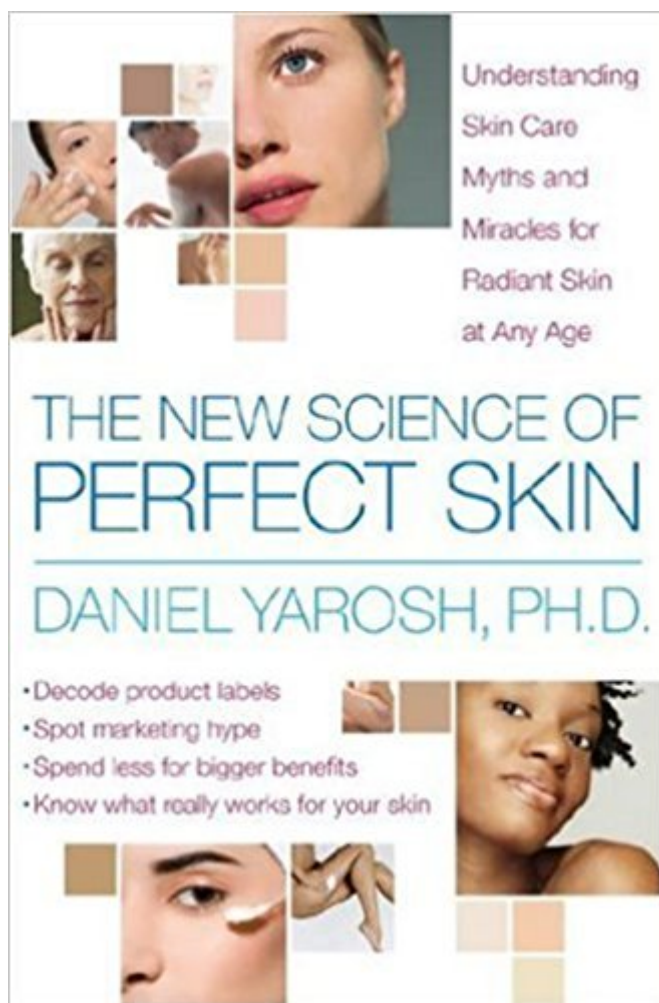


The book was found

The New Science Of Perfect Skin: Understanding Skin Care Myths And Miracles For Radiant Skin At Any Age



Synopsis

This book is about the New Skin-Care Revolution. The good news is that today there are products that really work. The bad news is that there's never been more confusion and uncertainty about which products get results and which are a waste of money and time. Consumers are bombarded by enticing ads featuring models and celebrities with creamy, flawless skin; salesclerks spouting pseudoscience at cosmetics counters; and countless articles in women's magazines puffing up the Very Best New Thing each month. So how do you know what really works? I'm going to tell you. Because I understand skin-care products from the inside out, I can separate fact from myth, help from hype, and gems from junk and let you know what has been overpraised and overlooked. I'll be naming names and telling tales of products that deliver and those that are little more than a puff of smoke and a funhouse mirror. I'll explain the true breakthroughs in today's skin-care science and the techniques that can truly rejuvenate skin. Ultimately, instead of succumbing to the inevitable aging process, you'll find yourself with a fresh, natural beauty that continues to unfold with time. So welcome to the New Skin-Care Revolution! Let's get started.

"Daniel Yarosh, Ph.D., in *The New Science of Perfect Skin* is the ultimate beauty bible that gives you everything you need to navigate the dizzying array of claims made by cosmetic companies, and to create your own personalized regimen for perfect skin. We all want glowing, radiant skin no matter what our age, but with all the skin-care options on the market today, it's easy to feel overwhelmed by choices. Do you really need a cleanser and a toner? Do designer brands from Hollywood doctors really work? Are antioxidants the next true anti-aging breakthrough, and is there a Botox-free way to make wrinkles actually disappear? And, most important, how can you know which products are really worth your money and your time? As a thirty-year veteran of the beauty world, with experience developing and testing products for brands like Estée Lauder and L'Oréal, Daniel Yarosh, Ph.D., understands your skin from the inside out. And he knows how to separate the help from the hype. Today there are plenty of true skin-care miracles that can deliver amazing results, and in *The New Science of Perfect Skin*, Yarosh gives you everything you need to identify and choose the best, most-effective products without blowing your beauty budget. You will learn how to: Decode product labels and spot marketing hype; Know which highly touted ingredients really work and which don't; Use the latest, proven innovations including DNA repair to see remarkable changes in just a few weeks; Streamline your skin-care routine by using smart products that contain multiple active ingredients; Avoid paying more for high-end brands when drugstore brands have bigger benefits; Bringing a scientist's eye to the cosmetics industry, Yarosh delivers the inside scoop that will help you achieve flawless skin. No woman can afford to go

to the drugstore, cosmetics counter, or spa without this eye-opening, must-have guide.

Book Information

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Customer Reviews

I was very excited when I discovered this book. Finally a book about skincare not written by a dermatologist or a plastic surgeon! Unfortunately by the end of reading the book I was just disappointed and slightly confused. Understanding skincare product ingredients and product formulations can be a daunting task at time. I consider it a professional obligation to be up to date about ingredients and their effectiveness. New ingredients are hyped and promoted all the time in the cosmetic industry, but I always want to understand the science behind those ingredients. So when I found this book at my local library I thought it would be a guide for me to better understand the above mentioned concepts and ideas. The overall theme of the book, which is the "new science" mentioned in the book's title, is the fact that scientists have found a way to reprogram and repair damaged DNA leading to "undoing intrinsic aging itself" in your skin - quite a promise! Of course, what products does Yarosh mainly recommend in order to undo damage to your DNA? His own line Remergent. I always find it suspect when an expert mainly recommends their own products for use. So this is the main selling point of this book, and the reason why you should read it instead of all the other books out there about skincare. Basically, the chapter about DNA repair is the only thing that sets this book apart. There are so many skincare books on the market that do a better job of explaining both the concepts of skincare and how to take care of your skin. Chapter 2 titled "Cutting Through the Hype" does a great job of explaining how cosmetic companies formulate, market, hype, advertise, make ridiculous scientific claims about, and price their products.

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