

## **Is Mainstream Skin Care Backed Into A Corner From which There Is No Escape?**

Each year, the cosmetic giants that line every supermarket and drugstore shelf on the planet, spend tens of billions of dollars to do nothing more than advertise something that is decades old as something that is brand new.

**Could it be, that the personal care industry has billions of dollars invested in consumer complacency!**

**Imagine this TRAVESTY:** The feedstock of 80% of prescriptive drugs, to "over-the-counter" aspirin to skin creams, is still optically barren "**black gold**" - otherwise known as **petroleum!**

**Nelson Novick**, best-selling author and Associate Professor of Dermatology at **Mount Sinai School of Medicine** in New York, delivers a well-founded and deserved commentary on mainstream skin care and cosmetics when he states, that in terms of the products offered . . .

**". . .the buying public is being duped, much to the detriment of their pocketbook and pores."**

Upon closer examination, Novick's statement reveals an even simpler underlying truth: "**Much of the mainstream skin care industry is oriented around *myth versus science***".