



Paula Begoun

with Bryan Barron  
and the Paula's Choice Research Team



# Don't go to the cosmetics counter without me.

9th Edition

A unique, professionally sourced guide to thousands of skin-care and makeup products from today's hottest brands. Shop smarter, look beautiful, and discover which products really work.

Over 3 million copies sold!

Paula Begoun

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 ... (Don't Go to the Cosmetic Counter Without Me)



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From drugstores and home shopping to shops and catalogs, Paula Begoun and her group review the latest skin-care and makeup products major cosmetic and skin-care lines. This book helps women find products that make them appear great without spending a fortune. A user-friendly rating program makes it easy to find items worth trying. Regardless of the price tags, there are bad and the good products in nearly every line and with the change of a full page, readers will get concise evaluations and fast answers in this completely revised edition. Paula also includes skincare basics and tips about which ingredients to look for so you get the results you want.



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That alone is worth the price! Explains the substances in products and exposes the hype. Because of this book, I could find economical products at the drug shop which will make my wrinkles disappear completely. You could be tempted to just look up the best product in any category and opt for it. Paula's book revealed the only "firming" ingredient were egg white! There are too many well-rated products to simply utilize it as a source for quick lookups. For example, if you are searching for a lipstick guaranteed not to feather, it's best to read through all the lipstick reviews to get those that are exceptional for THAT quality. Paula Begoun has opened up my eyes for some products out there that produce each one of these wild claims however actually do damage to your skin. Get a copy, and share it with your daughters and sons. I don't like sunscreen in my own foundation, so I would ignore a bad rating if so. Because of this book I could advise my hubby to stop using alcohol based aftershave, and lavender-scented anything, both of which have got been scientifically shown to be bad for epidermis. Finally, for mature ladies, I would recommend another book together with this one: "Staging Your Comeback: A Complete Beauty Revival for Women Over 45" by Christopher Hopkins. First use Paula's publication as a customer guide to select the type of products. Then use Hopkins' book for advice about aesthetic options that work best for older females. I looked up everything I use plus some I'm pretty proud of and others I'm tempted to dispose of. I think you can find this details on her website [beautypedia](#). Getting suggestions from Paula Begoun is certainly priceless. People often have the idea that good cosmetics have to be expensive or that we should stick to an individual brand. But I'd motivate taking time with this book. Highly recommend for men and women! I've hardly began to go through it but even in a few webpages I've learned some important info to consider. My. God. This reserve is AMAZING. The bundle this book came in was therefore thick, I was like, wtf is certainly this? It's a godsend can be what it really is! com equally well. The book here's her latest, and is full of a lot of research ONLY based reviews; After that witchcraft, I ordered four of her books, that one included. Very comprehensive information on why you shouldn't be doing things and really should be doing others. Habits, people! Disappointed I had a youthful version of the book and thought I'd purchase a newer edition since there are thus many newer, improved products currently in the marketplace. I don't think it compares to the earlier version since that certain gave suggestions on products which were comparable to more costly brand named products at a far more reasonable cost and the merchandise suggested were equally as good if not better than the more expensive products. While it is a much larger book, I would not recommend this item since it is more difficult to reference the product you are looking for and no comparisons are made. Shocking info. Oh. It was written in 2012 so there is probably a lot more update information out there, but this book is still very helpful. In the last years, I've followed lots of Paula Pegoun's skincare advice, saved a lot of money, and was hardly ever disappointed with the merchandise I bought. Quite often just basic disappointed in the less than visible outcomes that were PROMISED. This reserve helps to clarify and reveal a lot of the deception that permeates the aesthetic industry. Great reference book. She also makes info available, free on-line, in a [BeautyPedia](#) site; I have been reading Paula Begoun's Guides for a long time, and We also use her (NEVER advertised) products; After seven days of use, my acne solved about 75% and both fine wrinkles I had from sun damage (I'm 20) have virtually disappeared. As a Behavioral Scientist, I must give her a genuine THUMBS UP! I did learn that the majority of high priced, and overpriced skincare and make up items are often 'hype'; Ms. Fact is that one can find excellent products right here, on Amazon, and at one's regional supermarket and drugstore! THIS IS MUST-HAVE Understanding! She gives testimonials on

