

Skin Care Products

The Real Skinny

How in the world does a person choose from the myriad of skin care products on the market today? Bombarded with recommendations from dermatologists, estheticians, department stores, drug stores, radio, the internet, television and multi-level marketing—it is no wonder people are confused. Gone are the days of your Grandmother's Ponds® Cold Cream! We have all seen advertisements for products that will eliminate wrinkles, get rid of hyper-pigmentation and leave your skin soft and silky – all in 24 hours! So, let's get real.

Firstly, consider ingredients. Manufacturers are not required to show the percent of any ingredient. A product could have 5% active ingredient and 95% inert ingredient or the other way around. Therefore you have to trust the person selling you the product, in addition to actually seeing and feeling the desired result.

Estheticians have a vested interest in your happiness in the skin care products they recommend. Not only do they want your continued use of their products, they also want you to be a repeat service customer. This requires putting a great deal of time and effort into ensuring that their products are of the highest quality. They have much more to lose than companies selling products without a service.

The largest skin care product laboratory in the world is Proctor and Gamble (P&G), yet you will never see their name on any product! This company has developed Peptides (ranging from single to multiple) that are part of many products depending on the results to be achieved. Skin care products are then formulated by other chemists and laboratories around the world, some of whom use P&G products in their formula. It is unlikely that you will ever know the name of the laboratory from whence your products emanated.

Secondly, consider cost. Marketing and packaging add tremendously to the cost of a product but do not guarantee effectiveness of a product. Branding is expensive. It goes without saying that products found in department stores fall into this category. Packaging does not necessarily equate to quality. Judge a product by its effectiveness not its presentation or marketing method.

Thirdly, consider trust. It would seem logical that trust should be an important factor when deciding on a skin care product. Do you know that there are 16 different skin types? Your esthetician does. A skin analysis will determine your skin type and, which product is best suited for your skin. Skin care products supplied by an esthetician are of extraordinary good quality without the high cost of marketing and packaging. Skin care product recommendations by estheticians are very effective and reasonably priced. At GG Marlene it is not necessary to have a facial to buy skin care products because a complimentary facial skin analysis is offered (providing that at least \$75 of products are purchased at the same time).

Gigi Fisher is the owner of GG.Marlene (www.ggmarlene.com), a Spa located at 4600 Military Trail, Suite 109 in Jupiter, specializing in skin care, massage therapy, hair removal and body treatment.

For more information, please call 561-799-0110 or email (skincare@ggmarlene.com)