

Save Money - Lots of It !

In 2008 Australians spent
\$1,950 million
on cosmetics and toiletries!

No wonder commercial beauty products cost so much. Ingredients cost little compared to these hidden costs which go into every product you buy:

- Research and product development
- Formulating costs
- Product trials
- Bacteria tests
- Stability tests

- Brand name concept, creation and trademark
- Packaging design
- Marketing and promotion
- Advertising
- Modelling fees and photographer

- Boxes and cartons
- Excess packaging (insert leaflets, etc)
- Brochures and advertising leaflets
- In-store displays

- Sterilisation of packaging
- Incoming freight on ingredients and packaging
- Manufacturer's charges
- Freight from manufacturer's premises to storage warehouse
- Storage and warehousing
- Delivery of product to retailer
- Wholesaler's profits and administration costs
- Distributor's profits and administration costs
- Retailer's profit and administration costs