



Gorgeous for Good: A Simple 30-Day Program for Lasting Beauty—Inside and Out by *New York Times* best-selling author Sophie Uliano

It's fair to say that the beauty business is booming—as is the anti-aging industry. Each year, Americans spend more than \$30 billion on cosmetics, and, globally, we spend about \$260 billion on services and products to enhance our youth. Accompanying the decisions we make around our beauty comes the ever important question of whether to go fake or natural. Do we resort to the latest commercial chemical or surgical quick fix or go completely organic but possibly get less stunning results? Clean beauty guru and *New York Times* best-selling author of *Gorgeously Green*, Sophie Uliano offers a solution to this latest beauty dilemma and says you don't have to choose, and when you look at her, you can tell she has more than a few good secrets.

Unlike other books, *Gorgeous for Good* takes the middle ground between natural and fake. Rather than focusing on these extremes, Sophie looks at what truly healthy options actually work—and it isn't necessarily what people might think. In addition, she lays out a beauty perspective that focuses on helping readers create their own unique beauty—inside and out. With her exceptional combination

of passionate research and everywoman commonsense, she puts forth a revolutionary, holistic program that covers everything from nutrition to self-care to spiritual connection and includes:

- Well-researched, myth-busting information about commercial and natural beauty products
- Simple guidelines for buying the best skin care products, and easy recipes for cost-saving beauty products to make at home
- Healthy, budget-friendly recipes for food to kick start the new you
- Exciting ways to get spiritually connected

In her girl-next-door voice, Sophie brings all of this together in an innovative 30-day Gorgeous for Good program, offering readers tools for a body-and-soul beauty regimen that will help them stay gorgeous—not for six months or a year—but for good!

About Sophie Uliano

New York Times best-selling author Sophie Uliano is a leading expert in the field of natural health and beauty, who takes a down-to-earth approach to beauty focusing on what's truly healthy. Her popular website—sophieuliano.com—brings together a community of like-minded women and provides in-depth articles, reviews, beauty picks, recipes, and more covering the latest beauty trends. She has written three books, *Gorgeously Green*, *Do It Gorgeously*, and *The Gorgeously Green Diet*. Follow her on Facebook at www.facebook.com/gorgeouslygreen or on Twitter at www.twitter.com/sophieuliano.



Facebook: 44,000+ Likes
Twitter: 11,900+ Followers

Instagram: 1,500+ Followers
YouTube: 19,000+ followers, 1.5 million+ views

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Sophie is a regular TV guest expert and speaker – ever passionate about sharing her down-to-earth and often humorous approach to living a naturally gorgeous life.

www.SophieUliano.com has become a wide-reaching, multi-media health & beauty platform for women like Sophie, who want a fun and accessible approach to healthy living.

Sophie is a New York Times best-selling author. She is a Certified Holistic Nutritionist, and a Certified Yoga Teacher. She has appeared on numerous TV shows such as Good Morning America, Oprah, The View, The Early Show, Access Hollywood, The Ricki Lake Show, QVC and is the Resident Natural Lifestyle expert on Hallmark’s Emmy-nominated Home & Family.

With her infectious enthusiasm for clean and healthy living, and her down-to-earth approach, Sophie is often invited to keynote speak. Some of her recent engagements include: The

International Home and Housewares Show, Expo West Natural Expo, Expo East Natural Expo, NADA convention, Autism One, and a number of Green & Sustainable Expos.

MEDIA APPEARANCES: <http://sophieuliano.com/category/appearances/>

SIZZLE REEL: <http://sophieuliano.com/sizzle.php>

PRESS ASSETS: <http://sophieuliano.com/gorgeous-good-press-assets/>

“ To be with Sophie is to be so caught up in the thrill of potential good! ”

– Julia Roberts
(from the forward of
New York Times best-seller,
Gorgeously Green)

“ Sophie Uliano is a Mary Poppins for the new millennium: Rather than advocating a spoonful of sugar to help the medicine go down, Uliano will recommend rubbing sugar on your skin to make it glow – and then offer numerous other homegrown tips and tricks. ”

– Good Housekeeping

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Talking Points:



