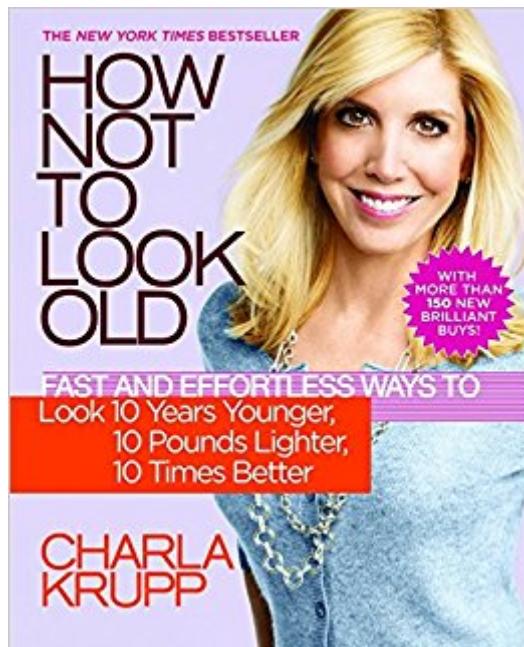


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# How Not To Look Old: Fast And Effortless Ways To Look 10 Years Younger, 10 Pounds Lighter, 10 Times Better



## **Synopsis**

How Not to Look Old the 15-week New York Times bestseller is now in paperback updated with over 150 new Brilliant Buys! Charla Krupp knows that aging sucks! So she's here to help. It's every woman's dream: looking hip, sexy, fresh, and pretty--whether you're in your 30's, 40's, 50's, or 60's. Now it's every woman's necessity: looking younger will help you hold onto your job and your partner--particularly when everyone around you seems half your age. It's about making the ultimate "to-do" list of LITTLE beauty and fashion changes that pay off BIG TIME. Charla Krupp, beauty editor and expert, known for her real woman's approach to looking fabulous, offers brutally frank and foolproof advice on how not to look old.

## **Book Information**

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## **Customer Reviews**

Krupp, style expert for the Today Show and former beauty director for Glamour, offers easy-to-follow, tried-and-true fashion advice for women well beyond their 20s. Presented in eye-catching, highly skimmable, fashion-magazine style, here's how to trade in the things that scream old lady (simply OL in the book) for a look that's younger and hipper (Y&H). Krupp is straightforward about the physical shortcomings of older age. Aptly (and sometimes rather brutally) she steers readers away from these OL pitfalls. She is quick to point out that fashion that works on 20-somethings looks ridiculous on older women (i.e., bare midriffs, go-go boots and tattoos). As much about what to do as what not to do, some of the tips are as easy as wearing pink lipstick, a bra that fits properly and hair with bangs. Others take more thought, time and money—like

Botox shots, chemical peels and hair extensions. Whether high or low maintenance about their beauty routine, women of a certain age who want to compete in our youth-obsessed culture will treat this easy read with interest. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"Dashing, fun and informative, the book is an spirit-lifting tonic for any woman with a case of the gravity blahs." —New York Times "The book also resonates because, to its credit, much of Krupp's fast fix advice makes common sense. The author's main mantra is a call to simple, unfussy elegance: loose hair, lighter makeup, restraint of embellishment." —Mary Elizabeth Williams, Salon.com

Some great ideas here, and I love how she compares the inexpensive version to the expensive version and everything in between. The photos were helpful in bringing the point home; however, more photos would have been nice too. She covered a pretty good span of topics, and I would love to see a How Not to Part II, to continue adding some more things to keep us looking and acting younger. With more photos!

I was looking for some good, sound, advice on fashion and grooming for the over 50 set and I found it in this book. Ms. Krupp draws on her extensive experience to produce clear, easy-to-follow advice. Contrary to what another reviewer said, her advice is not just for the rich with tons of money to spend on cosmetic procedures. In every chapter, she makes suggestions for the high, medium and low maintenance gal. Some of her suggestions cost as little as \$10 and pack a punch. I followed her advice and ditched all of my lip liners, half of my lipsticks and my purple nail polish, went to the makeup counter and bought one new lip liner, one new nail polish and, voila, I looked considerably better. Some of Krupp's suggestions were not new - such as lightening my hair, or cutting back on the powder. But, some solved dilemmas I had wrestled with. Her 3-bling rule gave me just the right amount of guidance when dressing for a New Year's weekend wedding. Each chapter ends with lists and descriptions of products that Krupp especially likes. I have found some great new underwear and cosmetics by following her advice. Throughout the book are photos of over-40 celebrities, plus a few real people models to illustrate her suggestions. While most of the celebrities are in their 40s (and I'm beyond that), she also throws in pics of a few savvy looking 50 and 60-somethings. The photos serve to show me that I can still pull off a trendy look without looking ridiculous. As in any

self-help book, not every suggestion will work for everyone, but for those of us who aren't ready to look the part of an aging dowager, most of them are worth a try.

I bought this book 4 years ago, when I went back to college at 48, having recently re-entered the workforce. Now, I'm finally writing my review because I keep going back to the book over and over again. Yes, I did graduate and have reached my career goal! No one had ever really taught me about fashion, and how to dress my petite apple body. Charla provided honest, frank advice. I kept waiting for more books after *How to Never Look Fat Again*, and then realized Charla passed away shortly after. I'm thankful for the gifts she left me.

This book had no flow to it, and was so boring to read that I had to sell my used copy on . It did give me a few tips, however. I got rid of my "matchy matchy" things, not realizing until I read this book that it was outdated to wear a top that matches (same pattern) the pants or skirt! I also quit wearing pants with elastic waists. (I had to lose weight first by going on a raw food version of *The Flat Belly Diet*.) I was also inspired to get some *Not Your Daughter's Jeans*. The author states that every woman, no matter the age, should own several pairs of designer jeans. So that was my excuse to go on a shopping spree! I do wonder, however, how long even HER advice will be relevant. Styles change so quickly. I have hung on to a Calvin Klein shirt dress for 25 years. I think it is back in style now, if I use black leggings underneath it, which are back in style again after being out of style for about 15 years....

An excellent guide, with some helpful and informative advice. The format is especially user-friendly and the content always interesting. However! If you want to avoid chemical-laced cosmetics, be wary of the cosmetic products she advises you to buy. It is well worth checking out those product recommendations online on the Skin Deep cosmetics database. Some of her choices are a witches' brew of ingredients you might prefer to avoid. As always, common sense and caution are the best guides of all.

I've always been an advocate of being the best you can be (at any age.) This does not mean that we will all be drop dead gorgeous or need to become high maintenance. Just strive to do your best . . . what you can afford to do timewise and moneywise, rather than just giving up and doing nothing. Take the advice you like from the book, and forget the rest. It's as simple as that! That being said (since I live on a modest budget) I can't/won't implement the more expensive suggestions, but

it appears I already do probably 80% of what Charla recommends. Who can't afford to bleach one's teeth these days, change out the makeup, or upgrade a hairstyle? I will most certainly never have a separate stylist and colorist, I feel overwhelmed by "clunky" jewelry, and I totally missed the fact that one shouldn't even be buried in (horrors) nylons!! But that does not negate the fact that this was a fun, informative book, that at least gives one pause for thought. She did not address health issues, and she told us why, so that was fine. But it goes without saying that function is far more important than form, and no amount of beauty/style improvements can be a substitute for a well functioning body. I still can't get over a friend's choice to get a face lift instead of a much needed knee replacement.

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