

## **Special Consumer Report**

**WARNING: Most additions to the skincare market have been based on pseudoscience and false marketing claims!**

*If you're the average consumer, this makes it difficult for you to know who to trust...*

1. Unknowingly, you've probably been a victim of the myths and promises made by cosmetic companies and over-the-counter sales people
2. You've probably spent a fortune on that cupboard full of half-used bottles and jars of crèmes and lotions that have failed to live up to your expectations
3. At some time you've probably been to a salon or spa and wondered... *"What was the point of that? I don't look any different!"*
4. You can't be expected to understand skin anatomy & physiology, physics, chemistry and biochemistry – so you'll make mistakes when you choose a skin care product

**So, if you want to know what's best to prevent the signs of ageing -  
Don't buy another beauty product, cosmetic or treatment  
until you read this...**

### **The 3 Critical Questions You Must Ask & The 9 Insider Secrets You Must Know Before You Buy Another Skincare Product Or Get Another Anti-Ageing Or Beauty Treatment**

We've all paid huge dollars for products that don't work... we've become Cosmetic Counter Victims!  
The mission in this Consumer Report is to dispel the myth and give you the real facts...

*So what causes us to age?  
And is growing older and looking older a fact of life you just have to accept?*

*Let's see...*

Already at the age of 20, and without quality prevention, your face and body *will* start showing wear and tear.

Skin ageing is caused by the effects of sun (UV exposure), inflammation, pollution, dehydration, oxidation, lifestyle and gravity. As you age you will increasingly develop dark circles, lines and puffiness around your eyes, wrinkles on your forehead, lines around your nose and lips as well as pigmentation and, for increasing numbers of women, Rosacea... plus from your 30s your skin will lose the ability to retain moisture, so you will have an increasingly dry skin, which will exacerbate wrinkles.

So your skin loses collagen, elastin and moisture and you start to wrinkle, develop blemishes and your skin sags as it loses elasticity...

This makes you look older than you feel.

So you trot off to the cosmetics counter and aided by an immaculately groomed and well-meaning, but unqualified, beautician your skin type is misdiagnosed and you buy your new 'promise-in-a-jar'... only to find that the promise of a *'younger and more radiant, wrinkle and blemish-free complexion with a dewy and radiant glow within 14 to 30 days'* is just an empty promise. You end up with the wrong skin care, another half-used jar in the cupboard and you're still looking older... but your wallet is considerably lighter!

### ***Have you ever felt disappointed or upset?***

Don't feel bad... it's not your fault... it's happened to all of us... there really is a lot of disinformation out there...

**And you probably didn't know that according to research over 95% of all over-the-counter products that you buy are the same!** Of course... how are you meant to know? The only difference with most over-the-counter products is the expensive packaging, glossy advertising (which can cost up to \$30,000 per page per magazine), the brand name and the price you pay.

### **In fact, the bigger the promise... the more you'll pay!**

Don't be fooled... despite the cost... you are not paying for quality... you're being misled by airbrushed photos, pseudoscience and false marketing claims.

### **In most cases the contents cost less than the jar!**

Cosmetic companies create low cost products but which have mass market appeal; products that work in a general way but because they have miniscule amounts of the active ingredient (which is what makes the product work) and are not tailored to your specific skin type, they simply cannot improve your skin...

In fact, these products frequently cause inflammation, dehydration and oxidation, which accelerate ageing!

Passive over the counter moisturising products contain similar ingredients that just sit on top of your skin to plump up the already dead surface skin cells - they are not designed to effect any long term

change deep within the skin cells. In fact, many moisturisers act like cling wrap... not allowing toxins to be released and so causing blocked pores and blemishes.

In fact, dead skin cells should be gently removed and NOT moisturised! A gentle exfoliant used about 2 to 3 times per week should do it.

OK, so all of this information doesn't help you... well, not if you're looking for *results* rather than the feel good factor, that is!

When you spend your hard earned money you want to know that the products you're using and the treatments you're having are working. You expect to look and feel younger...

With that in mind, here are the three key questions you must ask before buying any more products or having any more beauty or anti-ageing treatments.

**Question #1: Does the product or treatment you're recommending include a cosmeceutical with active ingredients that guarantees it will work?**

I'll be frank. We all have limited budgets. So you need to know that whatever products or course of treatments you buy are guaranteed to work.

If the products and treatments you're considering don't come with a 100% written guarantee that they will work or your money back – stay clear!

