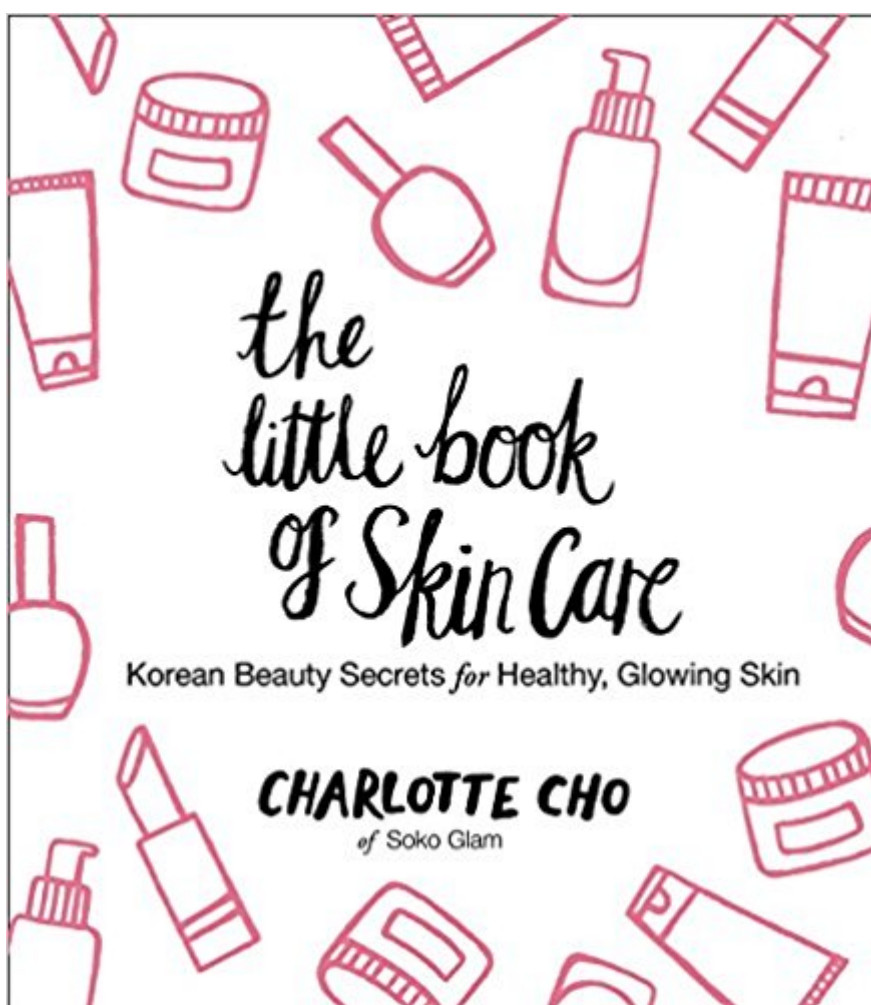


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The Little Book Of Skin Care: Korean Beauty Secrets For Healthy, Glowing Skin



Synopsis

The secrets behind the world's most beautiful skin! In Korea, healthy, glowing skin is the ideal form of beauty. It's considered achievable by all, men and women, young and old—and it begins with adopting a skin-first mentality. Now, this Korean beauty philosophy has taken the world by storm! As the founder of Soko Glam, a leading Korean beauty and lifestyle website, esthetician and beauty expert Charlotte Cho guides you through the world-renowned Korean ten-step skin-care routine—and far beyond—to help you achieve the clearest and most radiant skin of your life. With Charlotte's step-by-step tutorials, skin-care tips, and advice on what to look for in products at all price levels, you'll learn how to pamper and care for your skin at home with Korean-approved techniques and pull off the "no makeup" makeup look we've seen and admired on women in the streets of Seoul. And you'll get access to beauty secrets from Charlotte's favorite beauty gurus from around the world, including supermodels, YouTube sensations, top makeup artists, magazine editors, actresses, and leading Korean skincare researchers. With the knowledge of an expert and voice of a trusted friend, Charlotte's personal tour through Korean beauty culture will help you find joy in the everyday beauty routines that will transform your skin.

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Customer Reviews

Illustrations by Gemma Correll (No Source) “Everyone’s favorite Korean beauty product e-commerce destination.” (Marie Claire on Soko Glam) “For anyone confused about the sudden explosion of Korean beauty products on the market now, this is the perfect place to start. Charlotte’s book is a mix of memoir, how-to guide, and beauty shopping companion all in one.” (Cheryl Wischhover, beauty editor at large,

