


## Top Beauty Brands of 2009

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Dhav Naidu shared his picks of six beauty product brands that will move and shake up the industry in 2009.



If there is any industry that is bursting at its seams it has to be the beauty industry. Each day new brands, products and innovations flood the market, each claiming to hold the answers to all of our beauty concerns.

Surprisingly, even in an economic downturn, it is still robust compared to other industries.

Each year I pick a few brands that will move and shake up the industry. Some of my past brands have become industry stalwarts. This latest selection should prove to be no different.

The criteria for making the cut is simple; the product must be innovative, well manufactured, priced and presented and coincidentally this year's brands all happen to be Australian made and owned. They're also sustainably produced using a mix of certified ingredients and well researched science making the perfect marriage of nature and science!

What is also commendable with these brands is how thoroughly they list their ingredients.

The brands are:

### **POD Puraceuticals**

Alison Vickery has headed some seriously big corporations but always wanted to do something for herself. A few years ago she decided to have a go at chasing after her passion for beauty. Being meticulous and thorough she sought out the best of the best. She wanted a cosmeceutical range (a marriage between pharmacy strength ingredients and cosmetics.) The difference in Alison's range is that they are sustainable using the best natural ingredients, no nasties and manufactured from 100% renewable energy and packaged in 100% recycled cartons. Pod is also carbon neutral. The range is extremely effective especially for those who want results and naturally friendly actives, natural vitamin rich oils, vitamins, minerals, anti-oxidants, and aromatherapy. I must also say this range carries one of the best ingredients listing ever

Top Picks:

- Liquid Detox - cleanser
- Liquid Eyelift - eye cream
- Liquid Facelift - moisturiser
- Liquid Manicure - hand scrub - WOW!

Price Range: \$40-\$60