



The Skinny: More Grim News From Iraq Attacks On U.S. Forces, Iraqis Hit Record Level; Insurgents Pull The Plug On Baghdad

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Anti-Aging Products Much Like Magical Beans. Really Expensive Ones.

Ok, really, ladies. We must stop buying beauty products called "biodynamic lifting cream" for \$300 an ounce. Seriously. Despite the fact that "the efficacy of these products is difficult, if not impossible, to measure," the anti-aging product market is raking in about \$2 billion a year writes the Wall Street Journal **today**. That's \$2 billion for products that essentially claim to defy the laws of physics via facial cream.

"For many of these ingredients, nobody's ever done independent clinical trials to see whether these things are effective," Daniel Behroozan, clinical instructor of dermatology at UCLA, told the Journal. And yet, business is booming – sales of anti-aging products have increased by 42 percent in the last three years.

And you know what that means! "Suppliers are getting more aggressive about pushing prices higher and higher," says the paper. Like a "1-ounce skin serum containing gold particles" that goes for \$525. Or a \$350 bottle of serum "containing extracts from cured Sauvignon grapevines."

Don't even really get what that means. Isn't curing something that's done to ham? And what does that have to do with stemming the aging process? Does this sound like an "X-Files" storyline?