High End, High Value?

**Question of the Day:** Are high end beauty products the best way to go?

**Answer**: Not Necessarily! I am firm believer there is a difference between “cheap” and “inexpensive”. You can find good quality products without spending a lot of money. In some instances, you are only paying for the name; such as Q-tips and Band Aids. The names are so prominent many people don’t realize Q-tips are called cotton swabs and Band-Aids are just bandages. Unfortunately, it is extremely likely that some expensive items are in fact cheap, such is the case of some name brand clothing. When you look at material, seams, and laundering you may find that some of your expensive garments are hastily thrown together.

If you are familiar with the show Project Runway, when styling the models hair Tresemme products are used. Which is a well know chain store brand. Most of the outcome has to do with technique more so than the product. Many YouTube bloggers often use store drug store brand products when performing tutorials and the outcomes are quite impressive. Some people don’t realize some magazines detail which products are used on the models, you would be amazed to find some of these products can be purchased at your local drug store. If you are familiar with New York Fashion Week Maybelline always displays models wearing their makeup line.

When shopping for beauty products most people usually think of Clinque or Esta Lauder. Many people don’t know that ROC Skincare features some of the highest amounts of retinol that can be purchased over the counter and its backed by dermatologist. So, it comes down to what works with your skin tone and what is readily available. The main thing you get from high end brands is (besides a higher price) a better selection so you must make sure what you want to use is viable. Make up tutorials are good for blending and doing effects, but you need to test what won’t irritate your skin and what better suits your complexion.