



The Little Book of Skin Care: Korean Beauty Secrets for Healthy, Glowing Skin

By Charlotte Cho

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The Little Book of Skin Care: Korean Beauty Secrets for Healthy, Glowing Skin By Charlotte Cho

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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Editorial Review

Review

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**)

From the Back Cover

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’ll 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.

About the Author

The foremost expert on all things Korean skin care, Charlotte Cho is the board-certified esthetician behind Soko Glam, the most trusted beauty and lifestyle shop curating the best selection of Korean beauty products. Charlotte has been featured in national and international publications including the *New York Times*, *Vogue*, *Allure*, *Elle*, *Marie Claire*, *Into the Gloss*, *Refinery29*, and more. Charlotte lives in Manhattan with husband and Soko Glam cofounder, David Cho, and her miniature poodle, Rambo.

Users Review

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Christine Curnutt:

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Lorretta Cox:

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