**Does “high end” mean “high value?”**

Are high end beauty products the best way to go? Not Necessarily! I’m a firm believer that there is a big difference between “cheap” and “inexpensive”. Now you can find good quality products without spending a lot of money. In some instances, you are only paying for the brand name — like Q-tips and Band Aids. These names are so common many people don’t realize Q-tips are simply cotton swabs. And Band-Aids… simple bandages. Unfortunately, it’s extremely likely that some expensive products are in fact just as good as low-cost products.

Now if you’re familiar with the TV show Project Runway, you’ll see the models hair is styled with Tresemme products — a well known chain store brand. Which shows the outcomes of their competitions have more to do with technique than the brand of the product.

Many YouTube vloggers often use store drug store brand products when performing tutorials and their outcomes are quite impressive. And many people don’t realize magazines often detail which products are used on the models. You’d be amazed to find that some of these products can be purchased right at your local drug store! In fact, during New York Fashion Week, Maybelline always displays models wearing their affordable makeup line.

When shopping for high-end beauty products, many people think of Clinique or Esta Lauder. But many people don’t know that dermatologist-backed ROC Skincare features some of the highest amounts of retinol that can be purchased over the counter. What it *really* comes down to is what works with your skin tone and what you’re comfortable paying for.

When it comes to choosing the beauty products that are right for you, what’s most important is finding products that won’t irritate your skin and are right for your complexion. And once you find the right products, makeup tutorials are great for easy blending and effects techniques.

Now when it comes to high end beauty product brands you may get a better selection — just make sure the price you pay is worth it.