Fashionista.com)“The Little Book of Skin Care is packed with helpful illustrations by Gemma Correll and tips that draw on Cho’s extensive knowledge of Korean beauty and skin care.” (Allure)“A delightful beauty read|The Little Book of Skin Care is a great read for Korean beauty beginners or even ones who think they know more than they do but can still pick up some tips.” (xovain.com)“Think of it as a one-stop guide to tackling your skincare routine from a K-beauty perspective|In short, we’d suggest that you put this on your reading list, stat.” (TeenVogue.com)“It’s officially the new K-Beauty bible|Whether you’re just diving into the world of Korean skin care or have been double-cleansing for months, Cho’s guide is great for beginners and novices alike.” (Yahoo Beauty)“A handy sink-side companion|There’s a lot to take in from these pages, from understanding the infamous “10-step skincare routine, to tossing the products that contain harmful chemicals|Like an epidermal superhero, Cho dispels common myths left and right|And beyond beauty, Cho goes into far-flung corners of Korean culture.” (TheFrisky.com)“Korean skin care has made its way into the lives of many Americans, and no one knows this better than Soko Glam founder Charlotte Cho|she’s taken that knowledge and turned it into an addicting read • The Little Book of Skin Care.” (Popsugar.com)“Thanks to Charlotte Cho’s new (and we’re sure soon to be cult-favorite) book, The Little Book of Skin Care, we’re well on our way to knowing everything there is to know about K-beauty culture.” (The Zoe Report)“When Charlotte Cho, the California native behind cult beauty e-retailer Soko Glam, moved to Seoul|she experienced some serious culture shock| In Korea, taking care of your skin is something to be enjoyed| It’s also what inspired much of the insightful advice in her new book.” (Well and Good)“It’s no small secret that Koreans are at the forefront of the beauty game • especially when it comes to skin care|but for the novices among us|we got some clarity on how to achieve a flawless complexion from Cho herself.” (InStyle.com)“Talking to Cho|is like speaking to a living (and reliable) skin-specialized WebMD.” (Elle)“Cho has (almost single-handedly) revolutionized the landscape of beauty in the United States|transforming the way we look at skin care one sheet mask at a time.” (JustLuxe.com)

The secrets behind the world’s most beautiful skin! It all starts with your skin! In Korea, healthy, glowing skin is the ideal form of beauty, achievable by anyone • and this skin-first

philosophy has taken the world by storm. In *The Little Book of Skin Care*, Charlotte Cho of leading beauty and lifestyle website Soko Glam guides you through the celebrated Korean ten-step skin-care routine – and far beyond – for the clearest and most radiant skin of your life, with step-by-step tutorials, skin-care tips, advice on products at all price levels, and exclusive interviews with beauty experts around the world. You – all love pampering your skin at home and learning the secrets behind the “no-makeup makeup” look we’ve seen and admired on women in the streets of Seoul. With the knowledge of an expert and voice of a trusted friend, Charlotte’s personal tour through Korean beauty culture will help you find joy in the everyday beauty routines that will transform your skin.

This book has been a surprise gem for me. I’ve always loved makeup colors and looks, but then tended to be very low maintenance, personally. However, I recently decided I was going to put a touch more effort into “me” time, starting with the purchase of a Clarisonic and some other skin care goodies. I saw this book cited in a magazine article where the author’s portrait showcased her RADIANT complexion. She seriously glowed in this fantastic non-makeup looking way. I decided to buy the book and dove right in to the author’s world of Korean skin care. Although there are definitely moments where I wish the author went more in-depth, or things were outlined perfectly clearly, I know from experience that food, health and beauty is never “one size fits all”. So, instead I allowed myself to enjoy getting carried away to another world I had never really considered before: Seoul. The author’s wonderful description of the people, city, food and culture made me want to sign up for a trip instead of just a new beauty regimen... and the plane tickets sure are cheaper than going to Europe. *fidget-fidget* Well, since I don’t know a lick of Korean and now isn’t a good time for a trip, I used the inspiration and suggestions from this book to pick up an assortment of (freaking seriously adorable!!) beauty products from . She does have a cute little website, and I was considering supporting her until I saw the huge array of offerings on -- and I am sorry, but I am spoiled by Prime! Search for: Tonymoly, Etude, Too Cool for School-- and others! I have to say that with the authors suggestions I felt the confidence trying things out, when I may have been more worried before reading this book if the products were legit. And, wow!, is she right-- Korean beauty products are mostly beyond adorable (think pandas, dinosaurs, puppies, fruit with faces and so many colors!) and mostly really frugally priced. Many things are under \$10 and pretty much all are under \$20. For under \$150 I was able to pick up the most adorable hairband with kitty ears to hold back my hair while I give myself my daily “spa time”, a hairband that is a fuzzy bow with dots, an awesome-sounding oil cleanser, water cleansers that look like eggs in an egg carton, pore cleaning