Don't become another victim of over-the-counter mythology and hype... because the high price you'll pay will not only be in dollars but also in the accelerated signs of ageing as well!

**Question #2: Are the products or treatments tailored to your specific skin type or is it one size fits all?**

As I mentioned earlier, most retail and over the counter products are generic. They appeal to the mass market and take no account of your specific skin type or skin issues.

Retailers, salons and spas are frequently staffed by poorly trained people (yes, the same people we've turned away because they weren't good enough and who end up in very expensive spas!) who have little knowledge about the products they're using and have poor skills in diagnosing skin types.

Today effective skin care requires 3 elements:

1. Scientifically advanced, quality and proven medical technology
2. Advanced cosmeceutical skin care products with high levels of active ingredients
3. Highly trained, qualified and experienced dermal aestheticians and therapists

Without this combination, you simply CANNOT get the best quality care for your skin.

### Question #3: How long have you been in business and what are your proven results?

According to industry research, nearly 75% of beauty salons and spas are owner operated and they make little or no investment in quality technology and, because these owner operators have no business experience, on average they are out of business within 2 to 3 years.

And... have you noticed how everyone's jumping on the bandwagon?

Nail Bars... Massage Centres... Laser Clinics... Waxing Bars... Doctors who can suddenly offer anti-ageing cosmetic surgery.... Nurses who can offer fillers and injectables... Cosmetic surgeons who bring out their 'own' products... the list is never-ending!

**BUT**, here's the thing... over 95% of *them* go out of business, too! Yes, it's a statistical fact!

And if they do manage to stay in business, because these operators simply cannot run profitable businesses, they cut corners, which means a less than satisfactory result for you.

Let me explain...

We have seen Nail Bars waiving their responsibility and publishing: '*We do not accept responsibility for any infections*'. We've also seen Massage Centres stating on their front windows, '*We take no responsibility for any injuries*.' We've seen and heard the anecdotal evidence from victims of unqualified and unscrupulous operators... even those so-called 'doctors' who can suddenly do cosmetic surgery.

### Incredible?

Yes! But unfortunately it's a fact... And many of these operators do not have public liability insurance and most have no recognised qualifications!

So... if you want to take the risk... go ahead! **BUT** be prepared to get infections and injuries at your own cost!

**Now... ask yourself: Whom should you trust –**

Some fly-by-night operator that's trying to cash in? Driven by nothing more than earning a quick dollar!

Or someone who has been around for years? Someone with a proven track record... Someone who's growing and going to be around for the long haul... Someone with numerous Awards and a Sydney-wide reputation as a leader in the industry... Someone who guarantees their results?

## Base your decisions on the answers...

Okay, so ask the above three questions and you'll get a fair idea whether your beauty program is safe and working for you in the best way possible. If you're disappointed with the results you're getting from your current supplier – walk away. Your skin, your looks and your health are too precious to trust to just anyone!

But if you've read this far, you're probably interested in improving the results you get for the \$\$ you spend.

You want to find the right beauty and anti-ageing program – one that will work for you and deliver the results you deserve... a program that will have your friends going, “Wow – you look a million dollars!” But where do you go?

Well, let's see if we can get you looking and feeling great...

*Lady At Bay* specializes in one thing and one thing only... Anti-Ageing... Making you look and feel your most attractive – on the inside as well as the outside. And we do this using the very best and latest technologies and products, as well as working with dermal clinicians and doctors who are experts in their fields.

So what separates *Lady At Bay* from other spas and salons?

## **The 9 Compelling Reasons To Call Us Today!**

### **Reason #1: We only use highly active Practitioner Grade cosmeceutical products...**

Every product we use has been rigorously trialled and tested by a team of research scientists and our therapists BEFORE being used on a client in the clinic, which is why we've eliminated hundreds of products that haven't lived up to our exacting standards for quality and **proven, measurable** results.

**As a result, our products often produce what seem like miraculous improvements...**

*Read what this client said...*

*“AminoGenesis Changed My Life! I've suffered with chronic psoriasis all my life. My skin was itchy all the time so I constantly scratched, which caused my skin to become red, raw and bleed. I was always unhappy and depressed.*

*Throughout my life I must have seen loads of dermatologists and my mum spent thousands of dollars trying to alleviate the cause but NOTHING ever worked.*

*Until now that is...*

*The minute I started using the AminoGenesis cream you recommended, I felt immediate relief. Within a few days I stopped scratching completely and the redness diminished significantly within a week. Within a month my skin was normal.*

*My family was amazed because they had never known me not to scratch!*

*I was really nervous about starting university next month, but now I don't have to worry because I look and feel normal... you're my guardian angels. Thank you so much.”* **Susan Wilson, Castle Hill**

### **Reason #2: Using advanced scientific technology developed at Cambridge University, we perform a thorough diagnostic scan of your skin before we prescribe any product or course of treatment...**

Most salons and spas jump in boots and all... they have little diagnostic ability... in today's world this just isn't good enough!

