The Unbothered *Filter*

Five questions I run everything through before I buy it, book it, or panic about it.

QUESTIONS

5

Tess Todd · licensed esthetician + holistic health coach

THE 60-SECOND VERSION

Pause before you pay.

- Ask the 5 questions below about **anything**: a serum, a supplement, a treatment, a trend.
- If **2 or more answers feel wobbly**, wait 48 hours.
- Page 2 is a worksheet. Page 3 is a **wallet card** to cut out and take to the store.

1 What problem is this actually solving?

Say it in one sentence. If the answer is more of a vibe than a problem, you might not have a problem. You might just have an ad.

2 Who benefits if I believe I need it?

Follow the money. If the person telling you about it sells it, or gets paid by someone who does, they could still be right. They're just not neutral.

3 What's the evidence beyond a before-and-after?

A brand testing its own ingredient is a commercial, not a study. Look for independent research on the actual product. "In-house testing showed" is doing a lot of heavy lifting.

4 Does it fit my body, budget and real life?

A 12-step routine you quit after two weeks loses to a 3-step routine you actually do. The best product is the one you're still using on a random Tuesday.

5 Am I acting from curiosity or anxiety?

Curious is a great reason to try something. Anxious is a terrible reason to buy something, because the purchase never fixes the anxiety. It just buys you about twenty minutes of relief.

Run it *through the filter.*

Print it, or screenshot it and fill it in on your phone. About three minutes.

Example: "A $90 NAD+ serum I saw on a reel." Problem? "I want to look less tired." Who benefits? "The brand and the girl with the discount code." Evidence? "Her before-and-after." That's three wobbly answers. Wait 48 hours.

THE THING

What I'm about to buy, book or try

QUESTION 1

The problem it solves, in one sentence

QUESTION 2

Who benefits if I believe I need it

QUESTION 3

The best evidence I've actually seen

Not the ad, not the before-and-after.

QUESTION 4

Does it fit my body, budget and real life?

QUESTION 5

Right now I'm feeling

○ Curious ○ Anxious ○ Honestly, a little of both

0 to 1 wobbly

Go for it. Enjoy it!

2 wobbly

Wait 48 hours, then ask again.

3 or more

That's the ad talking. Hard pass for now.

Take it *to the store.*

One for you, two for the friends who always say "should I buy this?"

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THE 48-HOUR RULE

Two wobbly answers? *Wait 48 hours.*

The product will still be there. The hype usually won't.
@thetesstodd · theunbotherededit.substack.com

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Cut on the dashed lines, fold each card down the middle, and slip it in your wallet. Print at 100% (not "fit to page") and each card is credit-card size.

This is the lens behind *everything I write.*

The Unbothered Edit is my free newsletter: honest product verdicts and the wellness trends I'd skip, with the why.

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