



FOR IMMEDIATE RELEASE

**Luxury Institute Survey:
High Net-Worth Consumers Rank “Best of the Best” Luxury Brands in
U.S. Skin Care and Makeup Categories**

(NEW YORK) October 2, 2009 – The [Luxury Institute](#) reported today results of the “Best of the Best” luxury brands in skin care and makeup based on the U.S. 2010 [Luxury Brand Status Index \(LBSI\)](#) survey. The survey identifies the top brands that deliver true luxury based solely on the unbiased ratings of wealthy American consumers, rated in the following categories: Premium Skin Care (27 brands) and Premium Makeup (22 brands).

The LBSI asks high net-worth consumers to rate luxury brands by category across four equally weighted components: Consistently Superior Quality, Uniqueness and Exclusivity, Making the Customer Feel Special Across the Entire Experience and Being Consumed by People Who Are Admired and Respected.

Which luxury providers deliver the best combination of quality, exclusivity, customer experience and peer prestige?

The “Best of the Best” are: (LBSI score out of 10)

- **Premium Skin Care**
 - La Mer-7.58
 - La Prairie-7.25
 - Perricone MD-7.23

- **Premium Makeup**
 - La Prairie-7.69
 - La Mer-7.59
 - Dolce & Gabbana-7.47

“In today’s new luxury landscape, wealthy consumers will pay skin care and makeup brand premiums only for what they define as genuine luxury,” said Milton Pedraza, CEO of the Luxury Institute. “Skin care and makeup brands must be able to deliver the highest quality products in order to reassure consumers that they’re purchasing value for the associated price. In the current economy, buyers are unforgiving of luxury brands that are not living up to the standard of their brand name.”

The proprietary [Luxury Brand Status Index \(LBSI\)](#) survey is the only unbiased measure of the prestige of leading brands among wealthy American consumers. A national sample of 652 wealthy American female consumers, with an average weighted household income of \$403,000 and an average household net worth of \$2.2 million was surveyed online. The survey data have

been weighted with respect to gender, age and income to match the Federal Reserve's latest Survey of Consumer Finances.

About the Luxury Institute (www.LuxuryInstitute.com)

[The Luxury Institute](#) is the uniquely independent and impartial ratings and research and consulting institution that is the trusted and respected voice of the global high net-worth consumer. The Institute provides a portfolio of proprietary publications, research and consulting services that guides and educates high net-worth individuals and the companies that cater to them on leading edge trends, high net-worth consumer rankings and ratings of luxury brands, and best practices. The Luxury Institute also operates the LuxuryBoard.com (www.LuxuryBoard.com), the world's first global, membership-based online community for luxury goods and services executives, professionals and entrepreneurs.

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