

The New Science of Perfect Skin: Understanding Skin Care Myths and Miracles For Radiant Skin at

Any Age

Daniel Yarosh



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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

Finally—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'Oreal, 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' time

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.

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