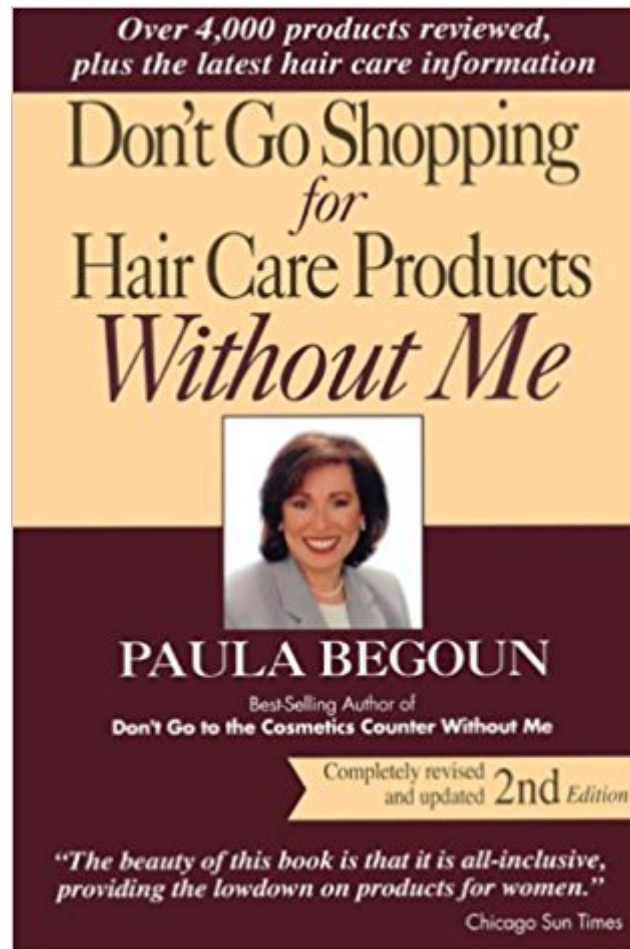




The book was found

Don't Go Shopping For Hair Care Products Without Me



Synopsis

With thousands of hair care products on supermarket, drugstore, and salon shelves, each with its own grandiose claims, consumers are understandably confused. In this new edition - with over 75 percent new material - the "Ralph Nader of rouge" applies her high standards to shampoos and conditioners, styling gels, mousses, hairsprays, dyes, and permanents, and also devotes a chapter to the concerns women of color may have, from relaxing techniques to braiding and weaving.

Book Information

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Average Customer Review: 3.9 out of 5 starsÂ Â See all reviewsÂ (75 customer reviews)

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Customer Reviews

For years I purchased expensive salon shampoos touting moisturizing properties for dry hair, only to have them dry out my hair. Finally I stumbled across a shampoo for dry hair that along with its conditioner, not only doesn't dry out my hair but leaves it looking shining. If I had first consulted Paula Begoun's book, I would have save myself a lot of money and bad hair days! I looked up all those shampoos claiming to moisturize dry hair, and Paula writes that they can dry out hair. I looked up the shampoo that worked and Paula not only gives it a favorable review, she lists it in "The Best Products" chapter under "Dry to very dry scalp and hair of any thickness." I appreciate that her product reviews contain a smiley, frowning or neutral face for quick reference, price per volume, a listing of what's in the product, and a statement or 2 about product, often with a mention of the type of hair it will or will not work well with. In addition to 362 pages of product reviews and a 62 page section listing the best products for shampooing, conditioning and styling all types of hair, 191 pages provide an education about hair and the hair care industry. Among the topics covered are: Common ingredients in shampoos and why they're there, scientific causes of bad hair days, hair care basics,

perming hair, coloring hair, and many more as you can see in the index. I'm not a cosmetologist, but Paula's information basically agrees with what my trusted hair stylist tells me. Also, I appreciate that Paula devoted a chapter to animal testing and gives a 1999 list of companies that do and do not test on animals, along with a website for getting a more up-to-date.

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