

The Pinnacle of Life Chapter 455

After leaving the villa, Alex Rockefeller and Hailey Lawson immediately returned to Maple Villa. They wanted to deliver the products Maya Howards had brought to Belle Blossom.

Hailey was very confident in Alex's medical knowledge. When she found out that one of the anti-aging products was developed by Alex, she even wanted to personally experiment with it.

"Little brother, you probably don't know this, but one of the most successful products from Arles Cosmetics is their anti-wrinkling face mask. If your anti-aging product can achieve even 70% of the effectiveness of Arles Cosmetics' product, we won't need to maintain the contract with them," Hailey said.

Alex lost control and started laughing. "Hailey, have you misunderstood my medical knowledge? My mother-in-law has tried the anti-wrinkling face mask from Arles Cosmetics. I can guarantee that our product, which is called Lush Anti-Aging, is twice as effective as theirs. In fact, ours even has whitening and moisturizing effects."

Hailey was greatly shocked. "Are you serious? Hurry up, let's go. I want to try it right away," she said.

Alex shook his head. "I'm afraid you will be disappointed."

"Why? Were you just teasing me?" Hailey asked.

"What I mean is, Hailey, you're naturally beautiful. You don't have any wrinkles on your face, and your skin is fair with a tinge of redness. Even if you use a ton of products, you won't see any results," Alex explained.

After being stunned momentarily, Hailey started chuckling. “You’re such a sweet-talker. I can’t stand it. If I weren’t married, I’d definitely be charmed by you.”

Soon, they arrived at the villa.

The products Maya brought home this time filled the entire hall.

There were two different products, namely Lush Acne Cream and Lush Cosmetics Cream, and there were three hundred sets of each. These were all testing kits, and they were to be given out for free as testers to the public.

Maya and Brittany Rockefeller had already set the prices. They were definitely going with the high-end option such that ordinary people could hardly afford to buy their products. But it didn’t matter because they wanted to establish their brand as unaffordable, yet desired by many. In other words, they would create a scarcity-driven market for their products.

In fact, they wanted to cause a sensational effect among the affluent circle of people.

Upper-class aristocrats had an unquestionable ability to create trends. These people would influence the middle-class folks, who would then influence the lower-class citizens.

After managing Bounty Acne Cream, Brittany had gained a lot of memorable experiences, and she fully understood the trick of the trade. Once they became established as the leader of cosmetics, they would release diluted versions of their products during later stages.

However, the prices wouldn’t be too low either. Having prices too low meant lowering their own value, and they would end up disliked.

When Hailey saw the beautiful packaging and smelled the brand-new scent of the product after opening it, she couldn't resist wanting to try it out immediately. However, just before she could, she received a call from her secretary.

"Mrs. Carter, the legal team from City Salon came to us just now. They said they wanted to sell City Salon to us for one dollar. Do you think this is credible?" The secretary asked, thinking of how odd the situation was.

To be honest, nobody else would believe it either!

Back then, City Salon was even competing with Belle Blossom directly. In the blink of an eye, City Salon suddenly decided to give themselves away for free. Now, the people in Belle Blossom's headquarters were all shocked.

Hailey was equally as shocked when she heard her secretary.

Jackie Luden invested quite a lot of money in City Salon. On top of that, with help from the Summers family, City Salon was already operating at a very large scale. The market value of the company must have been at least two to three hundred million dollars!

Were they crazy for giving it away for free?

"Mrs. Carter, apart from City Salon's legal team, Betty Dawson, the lady who caused a ruckus at our beauty salon last time, also came along. I think there's something fishy about this. Could it be a set up?"

Alex was able to clearly hear everything from Hailey's phone.

He immediately chuckled. "Hailey, since they have good intentions, just take it!"

Come to think of it, this was also likely the Summers family's intention.

It was most likely that Jackie's City Salon was actually owned by his wife, Senna Summers. Now that Jackie had been castrated, and Senna wanted to divorce him, there was no one managing City Salon. That's why they decided to give it to Belle Blossom. To put it bluntly, it was a gift to Alex.

Hailey laughed. "Little brother, they aren't giving it to me, but to you. Alright, I understand. I'll head over to deal with it right now," she said.

Hailey picked up two cases of the new products and put them in her car before heading to the beauty salon. Maya rubbed her stomach. "Are you hungry? It's already noon. Why don't we go out for a meal?" She asked.

Naturally, Alex didn't have a problem with that.