- **The secret to looking and staying gorgeous:** It's a complete lifestyle change, where you get to tweak every area of your life so that it supports you in becoming your true, shining self. As we get older, we desperately grab for straws in the quest to try to look and feel younger, but we are missing the point because there isn't one single surgery or face cream that will give us that gorgeous glow. Instead, Sophie shows you in just 30 days, the most powerful way to transform the way you look and feel.
- **Your 30 Day Beauty Program:** Most approaches to beauty are simply skin deep, however, Sophie has devised a unique program where she integrates every aspect of a woman's life that makes her truly beautiful – and wrapped it all up into a convenient 30-day program.
- **From Burned to Beautiful:** Sophie healed her face from extensive 2nd and 3rd degree burns over ten years ago by turning to what she knows best – natural, holistic beauty from the inside out. (photos available)
- **Total Beauty Defined:** Sophie is one of the first to truly understand that total beauty is both an inside AND an outside job. From YOUR-SKIN-TO-YOUR-SOUL, Sophie teaches a plan that works and lasts.
- **Food for Beauty:** Did you know that a whole food, plant-based diet will deal with 90% of your skin issues? Get gorgeous by changing what is on your plate.
- **The Key to Absolute Beauty:** We think perfect skin will make us Gorgeous, but the key to absolute beauty is for us to embrace our imperfections.
- **The First Steps toward Beauty:** The insanity of expecting to look gorgeous without nourishing our mind, body, and spirit first is pervasive in our culture - and this is where Sophie rolls up her sleeves to teach the importance of working on the only things that will make us truly Gorgeous for Good.
- **Natural Beauty: Is it Really All or Nothing?** Most experts either promote completely “natural” beauty, or puffed-up-with-fillers beauty. Sophie stands in the middle, which most experts don't.

- **Read between the Lines:** Sophie smashes the notion of “natural” beauty a part. “Natural” means absolutely nothing when it comes to beauty products – we have to get smarter and look beyond these labels to find ingredients that are truly safe and effective.
- **Anti-Aging Products:** There are only 4 proven-to-work anti-aging products and Sophie shows you what they are and how to use them.
- **The Most POWERFUL Beauty Product on the Market:** Fillers and expensive face creams aren’t the answer to true Gorgeousness. Eating a plant-based, whole food diet and meditating is way more powerful than any beauty product on the market.
- **How to Get Gorgeous For Free:** *True* gorgeousness comes from authenticity over and above anything else. There is not facial serum or green smoothie that can do the job of a great personality – which money can’t buy.

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Introduction

Do you ever catch a glimpse of yourself in the mirror and see someone you barely recognize? Do you trash almost every selfie you take because . . . well . . . you're just not as gorgeous as you should be these days? Have you tried and failed to change something about your physical appearance? Do you sometimes feel as if you are fighting a losing battle in your quest to look younger and/or more beautiful? If you've answered affirmatively to one or two of the above questions, then join the club! And let me welcome you to Gorgeous for Good, a community of women who not only feel the same way as you but want you to join with us in creating a new consciousness—a paradigm shift in the way we think about ourselves that will not only transform the way we look but also the way we feel about our lives.

Let's face it; the mere attempt to look younger or different from what we really are can be extremely stressful. The new information flooding into our inboxes daily is mind-numbing. How on earth can we keep up with all these cutting-edge products and procedures that will miraculously bestow a youthful glow on us when there's a new one every week? The panic about downing enough antioxidant-infused juice, folding into hundreds of spasm-inducing squats, and coughing up cash for laughably expensive facial peels and fillers—well, that in and of itself is stressful enough to deepen those fine lines that we're hell-bent on erasing.

I picked up a magazine the other day that has a strong focus on cosmetic surgery. Each glossy page showed another grinning plastic surgeon explaining how he or she can completely fix a woman's face and/or body with a couple of simple surgeries. Although I'm not against a few cosmetic tweaks, the whole magazine left me feeling empty, less-than, and afraid. Maybe I should have the bump in my nose shaved off, or get a brow, knee, stomach, or butt lift? But, honestly, aside from the fact that I can't afford most of these invasive procedures, I'm terrified of them. What if it all went wrong and I came out looking terrible? Or, even worse, what if I went to sleep in the operating room . . . forever? As I dumped the magazine in the trash (I didn't want my 13-year-old daughter to see all the lurid before-and-after images), I reminded myself that reading content that focuses almost entirely on *fixing* a woman's physical imperfections are not the most positive use of my precious time. Besides, I rather like most of my "imperfections"; I've gotten to know them (dare I say *love* them?) because they make me who I am.

The good news is that the tide is turning against skin that's stretched as tight as Saran Wrap. No one wants to look like a robotic Barbie. The ubiquitous term "antiaging" has become boring and meaningless. Instead of attempting to look like something we're not, we now simply want to look and feel like more revitalized versions of ourselves.

