

# THE Beauty Insider

EFFORTLESS SKINCARE AND BEAUTY ADVICE THAT WORKS  
BY ALISON YOUNG



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**'THE MOST POWERFUL WOMAN IN BRITISH BEAUTY'** *Daily Mail*

**‘If there is one thing my experience in the beauty industry has taught me, it’s that a beauty regime should be as individual as you are. Having no cosmetic work myself allows me to test and evaluate brands and products thoroughly, so that I truly know what results are achievable for people at home.’**

The UK’s most trusted and award-winning beauty insider, Alison Young, decodes effortless beauty so you can look your best, beautiful self – every single day. This is real advice for real people.

Alison Young has worked in the industry for over 35 years. She has pretty much tried every beauty product on the market, so you don’t have to – and she knows what works and what doesn’t. Her no-nonsense approach cuts through the spin, through the hard sell and tells it how it is. Whether you want to look fresher or younger, need advice on brows, haircare or nails, or simply struggle with skin issues such as dry skin, oily skin or a more serious skin condition – Alison has the answer.

With this book and Alison’s insider knowledge you will never waste money on beauty products again; instead, you will be able to look and feel your best self at every age. Find out:

- How to love your skin type and make your daily routine work for you.
- When to spend and when to save.
- How to manage (and embrace) signs of ageing.
- Simple steps for a good hair day everyday.
- The insider make-up tips that boost confidence, at every stage of life.
- The secrets to year-round super soft skin and beautiful feet.
- Expert trouble-shooting for common beauty issues and complaints.

Whatever your gender, ethnicity, skin type, budget or stage of life, Alison will give you the knowledge and confidence to create a beauty regime that works for you.

# About the Author



**‘THIS WOMAN IS THE BEST ADVERT FOR THE  
ADVICE SHE GIVES TO ALL OF US’**

**Ruth Langsford**

**‘THE BEAUTY GAME CHANGER’**

**WOMAN & HOME**

Born in the north and now living in the south, Alison Young is globally recognised as one of the most experienced, qualified professionals in the world of beauty. Alison recently won an ‘Amazing Woman’ Award from Woman & Home and CEW Awards, recognising her outstanding contribution to the industry. She is hugely respected and trusted by brand owners, CEOs, PRs, marketers and, most importantly, her core fan base of real women at home. During her 35 years’ industry experience, Alison trained as a beauty therapist, counting A-listers and royalty among her clientele, before becoming the UK’s youngest ever Head of Training at Clarins. Since then, Alison has helped thousands of clients in person and trained countless other professionals. Today, Alison splits her time between advisory roles for labs, brands and retailers, and her media work across TV, radio and social media, including QVC where she is watched by millions and has helped turned brands such as Molton Brown, Liz Earle and Elemis into household names.

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