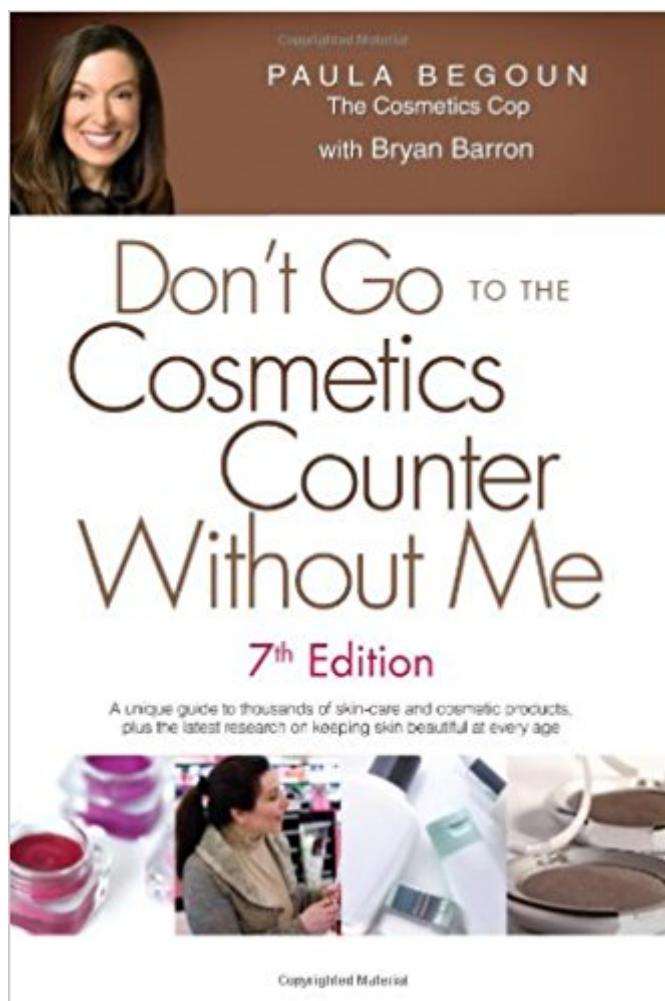


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# Don't Go To The Cosmetics Counter Without Me, 7th Edition



## **Synopsis**

This well-organized, authoritative 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 reviews all the major cosmetic and skin-care lines, product by product, with more than 30,000 total. Regardless of cost, 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. A user-friendly rating system makes it easy to find items worth trying.

## **Book Information**

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## **Customer Reviews**

Women spend an extraordinary amount of money on cosmetics--\$45 billion a year in the U.S. alone. Now in its fourth edition, *Don't Go to the Cosmetics Counter Without Me* strikes fear in cosmetics-counter consultants everywhere. First off, Begoun has deconstructed ingredient lists. Ever wonder what methylparaben, propylparaben, and butylparaben are doing in your mascara? And what is diazolidinyl urea? All four are potential irritants, and the latter is a preservative that can release formaldehyde, a class A carcinogen. Buyer beware. Begoun also lists which companies are cruelty-free and which continue to conduct animal testing. The majority of the book--and that's nearly 800 pages--is devoted to reviews of thousands of cosmetics, from cleansers, foundations, alpha-hydroxy acids, and moisturizers to lip liners, eye shadows, and concealers, all of which Begoun has personally tested. (There are no hair care products listed, as that warrants another book entirely: *Don't Go Shopping for Hair Care Products Without Me.*) She's perfectly frank and tells it like it is. (On Revlon's ColorStay Makeup: "goes far beyond the claim of 'It won't come off on

him.' It won't come off when you want it to.") You'll learn how to tell when you're being boondoggled by a salesperson, what's overpriced and overhyped, as well as what's overlooked. More than 200 brands are included, along with a helpful summary at the end that lists the best products for each cosmetic category. It should be noted that not only is Begoun a fine consumer advocate, she's also a self-esteem advocate: she mentions time and again that even the best cosmetics won't necessarily improve your life, and that's a point well taken. --This text refers to an out of print or unavailable edition of this title.

Paula Begoun has been reporting on the beauty industry for more than 25 years. Her unique angle on the cosmetics industry has earned her the nickname of "Cosmetics Cop". She is an internationally-recognised authority as a consumer advocate for the beauty industry, 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, Dateline NBC, The View, the Today Show, CBS This Morning, and Good Morning America. Paula Begoun is recognised by women all over the world as the most reliable source for answers to all of their beauty-related questions. --This text refers to an out of print or unavailable edition of this title.