The truth is that we all want to *be* natural. The problem is that many of us have a slight problem with *looking* natural if it means saggy jowls and deep wrinkles. So, what can we put in place of laughably expensive products and procedures that could make us look like weird versions of our original selves? Oh, sure, a lifetime of SPF50, yoga, and an organic, vegan diet will do it, but for most of us, that ship sailed long ago!

What we really need is a daily beauty regimen that is practical, easy, and doable and that will not only stop time in its tracks but also maybe rewind it. We need a holistic plan that partners the "miraculous cures" of the latest scientific discoveries with the healing powers of nature so that we can age naturally and gorgeously—despite the pressures of our busy lives and polluted atmosphere. Impossible, right? Wrong, because this is exactly what I'm going to show you how to do. I'm excited to share my program with you because it's what I have figured out works really well for me. From years of trial and error and intensive up-till-three-in-the-morning research, I've discovered a whole-life program that seems to work like a charm for everyone who has trusted me enough to give it a go.

And, by the way, I know that while many of us care about the environment—separating our recyclables and even growing our own greens—there aren't many of us who are prepared to compromise, even a little bit, when it comes to beauty. Eco-consciousness often flies out the window in the face of a woman who wants to maintain her allure. The reality is that many of us don't care what's in our skin cream as long as it works. What we all want is results—good ones, and *now*. But I want to let you know that there is a way to look beautiful and not throw out all of your environmental cares—because true beauty is an inside job. Nothing looks as good as healthy, and healthy generally works for both you and the earth.

Don't worry—I'm not going to tell you to give up the products and procedures you love. I am a beauty flexitarian with a foot in both the enhancement camp and the one nature intended. By firmly taking a stand for the middle ground, I have learned to own my own beauty while taking charge of the future of my face and body.

MY BEAUTY REVOLUTION

The revolution in my approach to beauty came about through understanding that a gorgeous woman is an *authentic* woman. An authentic woman is a happier woman. Authentic + Happy = GORGEOUS. Every woman in my life who is breathtakingly gorgeous is absolutely *herself*: she doesn't attempt to be anything other than who she is.

I believe that our purpose in life is to express who we truly are while supporting others to do the same. When we express our unique, inner truth, we shine. This is way easier said than done, which is why part of the 30-day Gorgeous for Good program is a journey of uncovering, discovering, and discarding who you are *not* in order to find out who you really *are*.

Media and advertising are almost wholly responsible for perpetuating the myth that to be happy, loved, accepted, and sexy, we need to look like airbrushed 15-year-olds. Foundation and moisturizer commercials promise us “flawless” skin. But this is ridiculous, because attempting to get even close to flawless *anything* sets us up for crashing failure. When we realize that our hair, skin, nails, personality, and pretty much every single thing about us is so far from flawless that it doesn't even warrant the effort, we slink away with our tails between our legs because we feel we must have gotten something wrong: maybe we haven't caught on to the beauty secret that “they” all know. But the truth is that it's our imperfections that make us truly gorgeous.

Think of your best girlfriends: the ones that you laugh with until you almost pee your pants, the ones who you've been through everything with—they've seen your suffering, and you've seen theirs. Think of why you love these women. Think of why everyone else loves them. It's not because they have even skin tones, immaculate hair, and perfect bodies; it's not even because they're successful—*no!* It's because they have beautiful flaws and personalities that have most likely been shaped by adversity. So the first thing that I want to address in my “beauty” book is that flawless is *out*. It's old-school, and any woman over the age of 20 who wants to look “perfect” is in for a big disappointment, because there's no such thing. Contrary to what we've been led to believe, vulnerability is beautiful. It takes great courage to be vulnerable—to allow ourselves to be who we really are, warts and all. However, the prize for that courage is a deep connection to the world and especially to those we love—something that money cannot buy.

I'm afraid I must visit the “French women don't . . .” conversation here: we know they supposedly don't get fat, don't age, and probably don't fart, but the real difference is that they don't seem to want to change their natural characteristics. Look at French movies, and you'll see actresses who aren't afraid of high-def close-ups, even after a certain age. The reason is that French culture celebrates individuality rather than cookie-cutter perfection. The white teeth, turned-up nose, and glossy tan of the American starlet is not considered beautiful in France. The French like interesting faces with features that are unique. This could mean asymmetry, a large nose, or even deep wrinkles. Our European friends are certainly not strangers to the plastic surgeon's office, but speak to any Parisian plastic surgeon and he'll scoff at what his peers are doing in the U.S. because he believes in keeping character in a face rather than obliterating it.

