



# How to Look Expensive: A Beauty Editor's Secrets to Getting Gorgeous without Breaking the Bank

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## **How to Look Expensive: A Beauty Editor's Secrets to Getting Gorgeous without Breaking the Bank**

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***Glamour's* "Beauty Sleuth" reveals tricks of the trade to help you look fabulously high-end—in any economy.**

Andrea Pomerantz Lustig has spent twenty years as a beauty editor, and her contact list is packed with the names of the most exclusive stylists in the business. In *How to Look Expensive*, she combines her own experience with highly coveted secrets she's learned from the experts to help readers achieve buttery highlights, luminous skin, flawless makeup, and more, all on a budget. Delivering red-carpet looks without putting readers in the red, tips include:

- How to get expensive-looking hair color at an inexpensive salon
- Superluxe DIY skincare cocktails for less than \$20
- The cheap cosmetic secrets of expensive makeup artists
- Tips for princess-perfect skin on a pauper's budget
- "Work Your Beauty Budget" sections that help you make the most of every dollar

With *How to Look Expensive*, every woman can afford to get gold-card gorgeous, and reap the self-confidence that comes with it.

## **How to Look Expensive: A Beauty Editor's Secrets to Getting Gorgeous without Breaking the Bank Details**

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**Gorgeous without Breaking the Bank Andrea Pomerantz Lustig**

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# **From Reader Review How to Look Expensive: A Beauty Editor's Secrets to Getting Gorgeous without Breaking the Bank for online ebook**

## **Sara says**

Anyone who's read a year's worth of Allure magazine or browsed the forums on makeupalley won't find anything new here. It's a solid guide to the uninitiated or otherwise uninterested who want to learn how to present themselves better, and it seemed well-researched, without any glaringly inaccurate missteps in terms of skincare science or current fashion. That said, all the information in the book can be easily procured for free online from the myriad helpful resources on blogs, message boards, and online review sections.

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## **Joanne says**

Somehow I thought this was a fashion book (didn't pay attention to the subtitle), so was startled to find it's an entire book about hair, skin, and makeup.

Uh, wow.

It reminds me that there are people (actresses, celebrities) whose full-time job is looking good. The rest of us get by on what we have time and money for, plus whatever God gave us naturally. So the book was a useful reminder of my priorities. Or in this case, the lack of them. It is not that I don't at all care, I just don't care as much as Lustig does. And given my non-beauty-centric profession, I don't have to.

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## **Pinky says**

This is a nice idea for a book and I really like Andrea Pomerantz Lustig. She's very even in recommending beauty products and services in a wide range of price points. That being said, a lot of her product choices do not work for me. I totally agree with reviewer Minna about Nars Orgasm. There are now two women on earth for whom this product does nothing (actually, it does something for me - it makes me look oddly goldish and cheap).

I have dark brown hair, brown eyes with grey rims and pale skin with a blue undertone and live in the Midwest. Highlights are not going to happen in any way but frightening with my hair and soft brown eyeliner and coral lipstick of any kind make me look washed out.

While many of the product recommendations won't work for me, the advice to keep it simple is always good. And I'm keeping a running list of new moisturizers and eye creams to try.

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## **Rachel says**

This book should really be titled "How to look like a Celebrity." Nonetheless, there is some really good information in here about how to look like your best self. Not all of it is applicable to everyone, I think there are some good things to take away from it.

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## **Kari says**

I think I liked this book so much because 1) I know nothing about beauty, and 2) philosophically, the author thinks a lot like me.

Basic premise: you'll look your best when you enhance what you already are. Do this by keeping clean, healthy, and keeping your hair/makeup/clothes becoming.

The author's commitment to understatement, priority of life over your beauty regimen, and love of white shirts resonates with me.

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## **Lea says**

When I first read "'Create your own brow board'" I was like:

....So I don't know what I actually expected...I just suppose this is really not my genre. I found this on my bookshelf, had bought it since it seduced me through pinterest. Alone based on the title I wish I could say, someone gave it to me as a gift. It's not that bad though, and I suppose that if you aren't really sure of what and who you are it is really good. It just is as if this manual on beauty is for those who either now not to do with their time, or really have their priorities wrong.

