

Skin Deep: The Business Of Beauty - Angela Royston

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The business of beauty is a billion-dollar enterprise, evidenced by cosmetic advertisements displayed almost everywhere. The cultural obsession with beauty and body image has roots that reach back into history; in fact, Egyptian women used eyeliner more than 6,000 years ago. Historical information about makeup, hair, and cosmetic surgery for both women and men are just some of the topics waiting for readers to discover. The text examines the allure of many beauty products and highlights why some are more profitable than others. Recent beauty trends are discussed in fact boxes throughout the book, encouraging topic discussion and deeper evaluation among readers. Author: Royston, Angela Publisher: Gareth Stevens Secondary Library Illustration: N Language: ENG Title: Skin Deep: The Business of Beauty Pages: 00048 (Encrypted PDF) On Sale: 2012-08-01 SKU-13/ISBN: 9781433977633 Age: 11-14 Reading Level: 06-09 Category: Juvenile Nonfiction : Business & Economics Category: Juvenile Nonfiction : Body, Mind & Spirit Category: Juvenile Nonfiction : Careers

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