My husband asked me the other day how I felt about turning 50, which at the time of this writing is just around the corner. “I'm thrilled,” I replied. He looked at me quizzically. “Really?” he asked, raising an eyebrow. “Yes!” I said, looking him straight in the eye. “Why wouldn't I be thrilled that here I am, nearly fifty years old, and have so much to be thankful for: I have had almost fifty years of living with good health on this beautiful planet. I have garnered (albeit sometimes through suffering) an enormous amount of wisdom. I'm excited almost every morning when I wake up about what the day might bring. Why wouldn't I be ecstatic about where I am in my life right now?” With that, we toasted each other and got on with the rather more serious business of ordering our sushi rolls.

My viewpoint on this matter is why I've decided that it's so important to reframe or rename the concept of “antiaging.” I'm fed up with that term. Since aging is a natural process that happens to every single one of us, to be against it is ridiculous. Getting older brings so many benefits; why not look at the cup as half full rather than half empty? The beauty industry's marketing engine has banged the antiaging drum so hard that it's beginning to wear a bit thin. I prefer to think of a treatment, product, or lifestyle change as being proactive rather than antiaging. If we choose to drink green smoothies, exercise, and use incredibly effective skin-rejuvenating products, we are taking powerful steps toward looking and feeling the way we want to. I will say it once more: I am *not* against aging. All of my role models are women who are over 70, so why would I be against who they are and what they have to offer?

Aging is an honor. Let's not deny what's both natural and inevitable. Rather, let's enjoy every day that we have gained a little more life experience and wisdom. Only a century ago, the life expectancy of most women was 50 years. Modern medicine and lifestyles have allowed us to enjoy long, pain-free lives. I love that as we age, we can leave the neurosis of our youths behind and move into a life of deeper creativity and love . . . and look simply gorgeous!

It's Now!

The Gorgeous for Good program is not a "when" program, it's a "now" program. It's all about what you can achieve *today*. When you set long-term goals such as "I hope to lose 30 pounds in 30 days," you so easily set yourself up to fail. Moreover, 30 days is an entire day-counting month away. Do you really want to spend the next month just waiting for that moment when you can perhaps stand on the scales and potentially find happiness? The flaw in this approach is that you are keeping happiness right out there in front of you, just out of your grasp. Why not find fulfillment, strength, and contentment today? This is what the Gorgeous for Good program is all about: How can you challenge yourself *today*? What can you learn *today*? What proactive action can you take *today*? What fear can you face *today*? And what can you do to your skin today that will make it look fantastic? Whatever proactive steps you can take *today* will inevitably create a better tomorrow.

So, how does the program work?

I like to start from the micro and then move in toward the macro. When it comes to gorgeousness, the *macro* is your mind, body, and spirit—it's the big-picture stuff. The *micro* is your skin, hair, and nails. I like to think of concentric circles around the body: The outermost circle, the most superficial level, is the skin and hair. This is the first area that I address because it's where you can perform quick fixes. Moreover, I always feel 100 percent better when I'm beautifully made up. And let's face it; it's easier to purchase a different lipstick than it is to shift your diet and start meditating, so why not start somewhere easy? After that, I move inward to what to put into the body and how I move through the world. And finally, I go deeper—to the innermost circles of mind and spirit.

After teaching you all about these things, I lay out a simple 30-day program that helps you bring together everything you've learned. I lay out step-by-step beauty, nutrition, movement, and self-care exercises to do each day. It's an easy, doable way to jump-start your more gorgeous life—no matter how busy you are.

I hope you enjoy your 30-day program as much as I've enjoyed putting it together for you. It's an absolute honor to have you trust me enough to try it out and become part of my valued community. Because my philosophy is about making lifestyle changes that will keep us looking and feeling gorgeous forever, I encourage you to stay as connected with me and my community as possible. If you suddenly stop following the program on day 31 and slowly return to your old habits, you'll be doing yourself a massive disservice. The great thing about the Internet is that it's now easy for us all to stay connected. We need to continue to cheer each other on, to help and support each other, and to discover what we can add to what we already know.

My commitment to you is that I will always stay on top of the latest advances in holistic nutrition and skin care and that I will constantly update you with exactly what you need to stay gorgeous for good. Suffice it to say, it would be hugely helpful if you sign up for my newsletter—or, at the least, check out my website, www.sophieuliano.com, as often as you can. Also, after you read the skin care chapter, you will want (and need) actual product recommendations. I've chosen not to include those in the book because companies and products change, and you might still be reading this book decades from now, so all my recommendations will live on my website. Okay—now that I've got that bit of housekeeping over (I promise that I'll never mention it again), it's time to get down to business!

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