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DOES YOUR SKIN CREAM CAUSE CANCER? Cosmetic Expert Exposes Ugly Side of Beauty (Guest in EST)

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It's a multi-billion dollar industry thriving on the human being's futile scramble to defy aging. And, yet, what the American consumer doesn't know about the wide array of skin care "solutions" out there is that many of them not only fail to deliver on their promises, but they also tend to cause more harm than good.

"While we use skin care to look younger," explains 20-year skin care industry vet and author of the new revealing book *Just Stop the Lies*, "the beauty industry uses certain ingredients that can create skin problems, such as dry skin, rosacea, psoriasis, and so on. In fact, they even accelerate the signs of aging. And, naturally, in response, consumers have to buy more products."

Worse, because of the relatively loose FDA restrictions when compared to the makeup Mecca that is Europe, some products may even be lethal.

"Many skin creams and foundations contain an ingredient that is considered by the FDA and FEMA to be a carcinogen," Pollock continues. "Yet, that ingredient is not even listed on the label. Consumers really need to how to search for, indentify and avoid it."

As a guest on your show, Pollock can provide the answers to this and numerous other enlightening, if not sobering, facts about the skin care industry that will have your audience second guessing years of conventional wisdom and healthy and beauty sales tricks.

Call Special Guests today to schedule an interview, and prepare for a shocking but highly informative discussion that will never get as old as we inevitably do.

ABOUT DAVID POLLOCK:

Recently named one of the "20 to Know" by Global Cosmetics Industry (GCI) Magazine, David Pollock has more than 20 years" experience in skin care and has created products for some of the most recognized names in the beauty industry. He is responsible for developing a number of innovative products, including the first non-irritating Alpha-Hydroxy/Vitamin C skin care line and the #1 selling Acne System for the mass market for 18 months straight. His experience in formulating is augmented by his background in product marking as former CEO of Hydron Technologies, founder of Clinical Results (a product development laboratory), vice president of Home Shopping Network and, today, sits on the board of several skin care companies, including American Private Label, Power Boosters and American MD. A consumer advocate focused on empowering women to realize their true beauty, Pollock is the author of the book, *JUST STOP the LIES!*, which exposes the secrets the beauty industry doesn't want known. He is a frequent keynote and guest speaker at several national conferences. For more information, visit www.JustAskDavid.com/

ABOUT DAVID POLLOCK'S BOOK, JUST STOP THE LIES!

JUST STOP the LIES! is shaking up the beauty industry by revealing secrets the industry doesn't want you to know. Written by industry leader, David Pollock, this must-read book empowers women to overcome their insecurities and release their true beauty—inside and out! Pollock shares his experiences from inside the beauty industry and his invaluable insight as to really understanding cosmetic claims, how to know what is really in the products you use every day, what ingredients really do work—and which ones can actually increase the signs of aging—or even worse, cause cancer. Discover if the expensive creams are really worth the money and other secrets—before heading out to the cosmetic counter!

STARTER INTERVIEW QUESTIONS FOR MR. POLLOCK:

Why Expose The Beauty Industry?

In a meeting with one major retailer, I explained this unique product with a high level of actives. The buyer cut the conversation short and said “Mama doesn't know. Sprinkle in the active, drop the price and I will buy truckloads.” I was speechless. Shame on that retailer. Then it hit me – I realized “Mama” should know! So, I decided to become a consumer advocate, focused on bringing a change by revealing the secrets of the beauty industry.

Won't You Upset Clients With This Book?

I have spent my career developing cutting-edge products. Companies that put the consumer first and deliver safe, quality products will appreciate the book. Companies that compromise on quality or safety, simply to reduce costs, will be upset by the book. However, those companies are not the type I would want to be associated with.

Who Tried To Ban The Book?

Several people warned me about publishing the book, but one major retailer actually threatened to never carry any product I produced nor even meet with me ever again—unless I quit publishing my book. I knew his response meant I was on the right track and my mission became even more important to me. So, yes, I did lose a major contract. But I realized that was not the type of company I should be dealing with anyway.

If It's Natural, Isn't It Safe?

“Natural” products were once thought to be a safe answer; however, the FDA does not regulate the definition of “natural products”—leaving the door wide open for manufacturers to simply sprinkle trace levels of a few natural extracts and calling it “natural.” This has created a false sense of security among consumers. Thin about it, poison ivy is “natural,” but I certainly would not put it on my skin.

Doesn't The FDA Regulate Ingredients?

Currently, the United States has restricted or banned the use of eleven ingredients for use in cosmetics, while Europe regulates or bans 1,100 ingredients found to be harmful or toxic. Because of the lack of regulation in the U.S., some of the largest and most trusted brands actually produce products containing these dangerous ingredients, while producing safer, cleaner versions of those products in other countries. You have to ask—why not here at home? I want to fix that!

To schedule an interview with DAVID POLLOCK, call: 630-848-0750.

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