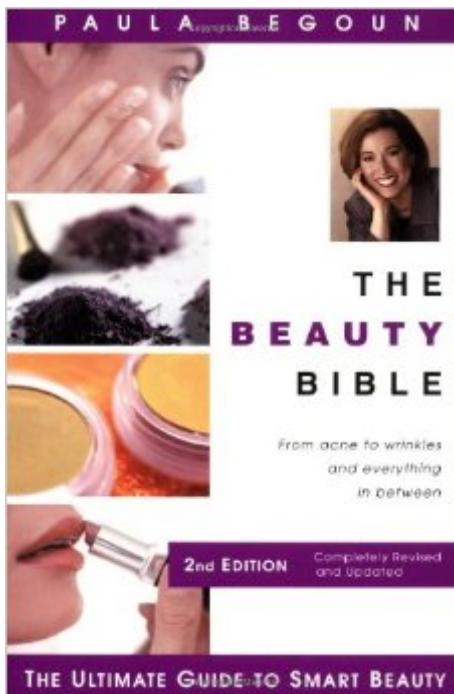


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# The Beauty Bible: The Ultimate Guide To Smart Beauty



## **Synopsis**

Myriad new formulas, outrageous claims, and hot controversies run rampant in the cosmetics industry. This second edition of The Beauty Bible will help clear up the confusion. From tanning pills to oxygen in products, from facial exercises to behind-the-scenes industry information, this book covers it all. Containing 50 percent new material, this edition includes advice on the latest cosmetic surgery procedures, online beauty shopping, and permanent makeup. Drawing on her background as a makeup artist, her 20-plus years as a consumer reporter, and the latest dermatological studies, Paula Begoun (a.k.a. the "Cosmetics Cop") gives readers the tools and information they need to make smart skincare decisions.

## **Book Information**

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## **Customer Reviews**

Do you find yourself spending your hard earned money on skincare products that do not improve the quality of your skin? Do you find yourself seduced by the t.v. informercials/commercials/magazine advertisements on the newest & greatest makeup or skincare regime that promises you will look 100% better? Do you have skincare products or cosmetics in your bathroom drawer that has a thin film of dust on them because when you brought it home you found out it did not improve your skin care or cosmetic issues....but it was so expensive that you just could not throw it away? If you answered yes, maybe or even no & you are a consumer of skincare or cosmetic products and want to be an INFORMED CONSUMER this book is for you. I bought this book because I was tired of spending my hard earned money on products with empty promises. I immediately purchased this book a few days after reading DON'T GO TO THE COSMETICS COUNTER WITHOUT ME, 2003

edition. I wanted to get information on how to deal with my oily, acne prone skin. I've been to several dermatologists who told me I had cystic acne (the worst case) and basically told me I had to use Accutane. Well, being the fact that I am in my childbearing years...the risks overpowered the benefits of using such a powerful drug. Then I used an expensive skin care regime (the only one you see on t.v. informercials 2-3x's per day) which improved my skin about 70-80% , but put a dent in my wallet. I knew there had to be a better and cost effective way to treat my skin condition. Needless to say, I used the information that was suggested in the book and you would never be able to tell that I even had skin problems.I will admit that the makeup tips are rather conservative.

Does this scenario sound familiar to you? You pick up a copy of you favorite magazine, and when you flip through the pages, you find an article on skin care. In it, you are told that if you have oily skin (and just for the sake of this arguement, let's say you do ), you still need to use a moisturizer, because oil is not a moisturizer, really, and you need to protect your skin. They tell you that you need one that is light and oil free, and usually name one or two that they recommend. So, even though you have never used one, you figure that hey, they are the experts so they should know. You go right out to buy one, start to use it, and notice that your skin seems even oiler than before. Before long, you start to break out. The next month, when you once again pick up this magazine, there is another article on skin care by someone else, only this time, they tell you NOT to use a moisturizer if you have oily skin, because oil is the skin's own natural moisturizer, and if you use one, it can cause problems, like breakouts. Now you are mad, confused, and at a total loss. Just what is going on here? As far-fetched as it sounds, this happens all the time. And until I found this great lady, Paula Begoun, I didn't know what to believe. If you are fed up with conflicting advice, then read this book, and be confused no longer. Paula is not a quack who decided one day to write a book. She has been at this for a long time. She does very thorough research, interviewing cosmetic chemists ( the people who formulate cosmetics ), dermatologists, she reads cosmetic industry journals and papers, medical journals and papers, etc., etc. She really is the Ralph Nader of cosmetics. She cuts through the crap that the magazines and cosmetics companies and their salespeople try to tell you.

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