However, it gives an interesting view on many beauty questions, and it certainly is right about some things as encouraging girls to be "more Paris France, than Paris Hilton", which in general is quite a good idea (seriously)

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## **Melissa says**

Meh. I like the author's column in "Glamour", and I'd recommend sticking to that versus this book of rehashed beauty tips. I did learn one or two new tricks, but overall this just seems like a glorified beauty editorial.

It isn't a bad read, but I wouldn't spend money on it- maybe check it out from the library if you're interested.

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**Lucie says**

A little disappointed that all the tips were basically for white women...

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**BLACK CAT says**

The title should be: Look healthy: skin, hair, and makeup.

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**Zaure says**

This book is good for those women who just started to take care of themselves.

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**Michelle says**

This book was recommended to me by a fellow product/fashion junkie. Maybe she thought I needed the help? Anyway the content isn't revolutionary and it's yet another case of should've stayed a blog/magazine article. She tries too hard with the different types of women - while that might apply to hairstyles brows for glamour girl are not really different from upper east side. There were some good product recommendations I guess and one cool mascara tip. I felt like 99% of it I already practice/know. Silly book.

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**Minna says**

3 stars, I guess. I was hoping for more style secrets and made one of the classic blunders (although, not as classic as (A)getting involved in land wars in Asia or (B) going against a Sicilian when DEATH is on the line): Not Reading the Cover. It's really not fair to expect style secrets out of a book by a BEAUTY EDITOR. That changed my initially disappointed viewpoint to a more-or-less satisfied one.

That being said, I felt a little let down at the lack of variety in recommendations. I think Ms. Lustig put what works for her, which may not work for someone with a different hair type or skin color. She definitely lets her brand loyalty flags fly: lots of Fekkai, lots of NARS, etc etc. I must be the only woman on the planet for whom the much-vaunted Nars Orgasm blush really does nothing. And I definitely prefer my own brand of tinted moisturizer to the one she recommends.

If you don't know much (or anything) about beauty - that is, if you NEVER read Allure, Glamour, In Style, Redbook, or any of those other magazines, or if you just don't care/live under a rock/are the natural type - this book might be helpful. Otherwise it just seems like a long column full of Ms. Lustig's favorites.

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## **Melody says**

A few interesting tips but mostly what I should have expected from a Glamour columnist. I keep thinking I should care more about how I look, and I buy clothes that look nice and makeup that looks nice and then I wear my yoga pants and barely bother to wash my face, let alone add a layer of anti-wrinkle cream, a layer of moisturizer, a layer of sunscreen, a layer of foundation, some eye cream, some powder. I lose interest before I even get the fancy facial cleanser put back in the shower caddy. This book, for me, was not the triumph of hope over experience, but yet another exercise in over-reaching my natural inclination.

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## **Amber Lea says**

I bought this book knowing almost nothing about beauty and fashion, and I think I'm the intended audience. I already understood a lot of the concepts in this book, but I needed some very direct guidance (such as "buy this type of product, because it does this, and that matters because of this") because I just had absolutely no idea what half of the stuff out there is for or why I should care about it.

It's also seems like it would be a good book for someone who's in the habit of living beyond their means because there are a lot of tips on saving money if you're a high roller. It's a little less great if you're looking to spend next to nothing. But if you're going into it with a moderate budget, it's perfect.

I got this book because I want to look presentable for job interviews and I spent my junior high and high school years with my face in books and being a nerd on the internet so I have no clue about things like hair styling and make up. I knew the look I wanted to achieve, but I wasn't quit clear on how to get there. So this book was perfect for my needs. I now know more than I ever wanted to know.

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## **Kate says**

Every young woman should read this book! Andrea Pomerantz Lustig is a genius! She provides so many great tips and ways to spend money while maintaining what's important. She keeps her advice simple, real, and most importantly, she focuses on self confidence and true care for your body rather than sending forth a materialistic message.

I highly recommend this book to any woman that cares about her well being and how she presents herself. I plan to give a copy to each of my younger cousins as they go off to college.

Huge props!

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