At *Lady At Bay*, we have a reputation for being thorough. After all that's the only way we can **guarantee** you get the best results. AND... we never make a promise we can't guarantee!

We look at your skin 2 mm under the surface and through a special lamp on the surface to give an accurate picture of what is required to give you flawless skin.

*"I would say that in at least forty years of attending salons, I've never had such a careful and thorough treatment including facials, eyebrow shape and waxing as well as the follow through advice for the care of my skin."* **Mosman Schoolteacher, Name withheld by request**

### **Reason #3: We base our treatment decisions on the best results for clients...**

If you're shopping on price, promises or brand alone, you're pretty much going to be wasting your money.

However, at *Lady At Bay* your treatments and products will possibly cost you less than you're already spending. AND... our high standards and proven track record mean one thing... YOU get results and you get value for your money PLUS you also have peace of mind because we give you...

**A 100% satisfaction guarantee you WILL get the results you're promised**

*And which would you rather?*

Choose someone with a proven Sydney wide reputation, or risk wasting your money on products and services that will not make one bit of difference?

### **Reason #4: We only employ Sydney's top graduates as Anti-Ageing specialists...**

Our clinicians and therapists are chosen from the top 1% of Sydney graduates and our specialists and doctors are chosen because they are leaders in their chosen field. This means that you will get someone trustworthy and who knows their stuff. And we ensure that everyone within the group are nice people to talk to... they have the care factor... and they will make you feel comfortable.

This means you get the best possible advice and care... giving you the best possible experience.

*"A little slice of heaven at Neutral Bay! As a first time customer, I was made welcome and treated most professionally from the moment I walked through the door. My **AminoGenesis & Pevonia Facial** was absolutely fantastic – what excellent products! My therapist was obviously very skilled and made my "Lady" experience delightful. As Arnie says, 'I'll be back!'"* **Kate Cole, Gulgong**

### **Reason #5: We invest in the latest technology...**

At *Lady At Bay* we're committed to high standards and offering the best treatments, service, products and outcomes. And that involves investing in regular training and education and the most up to date technologies available.

To date we have invested over a quarter of a million dollars in quality New Age equipment so we can bring you the best results, which brings a radical change to the way we can help you prevent ageing both internally and externally.

Are you confident that the business or person you're seeing has made the same investment FOR YOU?

### **Reason #6: We take a multi-faceted, multi-step approach...**

Anti-Ageing and Beauty therapies are complex. One size does not fit all. So we take a multi-disciplinary approach to your health, wellness, skin care and longevity. Our specialists have a strategy that's designed to give you the best results using a variety of protocols, products and treatments.

Yes, sometimes you will have to wait up to 6 months in some cases for the efficacy of a product to show its improvement in the skin and sometimes you'll get instant results. Here at *Lady At Bay*, we combine the selective use of products with treatments and technologies that can deliver you (in most cases) instant results... and what's more these results will continue to improve so you look younger and more attractive for longer.

These results are then supported with prescription products that you use at home, compounding your rejuvenation over time.

*And don't think that you're ever too old to turn back the clock...*

In fact, it is now possible for you to get a full **Non-Surgical Facelift and Bodylift**...

With our New Age technologies you can tighten and tone your face & body muscles and skin... AND... best of all... there's no pain... no needles... no need for anaesthetics... no downtime... no risks... just pampering and relaxation...

We do all the work and you get to look 7 to 12 years younger!

You'll be amazed at how good you can look!

You don't need extreme surgery, diets or exercise regimes to rejuvenate... these days it's the know-how of professionals and the technology that's used that will deliver the best possible and most natural results.

Oh, and did I mention the free bonuses you would get with your treatment programs as a *Lady At Bay* client?

How about receiving:

- Free Eyebrow Wax & Shapes
- Free Underarm Waxes
- Free Bikini Waxes
- Free Eyelash & Eyebrow Tints
- Free Massages
- Free Deluxe Serums
- Free Manicures
- Free Advice, Special Tips & Education
- Great Savings & Special Offers

**We give our clients** what you will have to pay for at other salons and spas!

### **Reason #7: Professional Partners...**

We also have professional partners who can work with you to improve your teeth, diet, fitness, health and wellness for vitality and longevity so YOU CAN hold back the ageing process and enjoy life for longer.

