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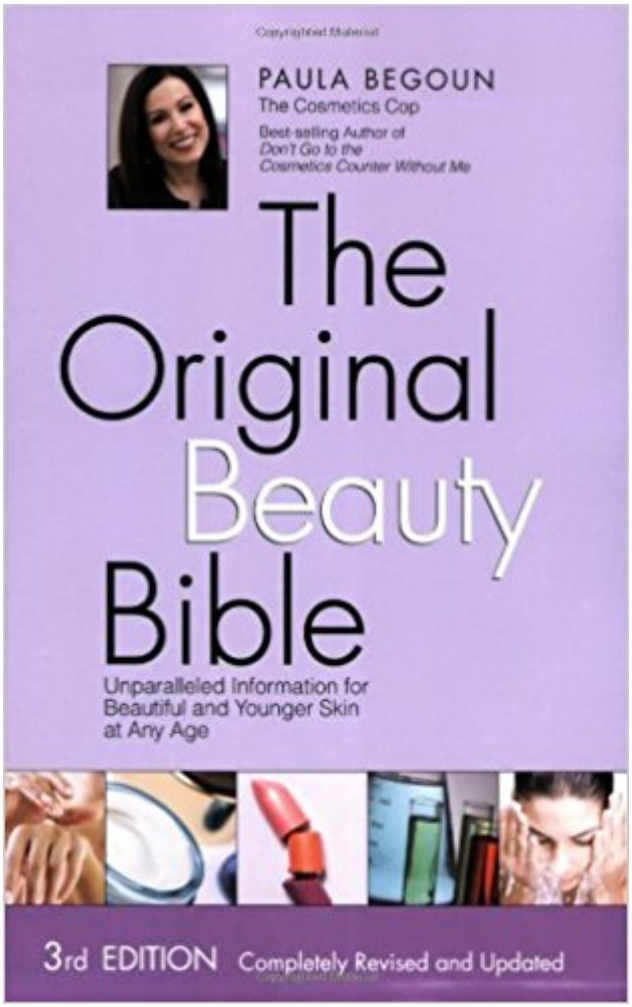
The Original Beauty Bible: Skin Care Facts For Ageless Beauty



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Synopsis

The all-new third edition of The Original Beauty Bible is Paula BegounÃ¢â ¬â„¢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 BegounÃ¢â ¬â„¢s reputation as “The Ralph Nader of Rouge.Ã¢â ¬Â• For readers of all ages, itÃ¢â ¬â„¢s the ultimate guide to smart beauty.

Book Information

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Customer Reviews

Paula Begoun has been reporting on the beauty industry for more than 25 years. She is an internationally-recognized authority as a consumer advocate for the cosmetics and hair-care industries, and is called on regularly by reporters and producers from television, magazines, and radio. Paula has appeared on hundreds of US talk shows including Oprah, 20/20, the Today Show, and Good Morning America. Paula Begoun is recognized by women all over the world as the most reliable source for answers to all of their beauty-related questions. She lives in Seattle, USA.

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. Also, I love the scent of lavender, but Paula pointed me to peer-reviewed research showing that in the test tube, lavender oil had actually been proven to kill skin cells, thus harming the natural skin barrier and causing senstivity. I was shocked, but did use the internet to find the study and was convinced.Now I've stopped using lavender products, and again, I have to confess that after 6 weeks without any lavender products, my skin does seem less sensitive. I do wish however she spent more time on rosacea and couperose, though.Not that I would say Paula's perfect. Her makeup advice and approach seems stuck in the early 1990s "matte & nude" period. Also her section on lasers, cosmetic fillers and Botox could be more in-depth and up-to-date. She doesn't go into enough detail on these, and doesn't mention all the downsides. She is honest and admits that she had some small complications with her own filler experience, however.Also, she doesn't always take allergans and hormone-disrupters seriously enough. In many of her evaluations, she will say that a certain ingredient is regulated and certain products meet government standards. But of course there are legitimate questions as to whether the government standards are strict enough in light of recent science and if even these minimal regulations are adequately enforced. So sometimes I wish she were more skeptical on these points.However I will say I was impressed enough with this book to sample Paula's products and to stop using lavender, witch hazel, and any alcohol. Her advice has really improved my skin, and her products are better than the "fancy" products than I was using - I must confess. Her advice is good for people with sensitive skin and I have to admit her products

have helped mine at a cost much less than I used to pay.

The information presented seems very complete. However, how anyone can write a guide such as this and leave out an index is beyond me. Finding the information for which I am looking is hit or miss since the index is nonexistent. I shouldn't have to go page by page through this large book to find the specific facts and products I need.

I've learned so much from reading Paula's books! Even though I don't completely succumb to her advice, my view on beauty has totally changed because of her.

After reading Paula's book I feel empowered and educated to make wise choices for my skin care. Never again will I spend too much on a product because I fell for an advertising gimmick. This book saved me countless hours of time trying new products and much money that would've been wasted on products that don't work. I've also started using some of Paula's products because they are perfectly formulated to do what's best to keep my aging skin looking younger than it did 10 years ago! Paula also reviews and reccomends other products so you, the consumer can make wise and economically responsible decisions. I'm a huge Paula fan. Every one should read this book!

Paula's efforts to educate the average cosmetic consumer about basic skincare, and how to filter out what is good & bad, is a big influence in choosing what I put on my skin. If you want to learn more about skincare, gather more insight into ingredients, and educate yourself further so you know how to make wise cosmetic purchases, then add this book to your collection. I don't think it is THE only book needed, and because cosmetic manufacturers are constantly changing what they make and sell, her product recommendations are outdated.If you are just looking for straight up recommendations, don't bother, you will get lost in the lengthy discussions and end up getting frustrated with the book. Check out her cosmetics cop website.

It's confusing. Very indepth information but I wanted to figure out a basic list for what I need to improve my skin, what the specific best products are, and I found myself getting bogged down in products, some of which are no longer available. It needs a different, clearer format.

be prepared to throw out some of your skin care products after reading this book. i started to really read the fine print on every cosmetic, and what i found was that many of the products that i was

using daily contained irritating ingredients like sd alcohol, natural oils, menthol, etc. i would have gone on damaging my skin had i not read this book. i don't have sensitive skin, so astringents and harsh products like that did not bother me as much as other people. what i didn't know was that whether i felt it or not, my skin was still being damaged. i don't go shopping for new skin care product without this book. it's not about the brand or price tag, but it's about the science and ingredients.

I highly recomend this book and so the seller. it shipped my item very fast. GREAT TIPS AND BEAUTY SECRETs NOT being TOLD BEFORE in any book I had read on the past. This book has been teaching me how to purchase beauty skin products and makeups, etc So i am not longer wasting my money buying face or skin products that do not work at all. Now I been saving money. I do not go to any beauty isle or face product aisle without reading my book first.I am a cosmetology and had some knowledge of some products for the skin and makeup but I can not stress enough how much I have learned from this book. This book is very easy to understand made for any person of any education level will understand it. Very easy vocabulary to be understood and helps me to save money .

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