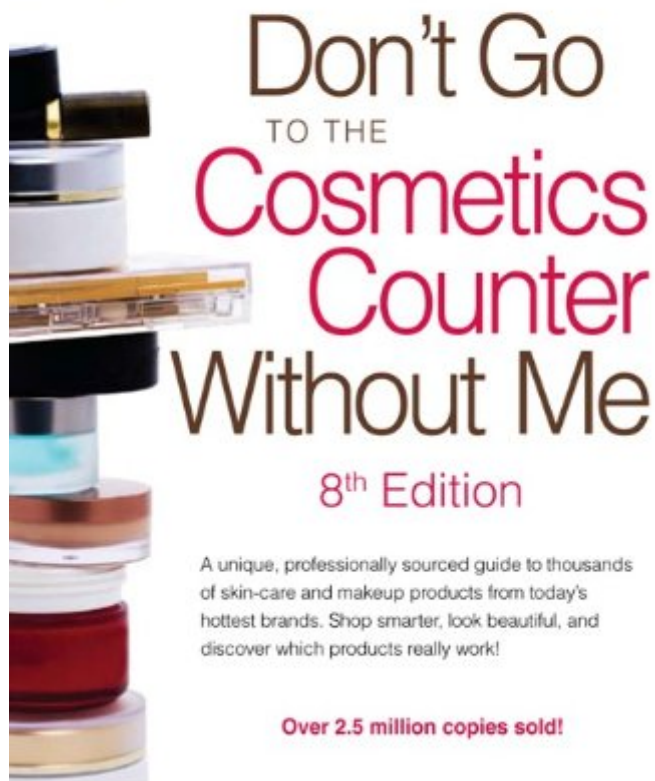


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Don't Go To The Cosmetics Counter Without Me: A Unique, Professionally Sourced Guide To Thousands Of Skin-care And Makeup Products From Today's Hottest ... And Discover Which Products Really Work!



PAULA BEGOUN
The Cosmetics Cop
with Bryan Barron





Synopsis

Paula Begoun has been reporting on the beauty industry for more than 25 years. Loved by readers and feared by corporations, she has earned the name of "Cosmetics Cop" for her thorough, authoritative investigations of beauty products and her fierce consumer advocacy. From drugstores and home shopping to department stores and catalogs, Begoun reviews all of the major cosmetic and skin care lines product by product — more than 30,000 in all. Regardless of the price tags, there are good and bad products in almost every line, and with the turn of a page, readers receive concise reviews and fast answers in this comprehensive, totally revised edition. Begoun covers product websites, efficacy, and whether claims such as youth extension are accurate. Individual chapters are devoted to best products, a cosmetic ingredients dictionary, and animal testing. A user-friendly rating system makes finding items worth trying a snap.

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Customer Reviews

I am amazed at some of the reviews which demonstrate that some alleged readers didn't read the book very carefully at all. Paula clearly admits that the reviews in her book are her opinions. However, I've been reading her books for over a decade, and her opinions are based on solid,

thorough, scientific research NOT funded by anyone other than herself. I don't know of another book that can make that claim. She mixes her opinions with facts that few others dare because she has nothing to lose in the process. When she tells the truth, we all benefit. Articles in women's magazines stand to lose an enormous amount of advertising revenue if any editorials threaten to blow Estee Lauder, Lancome, Clinique, Maybelline, or any cosmetics company that spends literally millions of dollars in ads off their solid gold pedestals. Paula also states quite clearly that if a certain regime or product works for the consumer, then the consumer should stick with it. However, for the rest of us who need guidance in choosing what is best for our skin and make-up routines, this book is a godsend. She rates products on the ingredients they contain, their effect on the skin, and how well they work. She never claims that all products purchased in a drugstore are as good as those purchased at expensive prices in department stores. She freely acknowledges some poor products that are inexpensive do exist. And she also acknowledges that some poor products which are expensive also exist. In other words, the price of the cosmetic has nothing to do with its effectiveness, safety, or application. What this book really does is give facts to help the consumer separate fact from fiction.

I'll try to be as thorough as I possibly can in this review. I'm a pretty big fan of Paula although I don't agree with *everything* she has to say. Being in the skin-care industry myself (I am a bio-chemist) I feel as if I am a little more aware than the average consumer. Some of her research seems dead-on while some seems a little off-base. I'll explain: Natural ingredients. I happen to be a huge fan of natural ingredients yet Paula, I feel, is way too harsh on companies or products who use such ingredients. As an example, she seems to be a huge fan of mineral oils and petroleum (both byproducts of the oil industry) while I am not. I just don't understand why she uses mineral oil and petroleum as her main moisturizers and praises any formulation that uses them as their main moisturizers. The molecules are simply too large to thoroughly absorb into the pores. They just sit there on the skin and look greasy. On the other hand, plant based oils are lighter in texture, are from natural sources, and are loaded with vitamins. Mineral oil just sits on your skin and clogs the pores. Essential Oils. When used in moderation (preferably in concentrations of %0.25 - %1) essential oils can work wonders on the skin and, I feel, are much safer to use than their chemical counterparts. Tea tree essential oil, for example, is one of the few things I can use that zaps my blemishes. On the other hand, Paula seems to be a rabid fan of BHA. Although effective, it is just too harsh for most people. She seems to really bash anyone who uses essential oils in their products. These are basically natural plant extracts that have several benefits for the skin and are

meant to be diluted and used only in small amounts.

I used to work selling cosmetic ingredients. Meaning that I didn't work for any particular company, but in selling ingredients via a broker to cosmetic chemists and scientists of major cosmetic corporations. Because of this, I learned a wealth of information that I am not sure the author may have gained, although I do believe she has good intentions. The major discrepancy I would point out at is that petroleum based products are her go-to moisturizer. Petroleum jelly and petro based ingredients are very cheap for companies to use so it's been highly popular. However, it's been banned for use in cosmetics or skin care ingredients in Europe because it's been shown to often carry carcinogens. It does, after all, come from the ground...It is actually currently going through FDA retesting right now in the United States because of this. (Google "petrolatum cosmetic toxin data". It takes waaaay longer to ban something in the US than other countries if it's been shown to cause some problems.) Because of this, any company I sold ingredients to that was big enough to be a world-wide company would not order any petroleum based ingredients because they are banned as toxic overseas already and are expected to be here in the next few years. Yes, petroleum jelly...what people put on their babies in the United States is banned as a skin ingredient elsewhere and expected to be banned here if tests go as expected. She has her own cosmetics line that uses many controversial, but very cheap ingredients. That bothers me. For example, she is against all-natural and organic ingredients and says so clearly. However, these have been shown in so many cases to not only work better, but be healthier...yet, they are far more expensive for a company to use in manufacturing.

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