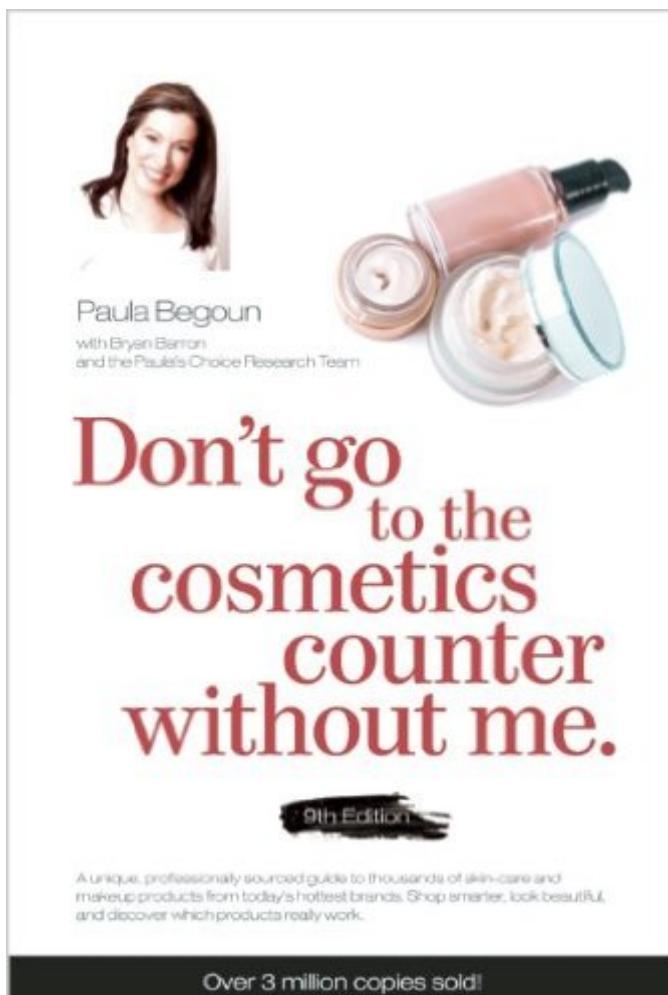


The book was found

Don't Go To The Cosmetics Counter Without Me: A Unique Guide To Skin Care And Makeup Products From Today's Hottest Brands — Shop Smarter And Find Products That Really Work!





Synopsis

This book helps women find products that make them look great without spending a fortune. From drugstores and home shopping to department stores and catalogs, Paula Begoun and her team review the hottest skin-care and makeup products major cosmetic and skin-care lines. Regardless of the price tags, there are good and bad products in almost every line and with the turn of a page, readers can get concise reviews and fast answers in this completely revised edition. A user-friendly rating system makes it easy to find items worth trying. Paula also includes skin care basics and tips on which ingredients to look for so you get the results you want.

Book Information

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Customer Reviews

I ALWAYS buy the current copy of this manual in paper and in kindle. There are some significant changes, mostly good. Here is what I saw. Good stuff:-She is relying on a team now to critique what is out there. The team approach is better, it avoids some of the one sided likes and dislikes. I appreciated the new reviews done by the team.-She uses peer reviewed journals and respected dermatologists to base her critiques on as she always has done. She mentions when a dermatologist has funding from a company or when a company funded the research.a little aside---if you as a reader want to know how something works on a larger number of people then I suggest balancing this book by ALSO reading the reviews on Makeup Alley, often written by more than a hundred different people who actually used it, and thought enough about it to write recommendations or warnings about the product. (down side to Makeup Alley? Often the reviewers are influenced by a pretty scent, or a pretty jar and don't account for the potential for harm or the

costs involved) When you have over 4000 reviewers disliking something (Maybelline Great Lash) or over 3000 LOVING something (Maybelline Full N Soft) it is worth looking at. Often but not always, Paula and Makeup Alley agree. Revlon Fabulash which over 300 reviewed was an almost universal fail, while Paula gave it a top pick. I like to check BOTH Paula, AND Makeup Alley before buying anything.-She looks at the chemistry and gives points and takes them away based on actual known reactions to ingredients. This is the ONLY place I've ever found where I can trust the chemistry knowledge on things like potential sensitizing chemicals.

How can one trust reviews of cosmetics written by someone who has her own product line? Yes, it defies logic, but come closer and let me tell you what happened to me.I don't read women's magazines; I don't particularly like magazines. I don't watch daytime television, either, because I'm working. And I don't care for daytime television for the same reasons I don't like magazines: From one issue or episode to the next, they offer conflicting information. You know it's true, even if you do like the magazines and shows.The library is my friend. Since I got my first library card, I have used the library to research anything I want to learn. In 2005 or 2006, I saw a copy of "Don't Go to the Cosmetics Counter without Me" on the shelf and checked it out. I wasn't expecting much, but it didn't cost me anything. I'd never heard of Paula Begoun, but I do try to be an informed consumer. I figured that book couldn't be any worse than other skin care books I'd read. I skipped over most of the beginning chapters and went straight for the reviews, and it hadn't really sunk in there might be a conflict of interest until I was convinced I'd found a worthy source of information. Finally!We have, in this edition, a brief overview of Paula's rather checkered career and some chapters that discuss skin care and makeup industry claims, packaging, ingredients to avoid, ingredients to seek, and basic skin care regimes. These chapters are thorough but succinct. Then there is the good stuff: product reviews of many skin care and makeup lines. Not all of them, but a lot.And it gets juicy. Paula doesn't want you to waste your money. She doesn't pan department store products altogether, nor gush over all drugstore products.

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