One of my favourite books (perfect for any make-up, skincare, shopping devotee anywhere). She is a one woman Consumer Reports of everything and anything skincare, haircare, make-up, body products, etc. for every gender and race (The whole book is amazing, in the back, there are specific sections for issues and products specifically for men, babies, older women, specific skin conditions (i.e. rosacea, acne, etc.), teens, blacks and asians). Plus a list of the best products for (insert every category you can imagine here: For instance, Dry skin with a little combination plus sensitive areas... Or sunscreen without moisturizer for oily skin). It's a literal dictionary of almost every cosmetic/skincare company under the sun, every line and every product in those lines (updates since this edition came out are available - depending on the product in either the free e-mail or the subscription based website - also a must buy). If you wash your face ;), wear make-up, and/or read beauty magazines - this is perfect for you or a perfect gift! I've been using her books (every edition), for the past 15 years (I'm 34) and have saved so much money (for expensive products she gives comparisons of drugstore "doubles", and products that aren't great, she lists products that are better than do the same thing (For example a certain L'oreal mascara is as good as the excellently reviewed Dior Diorshow and Lancome Definicils, or the brands that consistently put out top-rated products, and the ones who consistently put out poor products - for example, Neutrogena for the

former and Garnier for the latter). She has also helped me pick out the perfect skin care for my very fair, sensitive skin (and stopped my dry spots), and helped my mum pick out the perfect cosmetics and skincare to deal with her rosacea (she also lists dermatological and surgical options for conditions, citing the latest medical and scientific journals - no Allure or Cosmo style "oooh it smells so minty it must be good!" here.) Before the kindle, I had to print out pages from her subscription-based website (beautypedia.com and cosmeticscop.com), or lug her very heavy printed edition around (I used to keep a copy in the car just in case I went shopping). Now If I'm in the department store or drugstore, I can look up a product straight from my kindle! My paperback editions (I bought every update of this and Don't buy haircare products without me) have been donated to my dentist (he specialises in cosmetic dentistry). The books were so wanted, my dentist office has started a lending library of my donated copies!

I pre-ordered the 7th edition of this book and just hadn't reviewed it. For those unfamiliar with Ms. Begoun, reviews from several editions are posted on all the product pages. In other words, you may not know which edition is reviewed. I came across the 6th edition at the library. I checked it out so many times I knew I'd buy the 7th edition if she ever published one. Although the information in the 7th edition is updated, it is not as good as the 6th edition. The 6th edition discussed products for men and children; this does not. It's also evident this was written hurriedly. Still, this book is a far more reliable resource for good skin care and makeup products than any magazine I've read. They're all flavor-of-the-month. Sure, you can find out about some new products, but have you ever seen a magazine PAN a product it's featuring? I've been following Ms. Begoun's advice for about 5 years now. Full disclosure: I do use a few of her products. I do a better job applying and removing makeup, I choose better colors, and I get better results from my skin care products, and EVERYONE who knows me can see the difference. That is reason enough to invest in the book. I did not want to subscribe to the companion, paid website, but I did, and I'm glad I did. Ms. Begoun does change her mind about products and ingredients on further review, and of course, new products are constantly being introduced on the market. The benefits of being able to find good products and not waste money on cosmetics and skin care far outweigh the price of the book. You've paid more for a face cream, haven't you? Highly recommended.

I've had this book for a while now and I was referencing it like crazy at the beginning. I still use it. I mainly want to know if an expensive line of makeup is overpriced or truly worth it and Paula Begoun has no qualms telling you the truth. I have tested her over the years with different product reviews

and also my own experience, and she seems pretty accurate. The only problem with this book is that it can get outdated. Companies are swapping and discontinuing products every day and adding new ones. But the book is large and extensive and she goes into a lot of detail so I'm very happy to own it. Do your research before you buy anything!!!

I got the edition of 1996, knowing it wasn't going to be up to date with the things I could buy in the stores in 2012. I hoped she was going to explain to me why should I prefer this or avoid that always from the point of view that we are not all the same and what causes a terrible allergic reaction to somebody, could be my best cosmetic friend (in the same way that I have a friend alergic to fish, but that doesn't make fish bad for me). Instead I found something like a religion: "do it because I said so". The deal breaker was when reviewing makeup, she used her tastes and prejudices about colors to evaluate products: I can't trust she's not doing the same when it's not a matter of taste, for example when discussing potentially dangerous ingredients. Most of the public talk about cosmetics is not based on facts, but beliefs ("n women saw improvements": do people around them saw those improvements as well?): if Paula can't separate her beliefs from facts, then she's not better than the big cosmetic brands and her book is not for me.

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