What Is Beauty Counter Products. Transcript

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Introduction to Clean Beauty

So today we just want to talk a little bit about beauty products. So when I first started changing things in my life, of course, the first thing I went after was what I was eating.

And then I started thinking about, well, if I'm so worried about what i'm putting in body, what am I putting on my body? And it can get real confusing, real fast to think about all this.

It's kind of a stepwise progression, and that happened to be the next thing that I thinking, about. What lotions am i using? What's in makeup? It was like, oh my gosh, it's enough to make you go crazy.

But it really is something to thing about So, when i met Maria, I actually met her because she sells a product called Beauty Counter and wanted to get me involved in it.

And at first, I was hesitant.

Discovering BeautyCounter

I'm not much of a salesperson. But once I started using the products and just realized how much better they were for me, the quality of the ingredients, that company's mission, was like, OK, well, let's go ahead and do this and share this with our customers at Synergy and at the studio as well.

So let us talk a little bit about like what's Beauty counter about. It was so great to have Tara on board with Beauty Counter because she also owns a gym and I do the same thing.

And I thought this would be great for all of your customers as well as you personally. They've been over 1,600 harmful ingredients from all of their products.

So it's really a company that we both know we can stand by and recommend to our customers and our friends and family with 100% faith that this is really something safe that you can put on your body.

And it has been such a joy working with Terra and Beauty Counter and now becoming a part of Synergy is equally exciting.

Ingredient Safety and Regulations

For sure. And some other things to think about to the US is the least regulated when it comes to what we put on our skin. I think it was what the 20s, the last time that they were even a law was formed on what goes into beauty products, US bands, what is it 20 something.

31 chemicals are banned. 31, that's it. Clearly there's a lot of chemicals in this world and only 31 U. S. regulates. Canada's is a little bit better with 600. Europe has the highest standards banning 1,400 chemicals and their products.

And Beauty Counter takes it another step above and bans 1,600 chemicals on their product. So things like aluminum, which are in a lotta makeup, talc.

A lot different things that really can affect us because of how fast it's absorbed into our system. And I don't think people really think about how that's really, truly affecting their health.

It can affect your endocrine system. You know, it can cause mood swings. They can caused weight gain, infertility.

Prior to Beauty Counter, I was using products that contained petroleum and formaldehyde.

And, and I paying pretty good money for these products. And they were performing well, but I had no idea what I was putting onto my skin. And everything you put on to your skin is absorbed into your bloodstream within 26 seconds.

Why BeautyCounter Stands Out

So once I learned that and once they learned what was in my products, I switched immediately to beauty counter and Tara can tell you more about what they don't put in their products.

Yeah, so things like formaldehyde, which of course you're familiar with that word is not good for us, parabens, sulfates, aluminum, different talcs, dyes, fragrances is a huge one.

So none of which is used in Beauty Connors products, you can feel really comfortable that they perform well and you are putting something quality on your skin.

It should also be noted that Beauty Counter is a B corporation, which means that they are environmentally friendly and they have strict guidelines that have to follow when they're making their products, packaging, and a lot of their product come in glass bottles.

And they just have adhere to certain standards in order to keep that B Corporation like other companies like Ben & Jerry's, Patagonia, those are also B Corp.

companies. that is what a big corporation is. Yes, and the containers look amazing in the glass that they come in. They're very special and fancy. One of the things that people often think about when they're paying for their products are, well, how much is it?

So it's not, they are not inexpensive products. We also get what you pay for, and those are things we have to keep in mind, but they're not going to break your wallet either.

So would you agree, Maria, on that? Yes. I mean, I think, in a sense, you get you what pay you for. And if you want a clean product, who are going pay a little bit more.

Product Quality, Value, and Return Policy

But I don't think it's as high-end as some of the products out there that do contain harmful ingredients. For sure. Just thinking about the long-term repercussions as well on what your putting on your skin.

They also have a great return policy. So if there's something you don't like within 60 days, they'll actually take it back for you, which is great. So we feel really strongly about just telling everyone we know about Beauty Counter.

Yeah, and then lastly, I think what's most important is yes, we want to use clean products, but if they don't look good, well, who cares what you're using, right?

So I've tried some other clean product that had decent ingredient profiles, just didn't looked good. And we both have Beauty counter on right now, so you guys can let us know how our makeup looks today.

But we are happy with how they perform as well.

BeautyCounter Product Range and Closing

So low chemical and they work great. Definitely something to think about changing to. So if you're interested in beauty counter products, we have makeup, skincare, products for men, for children, shampoo, conditioner, so

many different things that you can choose from.

For sure. So, if have any questions about anything Beauty Counter or otherwise, there are other companies that we like to use as well. Beauty counter is kind of our main go-to, but if we get questions, give us a call.

We'll be happy to answer those questions for you.