



For Immediate Release

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Milady Introduces the Highly Anticipated Revision of Its Best-Selling Dictionary.

Milady's Skin Care and Cosmetic Ingredients Dictionary, 3E, offers the most current market information on skin physiology, cosmetic chemistry, and cosmetic products.

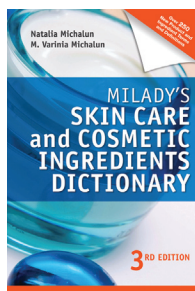
Clifton Park, NY – May 18 2009 – Milady, part of Cengage Learning, announces the newly revised *Milady's Skin Care and Cosmetic Ingredients Dictionary, third edition* written by Natalia Michalun and M. Varina Michalun. This is a multi-purpose resource for esthetics professionals and consumers alike that provides a complete overview of skin physiology. In order to understand how and why a product works, it is essential to understand how the skin works. This reference gives an overview of the complexity of cosmetics chemistry, particularly with respect to product penetration, highlighting the current challenges facing cosmetic formulators. In addition, it offers a comprehensive discussion of the various skin types and conditions in order to help professionals in their product selection. Lastly, it defines common cosmetics industry terminology used by cosmetic manufacturers, professional estheticians, marketers, and the media.

What's new?

- 250 new ingredients are included
- Updated terminology and information on skin physiology
- Information on regulations for ingredient listings has been updated as well.
- Every section has been revised and updated to reflect the state of the industry as it stands.

Additional Features and Benefits:

- Clarifies the relationship between skin physiology, specific cosmetic ingredient categories, and cosmetic products.
- Explains how cosmetics work and how they affect the skin.
- Independent from any brand.



Milady's Skin Care Cosmetic Ingredients Dictionary, 3E

ISBN-13: 978-1-4354-8020-9 / ISBN-10: 1-4354-8020-1

Available June 26, 2009

Available at www.milady.cengage.com

NOTE TO EDITORS: Cover images, review copies, editorial opportunities, and interviews are available upon request. Please call (800) 998-7498 ext. 2448.

About Milady

Milady, a part of Cengage Learning, is the #1 provider for beauty and wellness learning solutions. For more than 80 years, Milady has provided the industry with superior educational and professional learning materials. Milady offers salon and spa professionals support through personal consultation, business and life coaching, comprehensive organizational training and web-based assistance. Complete with programs in place to assist salon and spa business owners to further develop successful lives and stable profitability, Milady is a true full service provider from student to professional. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. Learn more about Milady by visiting www.milady.cengage.com.