

# The New York Times

THE NEW YORK TIMES, THURSDAY, JANUARY 2, 2014



## Meet the Avon Lady, Reinvented

Dermatologists and retailers are returning to informal, in-person beauty schooling.

By ALIX STRAUSS

At 6:30 p.m. on a recent Tuesday, the office of Dr. Doris J. Day, a dermatologist on the Upper East Side, was packed with women in their 30s and up, wearing name tags over their designer clothes. They had each paid \$50 to attend a talk Dr. Day had titled "How to Achieve Flawless Skin": a 40-minute PowerPoint presentation that came with wine, cheese, raffle tickets and a bag filled with some of Dr. Day's favorite products.

Valerie Rothman, 48, a lawyer who lives in the East Village, had come with her sister. "It gives us a chance to get away from the husbands and kids while learning about our skin and what we can do to fix it," she said. After a session with Reveal, a device that shows if there is sun damage under the skin (it showed she had a lot), Ms. Rothman bought two products: TNS Essential Serum (\$260) and Lytera (\$125), a brightening complex, both by SkinMedica, one of three companies that had representatives at the event. (The other two were Allergan and Solta Medical.)

Kathryn Reichert, 55, who works in financial services at a pension fund, said she had seen Dr. Day privately for 10 years but still thought the evening would be beneficial. "I'm at an age where I want to reconsider everything I'm doing to look good," she said.

After her consultation, Ms. Reichert made an appointment for a peel. "This is my first step in feeling better about myself," she said. "I like being educated. Evenings like this let me do that, and it's an excuse to go out and talk to people."

Much of the noise in marketing over the last few years has been about social media networks like Facebook and Twitter, but in the beauty and skin-care industry, informal in-person beauty schooling seems to be making a comeback.

Karen Young, founder and chief executive of the Young Group, a product development and consumer trend-tracking firm, said this was precisely because of the proliferation and easy accessibility of products and information about them. "With



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