

About Face

Turning back the clock with skincare.

by Jeannie Lorin

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As the founder and CEO of Beauty Society, an industry leader in anti-aging skincare and beauty products, I enjoy helping women be confident, financially successful and in charge of their future. An energetic mother of four, I established Beauty Society in 2004 with the simple concept of providing the highest quality anti-aging skincare products at prices that all women could afford.

The aging process crept up on me, like many women, making skincare a great concern. Living in Southern California, I was at the heartbeat of change in the beauty industry and tried countless products in hopes of discovering the fountain of youth. Ultimately, I found that high-end companies were wasting my time and money. Inspired to revolutionize the beauty industry, I started working with leading chemists to formulate products that renew, rebuild and transform skin without the use of common additives, irritants and fragrances. The resulting innovative anti-aging products and regimens are the backbone of Beauty Society's success.

Giving women products for a fabulous complexion at a low price point was only part of my dream. I believe in empowering women through beauty, financial independence and humanity. I thus implemented an everyone-wins business model to offer a lucrative and exciting business opportunity for women: Beauty Society Divas. This aspect of the company allows "divas" to sell Beauty Society products at social gatherings and through personal e-commerce Web sites.

I also wanted Beauty Society to be a company with a conscience. One of the first of its kind, the Treasure Not Trash program encourages customers to refill, reuse and recycle their products by granting a 30 percent savings if a person chooses to refill instead of throw away products. Bamboo compacts are available to further reduce waste. In addition, the company donates to Women for Women International, an organization that assists women in war-torn countries.

As Beauty Society grows so do my opportunities. I continually strive to make my company like no other— with better products, ingredients, results and a steady commitment to women and the society at large. Women should not have to make a choice between being a mother or a business owner, and Beauty Society empowers and inspires women while helping them to put their best faces forward.

Some of My Favorite Products

Beauty Society is the last skincare line you will ever need. Each product offered reaches for the absolute highest bar in terms of quality, performance, safety and overall low impact on the world. All products are irritant free, cruelty free, fragrance free, environmentally friendly and dermatologist tested.

- **ENORMOUS LASH**

This amazing eyelash thickening serum gives women super long, luscious, full and sexy eyelashes. Apply the serum every night along the upper and lower lash lines for unbelievable results. Find it at Nordstrom.

- **MISSION ACCOMPLISHED**

This is the miracle product that grants eternal youth and beauty. It is infused with 12 ingenious age-reversing and age-preventative active ingredients that restore damaged and aging cells with state-of-the-art DNA technology. Within two weeks, you will start to see results. Find it at www.beautysociety.com.

- **POKER FACE**

Poker Face yields better results than harmful facial injections. This crease and wrinkle relief cream has ingredients like amino butyric acid and gynomemma to release your skin's natural muscle relaxers to smooth fine lines, wrinkles, crow's feet— and even reduce signs of stress. Find it at www.beautysociety.com.

Jeannie Lorin and her husband work and reside in Huntington Beach, California, with their four kids.