

How FaceLube® Stacks Up Against Competition

Category Comparison of Quality and Value Between FaceLube® and Drug Store/Department Store Brands

What's Available, Where and How Much \$

Category/Class Primary User	Where (Retail Locations)	Approx. \$ Range (Cleansers & Up)
Low-End/Mass Men	Supermarket Drug Stores	Avg. \$7 to \$12 each
Mid/Mass-stige Women	Drug Stores Discount Retailers	Avg. \$7 to \$50 each

About Low-End, Mid and Mass-stige products:

The Beauty Industry itself refers to the skincare and anti-aging products they sell at supermarkets, drug stores and discount retailers as 'low-end'. With the downturn of the economy, there was a movement to manage the low-end image of these products by re-naming some of them 'mass-stige' – which basically stands for 'prestige products for the masses'.

There are pundits who believe that low-end and high-end products are the same. Some of that impression may have come from the fact that many common low-end/mass-stige brands actually belong to the same major beauty companies that also own the 'high-end' department store counterparts to these 'low-end' products. Since that's true, isn't all that gossip about them being the same a little far-fetched? Sure, drugstore brands are cheap, but there's usually a catch.

Read about this and more in What is FaceLube: FAQ.

Prestige (High-End) Men	High-End/Luxury Department Stores/ Specialty Beauty Stores	Avg. \$16 to \$150 each
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About Prestige (High-End) Men's products:

Majority of the men's skin care products sold in prestige retailers are mass/mid range technology and ingredients. While the quality is often superior to low-end mass/mid range products sold at Drug/Discount Stores, very few brands make the effort to incorporate the best or cutting edge anti-aging technology in the men's skin care and men's anti-aging line.

For Beauty Companies, the skin care and anti-aging line for men isn't where the money is. Developing a high-end men's line is very expensive. Since most men aren't comfortable shopping the beauty sections of High-End Stores and Specialty Retailers, most Beauty Companies would rather develop new products for women - their traditional cash cow, than men.

Prestige (High-End) Women	Same as Above	Avg. \$35 to \$500 each
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However, many Prestige (High-End) Women's skin care and anti-aging products routinely incorporate the latest ingredients and cutting edge technology. The Beauty Industry targets women because their retail environment is geared toward women shoppers and their purses. Statistically, women spend the most money on skincare and anti-aging products.

As a result, majority of men's anti-aging and skincare products are collateral to, or watered down spin-off's of existing women's lines. Most marketing efforts for men's products either seek to feminize men, or are designed to target women all together because statistically, up to 70% of all skin care products for men are still purchased by women for men, so the product has to first appeal to women.

Prestige (High-End) (Professional) Women	Doctors Office High-End/Luxury Department Stores/ Specialty Beauty Stores	Avg. \$25 to \$500 each
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This category/class of products are comparable to Prestige/High-End Women's above. Although traditionally sold in professional settings (e.g. doctors' office), there is a recent trend towards availability in department stores and specialty beauty retailers.

FACELUBE®

3 Step Masculine Men's Anti-Aging and Face Care System

FACELUBE is NOT a Low-end Mass/Mass-stige Line

FaceLube is high-end premium masculine men's anti-aging face care and anti-aging products at an Exceptional Value for your Money. FaceLube is built from the ground up for masculine men.

FaceLube Classic Beverly Hills BGC (MSRP \$11.00-\$18.50)

Comparable Class is Prestige High-End Men. FaceLube is an excellent value and cut above the majority of the men's products available at Prestige Retailers.

FaceLube Premium (MSRP \$35/\$45/\$45)

FaceLube Germany (MSRP \$35/\$45/\$45)

ArtSci Men (MSRP \$15/\$75/\$45)

Camelot (MSRP \$35/\$95/\$45)

Liquid Armour (MSRP \$20/\$45/\$45)

Comparable Class is Prestige High-End Women and Prestige High-End Professional

Examples:

FaceLube Premium Step 3 Protectant (\$45/oz) rivals high-end department store brands that sell for over \$300/oz.

FaceLube Germany Step 2 Treatment (\$45/oz) rivals high-end department store brands that sell for over \$350/oz.

Get Even Better Value For Your Money! Visit FaceLube Offers & Promotions Page on FaceLube.com.