

For Immediate Release
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PERSONAL CARE TRUTH TEAMS UP WITH SKIN CARE AND MAKEUP EXPERT PAULA BEGOUN

Author to share expertise on educational web portal

SALUDA, SC – Personal Care Truth, the comprehensive personal care product web portal, is pleased to announce its partnership with Paula Begoun, the creator of [Cosmetics Cop](#) and innovative force behind Paula's Choice skin care products. Through this partnership, consumers will have access to Begoun's insight and expertise on the personal care industry, including research, product development, and consumer advocacy, on PersonalCareTruth.com.

Begoun has been reporting on the beauty industry for more than 25 years with a keen eye on safety and efficacy. She has written more than 18 books on the topic of personal skin care, including *Don't Go to the Cosmetics Counter without Me* and *The Original Beauty Bible*. Begoun will lend her in-depth knowledge to Personal Care Truth, responding to consumer questions, reacting to legislative and regulatory concerns and providing industry vision on issues that matter to consumers.

"Paula has been a true pioneer in the skin care industry," said Lisa Rodgers, co-founder of Personal Care Truth. "To have her on our panel of experts is a great benefit to our readers, as she will provide great insight from her years of experience in monitoring the skin care industry. Her expertise will prove invaluable for those looking for the truth about the industry."

"Paula's passion for skin care is evident in her formulations, her books and her industry involvement," said Kristin Fraser Cotte, co-founder of Personal Care Truth. "We look forward to sharing her knowledge and information with our readers."

"I am very impressed with the effort the Personal Care Truth team has put forth to provide accurate information on the skin care industry, while also working to combat misinformation," added Begoun. "Their commitment to the industry mirrors mine, and I am thrilled to serve on their expert panel."

To learn more about Personal Care Truth, please visit www.personalcaretruth.com. Or follow us at [@prsnalcaretruth](https://www.instagram.com/prsnalcaretruth), and on LinkedIn and Facebook – key words Personal Care Truth.

About Lisa M. Rodgers

Lisa M. Rodgers serves as CEO and Founder of [Cactus & Ivy](#). Cactus & Ivy is a wholesale/retail manufacturer of cruelty free and vegan, natural bath and body products, utilizing ingredients high in Omega 3, vitamins A, C, D, E and F, oleic acid, palmitoleic acid and linoleic acid to revitalize and restore the skin's normal balance. Cactus & Ivy creates products with a purpose, where the ingredients benefit the application. Rodgers has strong convictions and isn't afraid to defend them.

About Kristin Fraser Cotte

Kristin Fraser Cotte is the founder of [The Grapeseed Company](#) ~ botanical beauty from wine. Kristin has studied plant derived ingredients around the globe and formulating natural spa & personal care products for over a decade. In her many travels sailing the Atlantic and Caribbean, Cotte discovered the benefits of natural oils and plants being used by local islanders making soap and cosmetics. After creating and testing formulas back on land in Santa Barbara, California, Cotte launched a line of bath and body products centered on a local byproduct, grape seeds. Since 2004 The Grapeseed Company has created premium eco-friendly skin and personal care from locally grown, certified organic and natural ingredients. The Grapeseed Co. also produces a line for keeping your furry friends clean, green and sweet smelling, Dirty Dog Organics.

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