



The Best Skin of Your Life Starts Here: Busting Beauty Myths So You Know What to Use and Why

By Paula Begoun, Bryan Barron, Desiree Stordahl

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Best-selling beauty author and internationally known "Cosmetics Cop" Paula Begoun and her team of beauty experts from *Don't Go to the Cosmetics Counter Without Me* are back to give readers the facts about skin and how it needs to be treated. From acne to wrinkles and everything in between, Paula and her team reveal the truth about skin type, skin concerns, cosmetic corrective procedures, dozens of today's most pervasive cosmetic myths, and some of the most helpful, surprising makeup tips we've uncovered in our careers. Readers learn why so many products don't work as claimed, discover some of our favorite products, and learn how you can easily put together a skincare routine that gets you the best possible results without sorting through all the hype and misleading information. Readers feel as though they're getting truly helpful advice from a good friend — someone who's been there, knows what skin problems do to one's self-esteem, and is shedding some much-needed light on the often-confusing world of beauty. The best part? All of the skincare tips and recommendations in this book are based on published scientific research, so you can be confident you're making the smartest decisions for your beauty needs.

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By Paula Begoun, Bryan Barron, Desiree Stordahl Bibliography

- Sales Rank: #270874 in Books
- Size: 444g
- Brand: Paula's Choice
- Published on: 2015-11-17
- Ingredients: , and other
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.00" w x 6.00" l, 1.00 pounds
- Binding: Paperback
- 400 pages

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Editorial Review

About the Author

Paula Begoun is known worldwide as the "Cosmetics Cop" for her role as a consumer advocate and investigative researcher on skin care and makeup. From an early age, Paula struggled with skin issues, including acne and debilitating bouts of eczema. Frustrated by the ineffective treatments and products at the cosmetic counters and from dermatologists, Paula started examining the scientific research herself. Soon, she solved her skin problems by following published research on how skin functions and which cosmetic ingredients really work. Determined to help others find the best products for their skin, Paula has written 19 books on cosmetics and is one of the best-selling beauty authors of all time. Her books *Blue Eyeshadow Should Be Illegal*, *Don't Go to the Cosmetics Counter Without Me*, and *The Original Beauty Bible* have helped women all over the world take the best possible care of their skin, while exposing what the cosmetics industry doesn't want you to know. In 1995, Paula launched *Paula's Choice*, which offers skin-care solutions for everything from acne to wrinkles. With a devoted international following due to the quality of her products, *Paula's Choice* is sold in 70 countries. She divides her time between Seattle and Maui.

Bryan Barron has worked closely with Paula for 15 years. He spent many years working for various cosmetic lines in the retail sector, as a makeup artist, educator, and manager. His first project with Paula was the fifth edition of *Don't Go to the Cosmetics Counter Without Me*. Since then, he has played an integral role in subsequent editions of that book, along with *The Beauty Bible*. Bryan also served as co-writer and -editor of Paula's former newsletter *Cosmetics Counter Update*. He currently manages and writes content for the *Beautypedia* and *Paula's Choice* websites and continues to evaluate the latest research with Paula and the *Paula's Choice* Research Team. A Michigan native, he now lives in Seattle.

Desiree Stordahl is an ongoing contributor to articles concerning skin care and makeup at PaulasChoice.com, and she has been trained under the personal guidance of Paula. Her writing flows from her passion for researching the cosmetics industry combined with her desire to help people find the best products for their skin. As part of the *Paula's Choice* Research Team, Stordahl's role includes evaluating cosmetic ingredients, investigating the physiological effects of skin-care products, and writing product reviews. She also travels around the world with Paula as a brand ambassador for *Paula's Choice*, educating consumers near and far about skin care. She lives in Seattle.

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