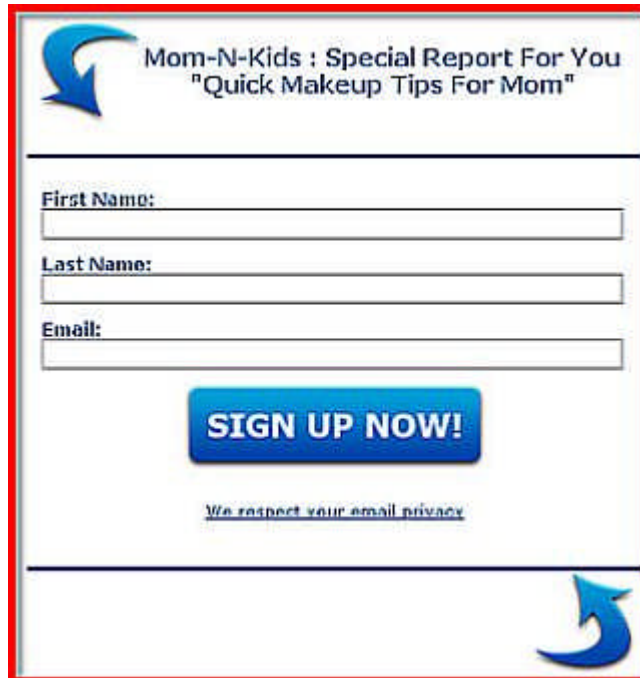


What Moms Need to Know About **Skincare Products**



Moms Guide To Skincare Products

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If you want to learn more about natural skin care products then please take a look at our companion product "Naturally Skinsational"



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Introduction

You buy yourself a batch of expensive beauty products. This time, you swear to yourself, you're going to stick with it, and really take care of your skin.

Before you know it, your husband needs a ride to work because his car broke down and he doesn't have time to wait while you "do your face". Your 3-year-old painted the wall with your \$17 eye shadow crayon and \$37 foundation. Your acne flared up hideously after you used your new expensive coconut oil moisturizer. The dog threw up right when you were finally going to snatch that bubble bath.

And you're just... too... *tired*.. to bother with your `new' skincare routine

You end up that night splashing your face with water and washing it with the kids' pump hand soap. You don't even think of moisturizing. Absent-mindedly, you make it to bed before you realize you forgot all about that expensive night cream you just bought.

If this sounds like you, most likely you're a **normal, everyday mom**. And you're having the same problem with regular skincare that many other busy moms on the go experience.

But take heart – arm yourself with a simple combination of **the right products for your skin and body type**, boosted by a renewed understanding of **what goes on underneath the surface** – and in the cosmetics industry. Afterwards, you may actually find that **a small change here and there in your habits** can go a long way towards helping you achieve **beautiful, healthy skin** and a glowing, natural look that is always in season.

Skincare - What It's Really All About

Obsessing about beauty has been going on as long as recorded history. It probably all started when the first cavewoman noticed that the guys paid more attention when she scraped mammoth bits out of her teeth with a fibrous root. And you can bet it was well established when the ancient Egyptians blackened their eyes with kohl, and Indian girls decorated the palms of their hands with henna.

In fact, the first cosmetics consisted of “organic” crushed minerals, ash, or plant juices and dyes. It’s tempting to actually wonder if our ancestors’ cosmetics were healthier than what we choose to put on our skin nowadays.

Sometimes, I’m sure, they were. And sometimes they were worse!

For example, during the 1700’s, the aristocracy got into the habit of painting their faces with a lead-based “foundation”. In their defence, they had no idea lead was so toxic, back then.

And let’s face it – beauty is usually what skincare is all about. In spite of today’s focus on natural, healthy, eco-friendly living.

Skincare Products – Why?

Beauty in a jar. Instantly. That's what skincare products promise.

What motivates you is a wish for **flawless, beautiful skin**.

What motivates the average skin product company is **sales and profits**.

Once you realize and accept these facts, certain aspects of the skincare industry take on a different light.

Those celebrity endorsements? Paid for, of course – and paid handsomely. Up to an estimated 80% of top company promotional budgets; according to some sources.

If movie stars and sports heroes can be bought with high bounties, how valid do their endorsements become? Yet – the power of the media – we continue to buy into them. *Use this cream and you'll be as beautiful as Angelina.*

It all boils down to a matter of trust. Do you trust that celebrity? There are some who do it for the money. There are others that actually use and believe in the products they endorse. There's no sure-fire way you can tell which motivation the celebrity in question was operating from.

One thing you can bet on, however – **celebrities routinely have access to skincare resources that you or I don't.**

Because most of them are – are ya ready for it? Actors.

Actors *act*. They're **paid** to be believable.

The people who produce the commercials are **paid** to hide any flaws in the actor's skin with camera filters, lighting, and makeup tricks.

But most of all, celebrities have **time** to spend on their "natural", glowing skin. In fact, they're **actually expected** to make time for:

- Diets, salons, spas
- Personal training
- Cosmetic procedures (surgical and non-surgical)
- Professional makeup and hair sessions

It's just part of their job.

The sorts of actors and actresses chosen to promote beauty products have one thing in common: Their faces are their fortunes. They know it, and they take the business of beauty as seriously as most people take top-level, executive jobs. They will literally spend thousands – sometimes six figures – on:

- Collagen filler injections
- Surgical facelifts
- laser treatments
- Radio wave treatments
- Radical plastic surgery and reconstruction
- Professional salons and spas
- High end cosmetics.

If you're a busy mom, you most likely don't have that luxury!

Your priority is your kids – and getting through another day with most of your essentials done.

(And if you had thousands to spare, you'd most likely spend it on reducing your mortgage, buying that new SUV you so desperately need, or moving to Kentucky.)

So forget the celebrities – we lesser mortals need to address 3 issues here:

- Finding a product you can **trust**
- Finding a product you can **afford**
- Finding something **easy to use** – that gives **results!**

In other words, we need to combine **safe, effective, affordable products** with **a beauty regime you can live with** – one that fits into **your busy, daily routine**.

First, let's forget this whole television-spawned 21st century "magic formula" approach... and look a little deeper than that all-important surface of your skin.