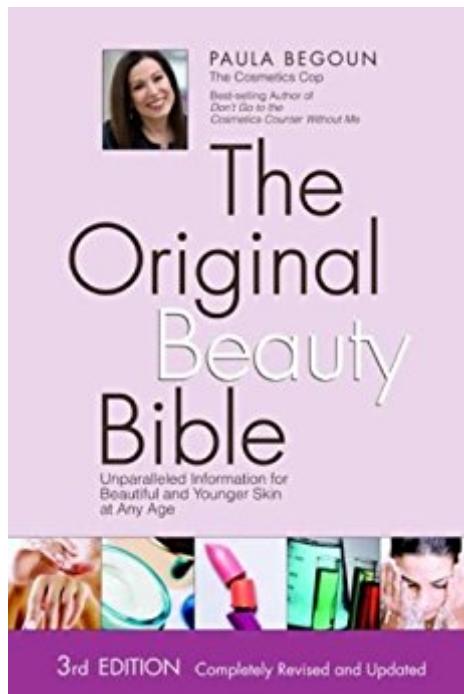


The book was found

The Original Beauty Bible: Skin Care Facts For Ageless Beauty



Synopsis

The all-new third edition of The Original Beauty Bible is Paula Begounâ™s most comprehensive book yet. Exhaustively researched, this refreshingly honest guide cuts through marketing hype to educate consumers on all aspects of beauty, including how to assemble a state-of-the-art skin-care routine, choose a cosmetic surgeon, and apply makeup like a pro. It provides the latest research and information on every imaginable cosmetic innovation, with a special emphasis on skin-care ingredients, and explains the pros and cons of all types of cosmetic surgery and corrective procedures in an engaging, easy-to-understand style. Covering the most critical topics in beauty in a factual, no-holds-barred manner, and packed with money-saving tips, The Original Beauty Bible affirms Begounâ™s reputation as "The Ralph Nader of Rouge." • For readers of all ages, itâ™s the ultimate guide to smart beauty.

Book Information

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Customer Reviews

I'd heard vaguely of Paula over the years in women's magazines but had never read any of her books. I had the general impression that she was a crusader for truth in beauty advertising. This February I asked an acquaintance of mine what cleanser she used with her Clarisonic face brush because her skin looked great. She told me she used Paula's products. I didn't know Paula had a

line of products or books at all! My acquaintance urged me to read this book, saying it had completely changed her beauty outlook. I purchased the Kindle edition for my Mac, which was easy and pleasant to read on the screen. However I will echo others' calls for an index. Paula's tone is chatty, but also no-nonsense, like a stern aunt. She relies mostly on peer-reviewed research whenever possible, and tries to explain such research in simple English. Maybe sometimes she simplifies things too much, but overall it's a pretty good approach geared to everywoman. She will recommend other companies' products besides her own, but of course she does mention her own frequently. Altho' I thought myself a canny beauty consumer, Paula did surprise me a few times, and I confess I learned some important things. For many years I had used witch hazel as a toner to stop my sensitive skin from itching. She explained that witch hazel is actually also an irritant, but stops itching by causing a slight distractive itching that fools the nerves. She argued that the witch hazel was only continuing the irritation in the long run. It was hard to give up my witch hazel, but I confess that after 3 weeks, much of redness did go away for the first time in many years.

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