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Lauren Conrad Beauty by Lauren Conrad and Elise Loehnen

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Conrad uses her celebrity status to inform readers of the beauty techniques and routines she follows to achieve her camera-ready look. She covers a variety of topics regarding how to achieve beauty by dividing the book into two parts: prep and play. In the prep section, Conrad covers beauty that comes from self-confidence, skin care, hair care, fitness, diet, and reducing stress. In the play section, she shares hair and makeup techniques for everyday and special occasions, nail care and art tips, and a brief overview of beauty from the 1920s to present day.

For an avid reader of beauty tips and tricks, this book covers information at only a superficial level. For enthusiastic readers of the topic there are most likely other texts that are better suited to their needs and cover similar hair and skin information while at the same time citing research and quoting experts. That being said, Conrad’s hairstyle and nail art ideas are particularly trendy and will definitely appeal to a teenage girls. Readers and fans will find much of the same information found in this text on Conrad’s YouTube channel which can serve as a substitute or companion for this book. While this text is clearly aimed at young adults, Conrad shares how she first started going to salons and wearing makeup in the sixth grade which, for some parents, may send an unintended message to very young girls.