies now come up with “Youth” and ‘Radiance”. It is all a big slick marketing game. I have written articles on the subject and while nothing appears to have changed, a lot has changed.

Eighteen years ago you would be lucky to find a skin care product, other than a moisturizer, in a department store or on line, let alone the multitude of MLM’s that have sprung up. What has changed is that mass-market product quality has generally become worse while slick marketing and advertising has become better (or worse, depending upon your point of view). Coincidentally, I have just looked at the ingredient list of many store skin care products and I really believe that the quality, in many cases, is worse than, even twelve months ago. Too many fillers, very low percentage of active ingredients, too much water and unnecessary ingredients. I have not changed my opinion; they are all glorified moisturizers. All the so-called high-end names are in this category to one degree or another. Laboratories, without exception, confirm these facts!

I have recently looked a skin care product sold by a multi-level marketing company (name withheld). The product has 74 ingredients! Two of the most important ingredients are at the end and achieve no purpose other than letting the company call it an anti-aging product - window dressing, in the trade. The 26th ingredient is a preservative and therefore the remaining 48 are less than one percent each. The perfume is 29th on the list - it should be at the end. The product retails for over \$350! MLM sales people and users are indoctrinated and we never engage in a conversation with them - it would be a total waste of time. Also note that the last ingredient is gold. Gold has been used on the skin since time immemorial because it has anti-inflammatory properties, but one has to use far too much to be effective. Gold in skin care products is purely a marketing gimmick.

One can go on-line and see hundreds (probably, thousands) of skin care serums between \$15 and \$30. Look at the store prices; very affordable. Some may say inexpensive. In fact, they are very inexpensive because there is nothing worth while in them and therefore they are very expensive.

I have spent 20 years learning about skin care ingredients with the great help of three major laboratories with whom we work. I know skin care ingredients fairly well. The REJUVENI product line will never be a mass market product because one can’t add enormous marketing costs to products that have the OPTIMUM percentage of active ingredients, no fillers or unnecessary ingredients and no unnecessary water. I work with these laboratories to come up with the best possible products.

Here again, some may say that our products are expensive; they are not because they actually work. These products or any like them, will never be found in a store, on television or associated with a MLM company. We do not work with smoke and mirrors and never exaggerate the efficacy of our products. We have tended to shy away from the word “anti-aging” and we do not like the very over-used word SPA. Where I come from, a SPA is where you take the “healing waters”.

Slick marketing is a game we refuse to play.