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Soil salinity is destroying several hectares of arable land every minute. Because remedial land management cannot completely solve the problem, salt tolerant crops or plant species able to remove excessive salt from the soil could contribute significantly to managing the salinity problem. The key to engineering crops for salt tolerance lies in a thorough understanding of the physiological mechanisms underlying the adaptive responses of plants to salinity. Plant Salt Tolerance: Methods and Protocols describes recent advances and techniques employed by researchers to understand the molecular and ionic basis of salinity tolerance and to investigate the mechanisms of salt stress

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perception and signalling in plants. With chapters written by leading international scientists, this book covers nearly 30 different methods, such as microelectrode and molecular methods, imaging techniques, as well as various biochemical assays. Written in the highly successful Methods in Molecular Biology™ series format, chapters contain introductions to their respective topics, lists of the necessary materials and reagents, step-by-step, readily reproducible laboratory protocols, and notes on troubleshooting and avoiding known pitfalls. Authoritative and easily accessible, Plant Salt Tolerance: Methods and Protocols serves as an essential read for every student or researcher tackling various aspects of the salinity problem. What makes someone covet a Kelly bag? Why are Cirque

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Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and

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Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

An all-encompassing guide to skin care for readers of any age draws on the expertise of a Fifth Avenue dermatologist, providing the same advice she gives to her celebrity patients while explaining how to achieve positive results with a minimum of time and money. 50,000 first printing.

This richly illustrated tribute to the diamond covers all

facets of nature's most coveted gem.

Vogue Futures

Methods and Protocols

Plant Salt Tolerance

Rethinking Prestige Branding

Milady's Skin Care and Cosmetic Ingredients Dictionary

The Nature of Diamonds

Ayurvedic Beauty Care presents both ancient and modern Ayurvedic secrets for beauty-care. The aim of this book is to elevate our Western understanding of beauty to new levels with the deeper Ayurvedic insights. These insights hold powerful health promoting and enhancing

methods and luxurious beauty techniques such that all levels of beauty (outer, inner, secret) can be realized in our increasingly fast paced and chaotic world. There are two audiences that are addressed in this volume. First and foremost, every person should be able to find what brings out their true beauty. In this light, the book is intended to be a self-care manual. At the same time, those interested in or practising as beauty therapists or aestheticians should receive the benefits of the deep insights and marvelous results Ayurveda can offer their clients.

The Hair Colouring Book is a practical guide to the

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theory of colouring hair. It is specifically written for young hairdressers in training. There are 17 chapters and the topics covered include; The Consultation, Levels and Tones, The Colour Wheel, The Numbering System, Racial Differences in Hair, Controlling Warmth, Adding Tone, Grey Coverage and lots more. There's a Quick reference guide with page references to get you quickly to the information and a Glossary to explain some of the Terms used in the book. The book can easily fit into the pocket of a tinting apron so, it will always be to hand when you need it. Apprentices and students of hair colouring will

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find this book invaluable as it will help to increase job prospects due to improved knowledge.

Stylists will be able to better explain theory and techniques to customers leading to improved confidence and client retention. Salon owners will see younger staff learn faster reducing time that they are unprofitable and hairdressing teachers will see that it helps students meet learning targets more easily.

In Dressing Long Hair Book 2, Patrick Cameron introduces 15 new long-hair styles. Following on from his worldwide bestseller, Dressing Long Hair, Patrick Cameron builds on his successful step-by-

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step formula to offer professionals and students new styles which will give them that extra edge in the fashion stakes of dressing long hair, from fun and funky styles to timeless elegance. This instructional step-by-step guide is presented in an innovative new format. Fold out pages on a wire binding enable the reader to follow the progression of each style via a series of at-a-glance sequential photographs, without having to turn the page. As the text uses hundreds of sequential photographs to illustrate the new styles, it is suitable for use in any language. However, the minimal text is also translated into

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French, German, Spanish, Italian, Chinese and Japanese. As this book is hardback, it will prove extremely durable and an excellent salon reference or practical college text.

