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The French Beauty Solution: Time-Tested Secrets to Look and Feel Beautiful Inside and Out (Hardback)

By Mathilde Thomas, Mathilde Cathiard-Thomas

Avery Publishing Group, United States, 2015. Hardback. Book Condition: New. 215 x 145 mm. Language: English . Brand New Book. Cofounder of the international beauty company Caudalie shares the simple, natural, time-tested beauty secrets she learned growing up in France that any woman can use to look younger, healthier, and more radiant without harsh products or drastic procedures. When Mathilde Thomas moved from her native France to the United States to expand her skin-care company, Caudalie, she wanted to find out what American women wanted from their beauty routines. She interviewed thousands of women and was struck by how different the French and American approaches to beauty were. American women are all about the quick fix the elusive product or procedure that will instantly solve a nagging beauty problem, even if it hurts, is wildly expensive, or is damaging in the long term. The French, by contrast, approach beauty as an essential and pleasurable part of the day, a lifelong and active investment that makes you look and feel good. Mathilde used these insights to turn Caudalie into one of America's top beauty brands. Drawing on her company's twenty years of scientific skin-care expertise backed by the research...



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