

Are Pricey Skincare Products Worth It?



What is it about a luxe skincare product that tempts us to splurge? After all, spending \$100 for a small pot of face cream seems just slightly obscene. Besides the packaging and ads we see on TV and social media platforms, we *do* have to wonder if these pricey products are really worth the splurge. Are the ingredients inside them really that much better and more powerful than other wallet-friendlier products? We took our query to Joyce de Lemos, a cosmetic chemist at a major beauty brand.

When we invest in a high-end skincare product, we expect what's inside the packaging to be what we're paying for. We tend to think that with more expensive products come better ingredients, more-sophisticated technology, and more researches. According to de Lemos, that's not always the case. "Cosmetic chemists have no problem taking an amazing formula and taking out the most expensive parts, like the proprietary ingredients or signature scent, then repackaging it for a cheaper product," she explains. "Giant brands will often take a formula from one brand that's doing really well, and they'll just decorate it and repackage it for another brand." Though the "star" ingredients may remain in the higher-end product, the base can be exactly the same. In other words, what you are paying for in a pricier product is the "elegance" of the formula like the silicon that helps with the application of a product, the scent and the proprietary ingredients that you won't find in other over-the-counter brands.

Drugstore brands, however, might not have the funding to carry out studies to prove the efficacy of their products. This is when the consumers should learn to read ingredients like a cosmetic chemist. Look for ingredients that work. Retinol is one of them—so much science has been done on the value of it. Vitamin C, vitamin E, and ferulic acid have all been proven by science to work. If you're in the market for a face cream and are willing to splurge you should first pinpoint the things you're trying to repair or prevent, then look for ingredients that have been proven to help. The ingredients list always shows them in the order of the amount present in the product up to 1%. All in all, people should just note the main ingredients in the product they're buying, do the research, and look for proof that it works.

Match each of these words/phrases to its meaning.

Word
1. luxe
2. obscene
3. pricey
4. wallet-friendlier
5. cosmetic chemist
6. proprietary
7. splurge

Meaning
shocking
expensive
luxurious
spend a lot
cheaper
trademark or signature
someone who develops and formulates skin care, personal care and colour cosmetics for manufacturers

Answer these questions. Your answer should not be more than 5 words.

8. Who did the writer invite to answer questions about expensive skincare products?

9. How do expensive skincare products become cheaper?
When cosmetic chemists exclude _____ from the expensive products and repackage them.
10. What do the studies done by the huge brands try to prove?
The _____.
11. What should you read to know the efficacy of a drugstore product?
The _____.
12. You should take note of problems you are trying to _____ before buying a skincare product.

