

SKINCARE SCAMS

Even if you know perfectly well that no face cream works miracles, you may be tempted to try a "free trial" for "only \$4.95."

Some companies advertise that they provide free trials. They will send customers the products for just shipping and handling fees. After the predetermined number of days is over, the free trial is no longer free. What these companies don't tell you is that they will charge your credit card monthly after your free trial, and start sending you the product whether you want it or not. They start to make unapproved charges on your credit card.

Once a company has your credit card information, they can charge it and claim that the information was disclosed to you when you agreed to the terms of the free trial.

Trying to get a refund of the unapproved charges is a major pain in the rear and can take months to resolve.

All you need to do is read all the fine print when you're ordering your "free trial" jar of miracle wrinkle cream. Sure, you could read that fine print if you could find your reading glasses, or remember which key activates your computer's zoom function. But the scammers don't want you to, so they make the small print really small - 6-point Arial -- plus it's in pale gray on white, which makes it nearly invisible. So it looks totally inconsequential compared to all the exciting capital letters urging you to sign up for your free trial RIGHT NOW because today is the last day and Supplies Are Limited!!!

It looks even more boring next to the revelation that Dr. Oz, who's probably never heard of the stuff, is so excited about its remarkable active ingredients. Not to mention the truly amazing product reviews from real people just like you who can't believe how this stuff has turned back the clock for their skin. And the juicy (though clearly made up) gossip about how Ellen DeGeneres or Demi Moore has been using this miracle face cream for years, but she can't tell anybody because of her contract with CoverGirl cosmetics.



The names of these free-trial skincare products and the companies that sell them seem to be endlessly interchangeable: Sometimes they call the product LifeCell or Kollagen Intensiv or RVTL or AuraVie or DermaSet or Dermalift. They seem to make up new product names as fast as they can think of them, but you'll notice that they use the same models and the same ad copy and the same reviews from the same fake consumer advice bureaus.

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