



Don't Go to the Cosmetics Counter Without Me: A Unique Guide to Over 35,000 Products, Plus the Latest Skin-Care Research

Paula Begoun

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When women seek reliable information about the relative value and performance of specific beauty products, they consult Paula Begoun. From drug stores and home shopping to department stores and catalogs, Paula Begoun reviews all of the major cosmetic and skin care lines — more than 25,000 including 75 new product lines in this edition. The comprehensive beauty bible from “the Ralph Nader of Rouge” — The Detroit News “Paula is nationally recognized ... She takes the cosmetics companies to task for their puffed-up claims and misleading information.” — The Miami Herald

Don't Go to the Cosmetics Counter Without Me: A Unique Guide to Over 35,000 Products, Plus the Latest Skin-Care Research Details

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Alison says

This is Begoun's second book that I've read. I am so not into makeup and all that, but maybe because I am not, I feel like I don't have a clue sometimes what to do, wear, or buy. She is so helpful in cutting through hype, and again, I learned so much. Loved the reviews and found some new (affordable!) products to try. (Btw, I read the 7th edition, just realeased this year.)

Becky says

This is a MUST-HAVE for every woman so we don't get conned by the beauty industry. I have saved thousands of dollars since buying this book last year and I frequently use it as a guide when choosing products for myself and my family.

Paula Begoun has provided me with effective solutions to rid my skin of acne and eczema. I have been acne free for a year now and my skin is luminous and hydrated. Even though I am 26 I can still pass for 19. I look better than I have in years and I only spend pennies on skincare vs. the thousands I used to shell out for over-hyped creams in the past.

Desi says

I found out about all of the products I was using and found some better products to use instead. No wonder I wasn't liking my face wash - when tested it doesn't remove makeup, but that's not on the label. No wonder I wasn't happy with my moisturizer - it didn't have any skin identical ingredients.

This book was fantastic. I'm amazed at the level of research that went into each brand and product. She covered all major lines available in department stores as well as stores like Target and Walmart. You can read about each ingredient and what it does. She has a great system to help you understand what works and why.

I highly recomend this book!

Beth says

So, looking to find out what goes on behind the making of your cosmetics and all the evil ingredients? Then this is the book for you! According to Paula, using Burt's Bees is a huge no-no and so is eye cream. The ONLY products that get all happy faces and check marks is her own line of cosmetics. Suspicious? Yes, I think so. So, even though she told me not to use certain products, I will continue to because my face likes

what I currently use. The real asset to this book is the list at the end that tells you what is irritating to the skin and what products are complete lies.

Olivia says

Despite its length, it doesn't take long to get through. I just read the introductions and then skimmed through each brand to see which products she most recommends and why. This is a helpful reference to have around, and definitely has changed how I look at the cosmetics industry.

Hunter R. says

I liked this one because it explained few things i personally didn't know, like that cremes in jars are not as good as ones in tubes because of fingers always touching it and oxidizing. I also loved alphabetical order of companies, it was sad to see some of my own products to be on the bad list, but now atleast I know which ones not to buy!

I also actually consider to buy this book to keep or just use website.

Gayle says

I like this book, but it annoys me as well. I am skeptical of the quality of a lot of big cosmetics brands too.

However, she seems to hate everything, even natural products are bad in her eyes. I can understand making your own brand because you're not happy with what's on the market, but I don't always agree with her viewpoint.

Anna says

flawed and quite un-scientific. Most of her claims are blown out of proportion or just taken out of context when you look at the actual studies.

Tiffany says

They should do a larger review of products in categories so you can choose the best moisturizer, eye product and so on. There is a brief one - but it's not very good or comprehensive. The book is also poorly written and is all opinion - I want science & clinical trials!!!! This is the 7th edition and you still don't have things down right - this had so much potential - but fell flat.

Meghan Collins says

The biggest obstacle for finding a quality beauty product is interpreting the glossy marketing which generates most of the cost. Begoun helped me develop a healthy skepticism and got me into the habit of reading the back label before the front.

Once I realized every bottle of goo is made up of mostly water and promises, I was willing to let go of all the pathos and begin to understand what I'm buying. The book begins with a broad spectrum chapter designed to educate about the powerful psychology behind beauty marketing, the language designed to persuade, and some explanation about how skin works and what it needs to be healthy and beautiful.

Begoun has made a reputation of being a really tough sell. Her product reviews are brutal and concise, with clear overarching standards on the quality of the active ingredients as well as the practical ease of use. She's quick to point out claims which lack credible support.

This book is frequently updated online as well as in print. While I don't think of it as an out-and-out investment, I consider both worthy companions that help me make confident shopping decisions.

Kirstensmith says

I thought this would help me to decide what type of moisturizer, foundation, etc to buy and all it did was confuse me even further. Plus...I just figured out that you can find most of the info that's in the book, on her website cosmeticscop.com.

Kristina says

This is a very large and detailed reference book for buying cosmetics. I looked at a while ago and read a lot of it. Paula Begoun tells you what cosmetics are animal-friendly, what cosmetics actually sort of do what they say they do and what cosmetics are merely fancy (and much more expensive) versions of less expensive ones. Even if you have only a passing interest in cosmetics, this is a very interesting and helpful book to consult. I certainly found it to be an eye-opener.

Corie says

I hated the way this book was organized! I really didn't get anything out of it because I wasn't willing to read the entire book cover to cover. I read a previous edition of this and remember that it was much easier to follow.

Trina (Between Chapters) says

I really appreciate the reviews by Paula, and I flipped through this book for about a day before I realized that

all of the information is available online, thus the low rating. Paula's website Beautypedia.com had all of the same information that the book includes, for free, in a much simpler format that makes it easier to search by category and compare similar products. The information in both the book and website is extremely valuable and I felt like I learned a lot. Reviews are honest, objective, and easy to understand. Some products I have been using for years (Pond's) are pretty much trash. Some expensive products I've been eyeing but have been hesitant on due to the price turn out to be worth it. My favorite part is learning that expensive does not always mean better; there is a ton of information about lower priced drugstore brands. Some products are not worth any money, but it's nice to know that so many drugstore mascaras are in fact the best out there. I will definitely consult the website before all makeup and skin care purchases in the future!

Kristin says

Ugh. I'm all for consumer protection and everything, but I can't believe that she calls this an unbiased book when it's clearly biased to her very own skin care and makeup line!

Makeup and skin care is pretty subjective, since everyone's skin and personal style is so different. I don't mind fragrances, but she immediately marks anything fragranced an entire grade lower. Lame. It's really just a book about products appropriate for *her* skin. I guess if I had been living in a cave and had never washed my face or been to a drugstore before, I would find this a useful tool. But I have so it's not the end.

Also, why does this book have to be 80 pounds? I tried to flip through it in bed last night and my arms and hands were so tired that I finally just had to chuck it to the floor.
