

The Body Shop Owned By L'Oreal Are You Getting The Brand You Pay For?



What's your favourite brand? What makeup do you use? I am often asked this question when talking to women about skin care and cosmetics. Whatever answer I give, I know I'll be judged on it.

What response would I get if I said, "Lancome." How about "MAC"? I'd probably receive expressions of approval. What would you learn about me if I said "Avon"? How about Chanel? The Body Shop? As consumers we're taught to believe that each brand stands for something different. Each brand portrays a certain woman, with a certain style, look and status. And most brands strive to be seen as superior, **but many are not in competition as you might assume.**

Clinique is the sleek minimalist, offering no-fuss skin care. **La Mer** offers a small, exclusive range of opulent creams. **MAC** is the fashion-forward brand, inspired by pop culture and aimed at the experimental makeup artist. **Bobbi Brown** plays it safe with natural colours. Yet what do these brands have in common? They are all owned by American Estee Lauder. **Maybelline** brings the street-smarts of New York to the affordable makeup market. while **Lancome** stands for pure glamour, where money is no object, whereas the **Body Shop** uses social activism and a green, ethical philosophy to promote its products. But what do these brands have in common? They are all owned by French cosmetics giant L'Oreal.

So the question is raised - who ARE these guys?! And are these sub-brands just different ways of selling more products to more people? **Are they really all that different like they'd have us think?** Does the quality actually vary between them - or are the more expensive brands just overpriced sameness? And since L'Oreal owns The Body Shop (they bought it in 2006) - what does that now say about The Body Shop's ethical stance when L'Oreal allegedly tests on animals and is 1/4 owned by Nestlé, one of the world's most boycotted companies?

Emotional attachment: If you are loyal to a particular brand, it's because you identify with it. This is an emotional connection that the beauty industry encourages, **but why should you be loyal to a brand when the brands aren't even loyal to themselves?**



beauty bulletin #6

Are You Making This Common Makeup Mistake?

Eyeliner is perfect for defining your eyes and giving some oomph to your makeup look, especially at night, but there is such a thing as too much. Don't think I'm talking about teenagers here, either. It's older women who need to hear this! In fact, it's when you're 40+ you really need to learn how to apply great makeup. But first, here's a golden makeup truth:

Applying makeup doesn't automatically make you more attractive - there are keys to doing it right. One of those keys is to adapt your makeup as you change. If your face changes (e.g aging, wrinkles) then your makeup should change too.

If your face is showing signs of aging, liquid eyeliner or strong pencil liner is not your friend. Here's why: After menopause, many women experience a loss of estrogen. That change often shows on a woman's face, and with the loss of fat that once gave her those youthful, feminine contours, among other changes like wrinkles and dull skin, a woman's face can take on a harder appearance. Strong, dark liner only adds harshness to this look. If you're a woman experiencing these signs of aging, you need to adapt your makeup to soften, not harden your appearance.

Keep your eyeliner thin so it looks fresh, not overpowering. Opt for brown or grey instead of black. Wear your pencil liner smudged or softened. Another option is to use a matching eyeshadow close to the lashline in its place.

There are lots of simple, flattering ways to refresh your look and update your appearance. If you're in the Bay of Plenty, you can discover your best makeup colours and techniques through a personal makeup consultation. Learn from a makeup artist and get back your glow this Winter! Click below for details.

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