Forget getting older gracefully--This is the beauty and style bible every woman has been waiting for!HOW NOT TO LOOK OLD is the first--ever cheat sheet of to-dos and fast fixes that pay-off big time--all from Charla and her friends, the best hair pros, makeup artists, designers, dermatologists, cosmetic dentists and personal shoppers in the biz. Packed with eye-opening details on hair color, brows, lipstick, wrinkle-

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erasers, jeans, shapewear, jewelry, heels, and more, the book speaks to every woman: from low maintenance types who don't want to spend a fortune or tons of time on her looks to high maintenance women who believe in looking fabulous at any price. There's also too-old vs. just-right before and after photos, celebrity examples of good and bad style, shopping lists of Charla's brilliant buys in fashion and beauty products, coveted addresses of "Where the top beauty pros go," fun sidebars--and more. Known to national audiences from her ten years on NBC's Today show, style expert Charla Krupp dishes out her

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secrets in this "ultimate" to-do list for looking hip and fabulous -- no matter what your age.

Cosmetics Science and Technology

Transform Your Body and Gain the Strength,

Grace, and Focus of a Ballet Dancer

50 Things Your Hairdresser Wants YOU to Know
(and a Few Things We Don't...)

A Practical Guide to the Theory of Colouring Hair

Internet Business Models

150 Best Interior Design Ideas

Kareena Kapoor was born to be a star! In her first-ever book, the ultimate glamour girl lets you into her fabulous life and reveals

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her best-kept style and beauty secrets. Bebo's fashion, beauty and make-up tricks and tips! Get a Size Zero body with Bebo's diet and fitness regime Replicate her looks from all her hit films Learn about Bebo's must-visit hotels and restaurants Learn how to treat and dress your man right and the inside story of the romance with Saif Ali Khan Ballet-inspired fitness for every woman! You don't have to be a professional ballerina to look like one! With Mary Helen Bowers' Ballet Beautiful, forget beating yourself up in the gym and suffering through starvation diets for some unattainable goal. You can achieve

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your ideal body and develop the strength, grace, and elegance of a dancer by following Mary Helen's proven program--one that's got everyone from celebrities to busy moms to executives raving! Ballet Beautiful is a fitness method that blends the artistry and athleticism of ballet with an easy, accessible eating plan that works for every body - and absolutely no dance experience is required. Created by professional ballerina Mary Helen Bowers, this transformative approach to fitness and health will reshape your body and your mind! Ballet Beautiful's three-fold approach is not an extreme workout

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nor is it a radical diet for an overnight fix; it's a roadmap to achieving and maintaining your ideal health, shape and size--all with the elegance and strength of a ballerina. Part One of the book introduces the program's empowering mindset, the key to supporting and guiding you through lasting change. Part Two, the Ballet Beautiful Method, consists of challenging, effective, and fun workouts that sculpt and tone sleek ballet muscles and build beautiful posture. Whether you have a full hour or only 15 minutes, you can tailor the program to your own schedule and needs. Part Three shares the

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Ballet Beautiful Lifestyle, a healthy, balanced approach to nutrition. With meal plans, shopping tips and quick but delicious daily recipes that will satisfy and nourish your entire body, it's a stress-free, diet-free plan that will help keep you feeling as strong and healthy as you look.

She thinks he's an arrogant playboy. He thinks she's an uptight prude. But he's about to make her an offer she can't refuse. Nicola Price used to have it all - a great career, the perfect boyfriend, an excessive shoe collection and an apartment in one of San Francisco's best neighborhoods. But when she

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gets knocked up and her a**hat boyfriend leaves her high and dry, Nicola's perfectly crafted world comes tumbling down. And stays that way. Now, Nicola is the proud single mom to a five-year old daughter and living a giant lie. She can barely afford their ghetto apartment and all the men she dates run when they hear she comes with a child. She's struggling and scared - and nowhere near where she thought she'd be at age thirty-one. Her saving grace comes in the form of a tall, handsome and wealthy Scotsman Bram McGregor, the older brother of her friend Linden. Bram understands a thing or two about pride, so