strips that look like strawberries, brightening mask that looks like a tomato, a whole set of paper masks with cute wrappers that do different things, a huge set of lip glosses that look like bunnies, a cushion compact in my super pale skin tone, a triple set of blotting papers with a box that has dinosaurs walking through the city on the cover, and a light powder that looks like a smiling kitty (I know it's not dewy but I have very oily skin! It's for my t-zone only!). I also was lured into getting these little foam strawberry hair curlers... and a couple things doubled up for Christmas presents. Tiny, cute and frugal? What great qualities for stocking stuffers! Thanks to this not-so little book I feel like I have not only been opened up to a huge new world of affordable and adorable beauty products, but also to the thought of really enjoying my "me" time. I have been attempting to begin treating my skin as I will when I have all my new goodies and just the mindset has me feeling and looking better than ever. I am so excited for the goodies to arrive, I actually want to *Squee!* out loud, and be assured I will review each item as it arrives and I try it out. A warm-fuzzy thanks to Charlotte Cho! Maybe someday I will get to visit Seoul, have Korean BBQ, soju and a fun shopping spree! Until then there are animal-shaped face mists! :DUPDATE: 11/25/2015 A bunch of my goodies have already arrived (TY Prime!) and I am blown away by the packaging and how effective so many things have been even upon first use. Also I have marveled at how nice the other products, like the essency masks, have felt (which I hope to have positive cumulative effects!) that I will be rereading this book to look for more of her "favorites" to try down the line. After going through a "more-multi than I am used to"- step program this evening, with a double cleanse and a mask and some treatments... my skin looked amazing. Literally the best I can remember it looking post-puberty. Even my dear exasperated boyfriend said, "YES! I can see your glowing and poreless skin from here!! No I am not coming in there to stare at your nose!" :P Again, Thank you Charlotte Cho! :DUPDATE: 01/04/2015 I've been using methods and products suggested or influenced by having read this book for a couple months now and I couldn't be more pleased with the results. My one-time, clogged, blemish-prone, sensitive, starting to show tiny signs of aging, skin has been looking nicer and nicer. And I've been spending a fortune on product after product, looking for results without burning my face off, for decades now. The products I've found because of the influence of reading this book have given me my best skin since I was a pre-teen. Plus, I am enjoying it as "me" time, complete with cat ears headbands to hold my hair out of my face while I wear sheet masks and use products that come in panda bear-shaped tubes. I feel giddy sometimes at the whole experience- feeling fresh and pretty as well as having fun and enjoying myself. Oh, and though there are a lot of products I have gotten, some of which I have reviewed already, too-- if you have similar skin you may like "Mizon Snail" and "Skin Food Peach" products, in particular. Both of

which you will find reviewed in my profile. I hope this helps and I wish you lots of luck with your skin care program! :-)

recently discovered k-beauty and this book is a wonderful lighthearted introduction to a very new and rather overwhelming world of Korean skin care. aside from the skin care education i got a new appreciation for Korean culture hope to visit one day! also ordered some of the products suggested in the book and im excited to try those out when they arrive. i got the kindle version by the way takes only a couple hrs to read very fun illustrations though so the physical copy would be nice i think

This is a perfect introduction to the world of Korean skin care. Just enough information to get you started, not so much that it overwhelms. Charlotte's inclusion of tidbits about Korean culture add a personal touch, and her obvious love for Korea makes you want to hop on the next flight to experience Seoul for yourself. The last chapter is "chok-chok" full of traveling tips should you ever go. It's a quick read, so you can get started on filling your medicine cabinet (and emptying your wallet!)

Great book and bought used (actually was in like new condition when it arrived) from a seller who's proceeds go to a good cause. Informative and there is a page with all the steps that I took out and laminated to hang by my bathroom mirror. Easy way to remember the steps if your implementing the skin care steps into your lifestyle. I feel like my skin is starting to look less "old age dried out" and that I am doing something good for the bod I am in.

I don't read glamour mags (occasionally glance at the pics) and don't wear makeup. But I am addicted to Korean dramas and have had the best vacation of my life traveling to Seoul. I read this book cover to cover in no time and enjoyed every minute of it. Yes, after my trip my beauty routine is fast approaching 10 steps and even includes my husband (he feels so pampered!!). Charlotte Cho's book reads fast and fun and feels like your good fun friend talking to you. Very entertaining, informative. Excellent.

This book is a **MUST HAVE** for anyone just getting into Korean cosmetics/skincare! With her background, Charlotte Cho is the perfect person to bridge the gap between skin-focused Korea and everyone over here who is focused on covering with makeup rather than treating the problem. I had

been reading everything I could online, bought my routine, and thought I knew enough to get by, but I really wanted a hard copy to have on hand. THIS BOOK IS AMAZING. Anything you need to know about taking good care of your skin is in here!

I (the wife) am completely obsessed with this book, reading an hour every night prior to sleep! I read about the 10 step K-Beauty, found SokoGlam's website, and I have been trying new products for a week now and look more fresh & glowing already! This book has been a great "Go To", and for a woman in her 40's trying to fight age and dull skin I need all the advice I can get!

An interesting little book. Gives an insight into the Korean view of skincare and some of the social aspects of Korea. It's not a product dense book, but if you're interested in trying Korean products this might be a good read to get a feel for the products. It's well written and is an easy read.

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