AND... once we have taken you as far as we can and if it's something you'd like to consider, you can even have a little nip and tuck or enhancement to get rid of those really stubborn problems with our recommended plastic surgeon so you look your best naturally without a plastic stretched look.

### **Reason #8: We're your trusted partner in Anti-Ageing therapies...**

At *Lady At Bay* we believe in creating long term, trusted relationships with our clients...

**Belinda Kerr from Neutral Bay says:** *"I've been having treatments for years at **Lady At Bay** and trust them completely. Luv ya guys!"*

We have an impeccable reputation and go out of our way to protect it. So if we say we'll do something, believe it!

*"I can honestly say, that out of all of the businesses I've ever done business with, **Lady At Bay** is the only one I trust implicitly. If you say I need something, I don't question it, because I know you're not just trying to get money from me, but you're recommending it because it's the best for me."*

**Terry Nagle, Neutral Bay**

In fact, national retailer **MYER** was so impressed with our reputation, service and guarantee that they chose *Lady At Bay* as the only spa and salon on the North Shore to be a preferred affiliate partner, which means we can offer you **MYERone Rewards Points** on all your full priced purchases – a rare honour indeed and something you won't get anywhere else in the area.

And here's something from a competitor!

*“That was one of the best experiences of a treatment I have had. The atmosphere is so relaxing and you ALL HAVE BEEN SO LOVELY from the moment I walked in. Thank you **Lady at Bay**... I look forward to my next treatment here.” Susan B., Beauty Spa Owner, Sydney*

**Reason #9: You get a 100% GUARANTEE of success...**

You've probably figured by now that we stand behind what we do.

So we guarantee that you'll achieve the results we promise or we simply redo the treatment or give you another service free!

Plus in the very unlikely event that you experience an issue with any prescribed product, we also offer a 100% bottom of the jar money back guarantee, which means that even if you use the product completely and you're not satisfied, we'll happily refund your money.

*And possibly the most compelling reason of all to contact us is...*

**You get results!**

*So what's your next step?*

*Try us out... you really cannot lose... and here's why...*

Before you come in, ask us for your **Free Beauty Information Pack**, which includes FREE Gift Vouchers worth over \$200. And what's more... one of them is a \$50 Gift Voucher, which you can use when you first visit us at *Lady At Bay* for your treatment....

*So as you can see... there's no risk.*

*Lady At Bay's* long record of success, proven treatment results and comprehensive guarantees means you have everything to gain and nothing to lose!

If you're serious about looking good and feeling younger for longer... if you want good results and quality service... if you want exclusivity... if you want high end resources and educated advice... if you want to relax and know that you will always be looked after... *Lady At Bay* is the only safe choice...

Call us on **(02) 9909 3326** or pop in and make an appointment to see one of our specialists or talk to one of our friendly staff about what you'd like to achieve... we'll look forward to seeing you.

**P.S. Remember to ask for your FREE Beauty Information Pack containing over \$200 in gift vouchers when you phone us or go to [www.ladyatbay.com.au](http://www.ladyatbay.com.au)**



**And finally, a message from Lesley Morgan-Wesson, Owner, Lady At Bay ~**

Hi there... and thank you for reading this far...

Interesting isn't it that for all this time you've believed the claims made by the beauty industry... just like I did. However, when you work in the industry, you discover the real truths...

I'm over 60 years of age and my skin has never looked better, so my own experience at **Lady At Bay** means that I am confident to offer you my personal guarantee...

We'll eradicate your pimples, acne, scarring and blemishes, sun spots, Rosacea, wrinkles and sagging. You **will** get smoother, healthier looking and flawless skin plus you'll look rejuvenated and younger.

**AND** we'll save you money!

There are few regulations in the beauty industry, so our Company has applied its own high quality regulations... insisting on only the highest standards for products, treatments and staff, with the benefit of a 100% guarantee.

We make high standards and perfection a mission!

Sources:

Lesley Morgan-Wesson, Owner Lady At Bay

Dr Michael Elstein, World's leading anti-ageing authority

Hayette Hasham, Director - Beauty Warehouse, Sydney's leading industry supplier

Excerpts from professional articles in Bella Beauty, Professional Beauty and Cosmetic Surgery Magazines

Association of Professional Aestheticians of Australia (APAA)