

**What is Face Parlour?** Face Parlour, a free website and newsletter, is the insider's guide to effective, safe, sustainable and boutique skin care solutions. Our content is informative, entertaining, personalized and most importantly rooted in science.

**Why Face Parlour?** There are over 20,000 products in the \$6 billion (and growing) skin care industry. But while the cost of products soars, the correlation between function and price diminishes leaving consumers confused and skeptical. Face Parlour's response is to help busy individuals efficiently sort through the best products to find personalized skin care solutions.

**What is Face Parlour's mission?** We aim to democratize radiant skin by informing our visitors about the safety, efficacy and sustainability of their skin care products with well-researched and honest reviews, straight-forward product scores and a personalized newsletter.

**What makes Face Parlour different?** Face Parlour is not another user-generated content site rather it is led by a highly-qualified team of skin care and medical professionals. Face Parlour, Inc. considers itself the "Robert Parker of skin care" because it is the first and only company to assign an unbiased, 100 point score to skin care products.

**How are Face Parlour's ratings generated?** First products are removed from their original packaging and blind-tested for safety and efficacy. Next editors evaluate the form, function and sustainability of products. Observations are imputed in Face Parlour's proprietary rating algorithm, which generates a score on a scale of 0 to 100. Only the best products receiving 80 points or higher are published.

**How does Face Parlour decide what products to rate?**

Rating priority is determined by visitor demand, availability of product information and uniqueness of the product.

**What is Face Parlour's rating philosophy?**

Face Parlour reviews hundreds of products each year. We establish stringent standards for ourselves and rely on the expertise of our editors and distinguished Medical Advisory Board. We support "sustainable skin care" but not at the expense of efficacy and reflect this predisposition in our ratings.

**What is "sustainable skin care"?**

It's the idea that skin care should have limited or no environmental or health impact. We seek products that incorporate this philosophy by avoiding animal testing and redundant packaging, donating to non-profits and using organic ingredients, among other things.

**How do you make money?** Face Parlour, Inc. is a web site and newsletter sponsored by companies wanting to reach our well-educated, affluent audience that seeks safe and effective skin care solutions. Face Parlour does *not* sell products, and companies cannot pay to have products reviewed or expedited.

**The Face Parlour Story.** Face Parlour's founder, Lauren Fornes, suffered from an unfortunate bout of adult acne. Just ask her husband who gave her a bottle of acne wash and a facial as the first gift of their courtship.

A few years later, she stumbled upon the Face Parlour concept while planning to open a spa. Months of product research proved no line was all things to all people. Meanwhile curious friends and family continued to call for personalized skin care regimes. Lauren realized she could help a lot more people by simply sharing her research – and Face Parlour was born.