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when tragic circumstances place Nicola at rock bottom, he offers them a place to live in the apartment complex he owns. It's pretty much the perfect deal, so as long as she doesn't mind living beside Bram, a man that, despite his generosity, seems to antagonize her at every turn. But nothing in life is free and as Nicola gets her feet back on the ground, she discovers that the enigmatic playboy may end up costing her more than she thought. She might just lose her heart. Those McGregor brothers are nothing but trouble... "Need Of A Change" is a collection of 51 poetry and prose. This book is a flow of

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emotions and thoughts. The world seem to be unfair and imperfect but it has lot of happiness and joyful surprises for us but to get these all we have to bring change in our perspective and behaviour. Changing our self is a choice and we should make this choice if we want to bring a good change in our life. To see the world with a new and different perspective, there is need of a change.

Need Of A Change

Ageless Techniques to Invoke Natural Beauty

The Compu-mark Directory of U.S. Trademarks

Dot Grid Journal

Inspired by Nature Sketchbook

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Discover Your Natural Beauty Through Colour

Cassie was just an average teenage girl... Or so she thought. When a stranger suddenly appears and informs Cassie that she possesses an incredible talent, she is whisked away on a quest where she is expected to do the impossible.

This text draws on research to develop and integrate a framework to help students understand factors that surround a firm's performance and the central role that business models play in the face of the Internet.

New edition of a text that includes information on

contact dermatitis as encountered not only in the U.S., but worldwide. Dermatologists Rietschel (Oschner Clinic) and Fowler (U. of Louisville School of Medicine) present 39 chapters that discuss the pathogenesis of allergic contact hypersensitivity; practical aspects of patch testing; various types of dermatitis (noneczematous, systemic, textile and shoe, fragrance and plant, photocontact, occupational, gases and propellants, plastic, food additives and dyes, rubber, gums, rosin, natural resins, aquatic, and from medical devices, implants, and equipment); treatment and

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medications (topical corticosteroids, local anesthetics and topical analgesics; allergy to preservatives and vehicles in cosmetics and toiletries; contact urticaria, stomatitis, and cheilitis; and specific instructions for patients. Annotation copyrighted by Book News Inc., Portland, OR

The L.A. Candy trilogy is a fast-paced, fun, and realistic depiction of coming of age in Hollywood while starring in a reality TV show—written by a star who's experienced it all firsthand: Lauren Conrad, of MTV's #1 show *The Hills*. This #1 New York Times bestselling series provides a scandalous

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peek into the life of new reality celebrity Jane Roberts while dishing Hollywood gossip and drama at every turn. Includes: L.A. Candy Sweet Little Lies: An L.A. Candy Novel Sugar and Spice: An L.A. Candy Novel

L.A. Candy Complete Collection

The Confidence Factor

Twelve Years a Slave

Ayurvedic Beauty Care

Leaving Coy's Hill

How Not to Look Old

50 Things Your Hairdresser Wants You to

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Know is a consumer's guide to maximizing their salon experience. The reader will gain insight to finding the right hairdresser, communicating desires to hairstylists effectively, understanding the truth about salon products and services, and learning how to identify hair needs by type and texture rather than race.

Covers hair, skin, and nail care, make-up, style, health, posture, stress, nutrition, sexuality, contraception, fertility, menopause, and aging

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Forget about acacia seeds and goji berries. The secret foods for health, vitality and weight loss lie in our own kitchens and backyards. Top nutritionist Rujuta Diwekar talks you through the ten Indian superfoods that will completely transform you

An unforgettable story about the triumphs and travails of a woman unwilling to play by the rules, based on the the remarkable life of pioneering feminist and abolitionist Lucy Stone. Born on a farm in 1818, Lucy Stone dreamt of extraordinary

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things for a girl of her time, like continuing her education beyond the eighth grade and working for the abolitionist cause, and of ordinary things, such as raising a family of her own. But when she learns that the Constitution affords no rights to married women, she declares that she will never marry and dedicates her life to fighting for change. At a time when it is considered promiscuous for women to speak in public, Lucy risks everything for the anti-slavery movement, her powerful oratory mesmerizing even her