EVERYTHING! I've held back from purchasing this publication for a few years, but I finally caved and it's worth it. Many of the Department Store lines are unneeded, and overly expensive. Clearly, even individuals who think that something that costs more, MUST be great, will become convinced, if they browse the reserve! Begoun and her personnel have truly done an enormous service to all who want to have great epidermis! She explains that in the initial few chapters. For instance, foundations lacking sunscreen are graded down in this reserve. The best way to spend much less, and appearance a lot better. I don't purchase anything without consulting this reserve! She truly is among the onest ways we can do well Irrespective of where we shop! If you are a beauty fiend/make-up guru like me, you'll love it too. You might disagree with these reviews too, and this is another reason to learn why something is rated well or not. Yes, she's her own product line, and yes she prices her products the very best but she still isn't forcing you to buy them. Tis latest book means that we, as customers, can learn the facts, and what is selling and what is reality, and if this is not enough, she makes it quite clear that people all can have great skin, IF we execute a few things, such as for example protect our skin with effectively made products rather than sales hype! Lots of info you need Fantastic reference manual . Both books cover different subject areas for certain, but the complement each other quite well. I've struggled with epidermis issues especially determining what skin type I have and how exactly to effectively treat my skin. After reading some testimonials I comprehended where I've gone wrong and found myself a fresh skin regime that's already done wonders for me personally. That's just the healthful skin part of this publication. Educating yourself on make up brands and everything you use makes a great difference as well! Now I know why I love certain constitute products I own. She actually is most candid, yet by no means bases anything on mere opinion. ? I thought this was a fresh reserve. These reviews are completely unbiased and present you the reality. She's a beauty cop who wants women to choose for themselves the best products to select... book was an helpful quick examine and it was amazing that they offered it for a buck This book was an informative quick read and it was awesome that they offered it for a buck. Could it be worth it though? Followup, January 2015: It's been a year or two and We still consult this book on a regular basis. I recently bought a travel sized kit from Paula's Choice centered from the incredibly detailed suggestions I was presented with on what to use from her customer service line. Recently I was almost pulled in by a magazine ad for a neck firming cream, costing about \$150 per jar. Paula Begoun made me recognize that this is not true when I first read her books and her internet articles a couple of years ago. She helped me discover out, which cosmetics ingredients to consider and which cosmetic elements to avoid to maintain my skin healthy and that the high cost of a cosmetic can be secondary. I've spent a 'fortune' at the aesthetic counters both in department stores, drug stores and online. I bought this publication because I am attempting to revamp my skincare and makeup regimen. I literally took the book to the store today when I went searching for cosmetics and double checked on her site before I made a purchase. I am hoping, Paula Begoun won't stop updating her details and publish a new edition, soon. Highly recommend If memory serves me, the 1st edition actually broke down the ingredients of cosmetics and explained why they were good or bad for you. I learned SO much from that first reserve and I'm going to look for a duplicate of it once again. This book is still quite enlightening. They cover MANY products of several brands, from pricey to inexpensive. Tattered copy-looks utilized. Every brand out there from Chanel to Wet N' Crazy. The cover is very tattered and filthy. Ms. But please visit the cosmetics counter without ME. It's is 100% completely worth every penny you will spend. The Dutch prefer to say

"Let's contact a cat a cat. This entire book seems to read like one big advertisement for (wait for it now) PAULA'S CHOICE COSMETICS! Since there is nothing incorrect with that by itself, dressing advertising as giving helpful knowledge or advice to consumers is rather wild dissembling, at best.." Sometimes her 'advice' is usually contradictory. For instance, she whinges that skin care products cannot effect oil production because that is managed by Androgens, but then tells her readers in order to avoid certain products or ingredients as irritating or overly drying, because that may send oil gland essential oil production into overdrive. What an eyesight opener. I know the solution, but I'm not really telling. Disappointing. Begoun seems to have a hard-on for quoting 'studies' and 'analysis', but for every study she references I could most likely reference two that totally contradict the analysis involved. Knowing who paid for the study or study and what they have to gain OR lose is very important. I could continue, but I'm bored. Great reference book This is an extremely comprehensive book. A must have for anybody who uses makeup skin care, and also body lotions. Sweetie, that is it? Unbelievable but accurate.



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