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The cosmetics counter at the local shopping mall department store can be a reasonable place to find deals, but when you are dealing with a sales person that makes a living on commission, can you really expect to get a great deal on the cosmetics that you use the most? Additionally, they may try to steer you toward a new brand, and while the pitch is enticing, how can you know that their words are truly being spoken to help you? Promo codes are available in the cosmetics industry and they are designed to help you get the products you love at substantial discounts—and help you avoid any frustration with the push sales people attempting to get an extra salary boost this month. Use these coupon offerings for incredible savings and follow these helpful tips, and you™ll be an expert online cosmetics consumer in no time!

## Know Your Options

Many women find brands that are perfect for their skin-type or budget and loyally stick to these brands. However, there are many companies that provide equally solid products at substantial discounts. Use reviews and online tools to learn whether or not any of these will fit the bill for your cosmetics needs. Many retail sites offer up a wide variety of brands, so if you would like to simply find a great deal but stick with the brands you love most, consider these sites to be a viable option. For example, you can get \$35 off of your order with Elizabeth Arden. That™s quite a discount when you consider the retail prices you will find at the local cosmetics counter.

## Look for Free Gifts

What™s the only thing better than saving money? Not having to spend any at all! Many promotional codes will offer up free gifts when you make a purchase. And, while this tactic is used at several brick and mortar locations, it is usually combined with some sort of discount when using the promotion and shopping online. The bargain only gets better when the retailer starts tossing in free stuff, so don™t fall into the trap of believing that these deals are only available when you are in a department store.

## Explore the Added Perks

Free gifts are a common theme in the cosmetics industry, but many online shoppers are also enjoying free shipping. One particular promo code delivers free global shipping through StrawberryNET.com, allowing online consumers to save on their skin care products without having to factor in the cost of shipping. Perks such as these are easy to overlook, but when you factor in the entire cost of a transaction, they can really add up.

Shopping for cosmetics online can be tricky, as many prefer to sample the products before purchasing them. This makes perfect sense, which is why you can visit your local shopping mall, peruse the offerings and sample various brands, return home, and purchase them online. Before following through on that checkout, though, remember that promotional codes may be available that can heighten the experience and help you save even more money than originally anticipated. From the most popular brands to smaller, yet comparable, companies, there is a wide variety of options for those that are willing to take a few brief seconds to shop around. From free gifts to expedition shipping at no extra charge, the ability to purchase cosmetics at incredible discounts is at your fingertips. Consider the use of these digital offerings as a means of getting more products for your

money. The end result may be a wider range of shades on your vanity without a gaping hole in your bank account!

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