

CONSUMER TIPS

ALWAYS READ BEAUTY PRODUCT LABELS

How To Find The Best Beauty Products

(NAPSA)—When it comes to bath and body care products, an educated consumer takes products off the shelf and turns them around to look at the ingredients.

Yet, unless you are a true ingredient buff, or an actual scientist, the list may look like another language. Here are some tips to help figure out what to look for and what to avoid:

- First, remember that the ingredient listed first appears in the largest quantity. The further down the list you go, the less quantity is actually present. Spencer Krenke, founder and CEO of de~luxe, an ingredient-driven brand sold at mass retailers such as Target and Wal-Mart, says, “Focus primarily on the first five ingredients mentioned. After those initial five, the ingredients following are present in almost negligible amounts. If soy is listed as the tenth ingredient in a moisturizer, there’s not enough present for your skin to reap the benefits.”

- When looking for the most gentle way to cleanse skin, you do have options. Dr. Jessica Wu, clinical instructor of dermatology at the University of Southern California, explains, “With cleansing agents, I always recommend choosing a body wash with sodium laureth sulfate rather than sodium lauryl sulfate. The difference may seem minor, but sodium laureth sulfate is significantly more gentle and safe on skin.”

- Mineral oil is one of the most common ingredients in skin care and cosmetics. This emollient, however, never actually fully absorbs into the skin, leaving a residual film that coats skin just like plastic wrap. When this happens, the skin’s natural immune



If an ingredient is way down on the list, there may not be enough to benefit your skin.

barrier is disrupted, inhibiting its ability to naturally breathe, hydrate and nourish. Over time, the disruptive qualities of mineral oil may actually lead to premature aging of the skin. Look for mineral oil alternatives instead, such as petroleum-free emollient ingredients like glycerin, shea butter, soybean oil and palm oil. These natural skin moisturizers properly hydrate skin without disrupting its natural balance.

- An emerging trend receiving media attention is the availability of luxury quality brands at mass market prices. For example, the de~luxe brand includes such products as triple milled soaps, foaming body scrubs, hydrating lotions and gentle body washes. Although a triple-milled soap can normally be priced up to \$10 a bar, de~luxe’s commitment to high-quality products at a superior value means you can purchase 12 of these soaps for \$10 a set.

For more information on ingredients, consult your dermatologist or family physician. For more information on de~luxe bath and body, visit www.truescents.com.