

CHEAP VS EXPENSIVE COSMETICS. BUT WHAT'S THE REAL COST?

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Popular beauty features in media often compare cheap versus luxe cosmetics. Which side of the face was created with low cost brands versus the high end ones?

Women love playing along, because they don't like being duped. But what if they're actually being duped by the question, because what they should be asking is what is the real cost of these cosmetics?

Choosing cheap cosmetics to look good today, but sacrificing their skin tomorrow. Saving now but paying later, not just by forgetting to question the harmful ingredients in cheap cosmetics, but whether animals have needlessly suffered at the hands of cosmetic brands who still unnecessarily test on animals, if children or factory workers overseas were exploited for labour (often with fatal consequences), or if the production of their cosmetics negatively impacted the environment.

And what if informed women are especially being duped, when they don't realise they are choosing imposters masquerading as natural or ethical, but still actually contain harmful ingredients that can compromise their skin and health, or actually say they are against animal testing but still sell from within China where animal testing is compulsory.

Adorn Cosmetics was established with founder, Briony Kennedy's passion and unwavering vision to revolutionise the beauty industry by empowering women with healthy and ethical cosmetics choices without compromising on quality.

Adorn's eco-luxe cosmetics are Choose Cruelty Free and Vegan certified, sustainably produced with innovative environmentally friendly practices, certified Toxic free so women don't compromise their health in their pursuit of beauty, and Australian made and owned to ensure no child is ever abused for labour in illegal overseas mines, or anyone has had to work in inhumane factory conditions.

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Media Notes

Briony Kennedy, Adorn Cosmetics founder and CEO is available for interview and comment.

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