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Beauty A to Z

DO THE INGREDIENTS IN YOUR FAVORITE FACE CREAM READ LIKE ANOTHER LANGUAGE? ALLOW US TO TRANSLATE. PRODUCED BY ERIN SHEA LONG

good to know ...

A product's ingredients are listed on its label in order from highest concentration (first) to lowest (last).



Consumer expert Paula Begoun is the creator and innovative force behind Paula's Choice Skincare. Begoun and her research team have penned numerous best-selling books, including *The Best Skin of Your Life Starts Here*. The brand's mission is to arm beauty-seekers with effective and affordable solutions for their routine needs. *Beginning Press, \$17, beautymythbusters.com*

How did you become interested in the makeup of your makeup?

"I had a science background in college and after working at cosmetics counters to get through school, I began working as a consumer reporter. The combination of my own skin struggles, what I learned selling skin care products, and my work as a reporter started the process of my investigation."

—Paula Begoun



- SAFE for use during pregnancy

- NOT SAFE for use during pregnancy

- NEUTRAL

A **Amino acid:** Building block of all proteins found in the body
[FUNCTION] Also known as natural moisturizing factor (nmf), amino acids help protect and maintain the health of skin.



Erno Laszlo mask, \$95, [ernolaszlo.com](http://erno laszlo.com)

B **Butylene glycol:** A lightly textured agent that aids in the spreading and penetration of other ingredients to the skin
[FUNCTION] As essential to the cosmetics world as water is to the real world, butylene glycol aids in moisture retention.



Skin Inc serum, \$45, iloveskininc.com

C **Ceramide:** Part of the "glue" that keeps skin cells intact and smooth
[FUNCTION] Protects skin.

D **Dimethyl ether:** Colorless gas used as a propellant in aerosol goods
[WHY IT'S BAD] Can be toxic when inhaled and can cause skin irritations.



Bottle it up
Products with beneficial components (such as anti-aging and skin-renewing properties) that are packaged in jars can lose their effectiveness with each use. Once air and light hit most formulas, they become unstable and their powers diminish. Choose pump bottles and opaque squeeze tubes to house your favorite products without sacrificing their advantages.

E **EGCG (epigallocatechin gallate):** Active constituent of green tea
[FUNCTION] Soothes inflammation, stimulates collagen production and reduces oxidative damage.



Exuviance daily sunscreen, \$42, neotrata.com

F **FD&C:** Coloring agent
[FUNCTION] According to the FDA, when FD&C is followed by a color, the color is certified as safe for use in food, drugs and cosmetics.

G **Glycerin:** Moisture-retaining substance found naturally in the skin
[FUNCTION] Balances skin's water levels.



Dove body wash, \$7, dove.us

H **Hyaluronic acid:** Natural component of skin (synthetic versions are used in skin care because they are more bio-compatible)
[FUNCTION] Enhances moisture retention.



Paula's Choice anti-aging booster, \$45, paulaschoice.com

I **Inactive ingredient:** Lesser-potent ingredient included on label
[WHY IT'S NEUTRAL] Because it's not regulated by the FDA, there is controversy over the amount of concentration an inactive ingredient does or does not hold.



Visit paulaschoice.com for more ingredients, product reviews and expert skin care advice.