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most ardent detractors as she rapidly becomes a household name. And when she begins to lecture on the "woman question," she inspires a young Susan B. Anthony to join the movement. But life as a crusader is a lonely one. When Henry Blackwell, a dashing and forward-thinking man, proposes a marriage of equals, Lucy must reconcile her desire for love and children with her public persona and the legal perils of marriage she has long railed against. And when a wrenching controversy pits Stone and Anthony against each other, Lucy makes

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a decision that will impact her legacy forever. Based on true events, *Leaving Coy's Hill* is a timeless story of women's quest for personal and professional fulfillment within society's stubborn constraints. And as an abolitionist and women's rights activist fighting for the future of a deeply divided country, Lucy Stone's quest to live a life on her own terms is as relevant as ever. In this "propulsive," "astonishing," and "powerful" story, Katherine Sherbrooke brings to life a true American heroine for

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a new generation.

Dressing Long Hair

The Offer

L.A. Candy, Sweet Little Lies, Sugar and
Spice

Band Today

Internet Business Models and Strategies

Secrets of the Ueber-Brands

DISCOVER THE POWER of Silver Whether you're naturally graying, weaning yourself off the dye, or coveting the chic #grannyhair trend, your hair will shine with this empowering guide. Here are step-by-step tips on letting

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nature take its course—or using lowlights, highlights, blending, and toning to transition with minimal drama (and avoid a skunk line). Tips on haircuts, tricks for the best care (conditioning is crucial). Products, including the DIY variety. Plus, the most flattering clothing and makeup to accentuate any shade of gray. With unique treatments and techniques from hair guru Lorraine Massey, Silver Hair is a call for celebrating and enhancing your natural radiance, with thrilling results. Welcome to the inspiring guide for every woman who's ready to find her true colors. Written by the

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authors of the national bestseller Curly Girl, here is everything you need to know, from going gray stylishly to living silver gorgeously, including Silver Lining Stories and before-and-after photos of real women. Going silver is not just about a certain look, or saving time and money at the stylist—it's about fulfilling a deeper desire for authenticity, empowerment, and the freedom to be oneself at any age. So let's get started. Featuring: The many perks of naturally silver hair Style and beauty to play up the silver Toners and color blending Avoiding the skunk line Hair care routines

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DIY recipes, including Lavender and Verbena Herbal Hair Tonic Face-framing silver streaks Milady's Skin Care and Cosmetic Ingredients Dictionary, third edition, is a multi-purpose resource for cosmetic professionals and consumers alike. Part one puts cosmetics in the context of skin care. It provides an overview of skin physiology. In order to understand how and why a product works it is essential to understand how the skin works. It gives an overview of the complexity of cosmetic chemistry particularly with respect to product penetration, and highlights the current challenges facing cosmetic

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formulators. In addition, it offers comprehensive discussion of the various skin types and conditions in order to help professionals in their product selection. Lastly, it defines common cosmetic industry terminology used by cosmetic manufacturers, professional estheticians, marketers and the media. The second part is dedicated to helping cosmetic users identify the function and purpose of specific ingredients. It is an alphabetical dictionary that lists and describes not only active principles but all other categories of ingredients that comprise a skin care cosmetic. As scientific knowledge

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of skin physiology and cosmetic chemistry advances, so do cosmetic products. This volume puts everything in context in an easy to read, easy to understand, user-friendly format.

Vogue Futures Random House

(UK) Mademoiselle Vogue Beauty for Life Health, Fitness, Looks, and Style for Women in Their 30s, 40s, 50s -- Crown

Be inspired by Marjolein Bastin's passion for the natural world in this unique, inspirational sketchbook. The artist keeps detailed sketchbooks of the things she encounters in nature, combining both art and

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words. She draws inspiration from these sketchbooks to create her fully wrought, exquisitely detailed pieces of art. This book features sketches selected by Marjolein, with facing pages showing her finished art that was inspired by the sketches. Blank pages are included after each beautiful spread for the user's own drawings and thoughts. With a durable cover, an envelope in the back for nature finds, and a bound ribbon bookmark, this sketchbook is both beautiful and useful.

Simply Cassie

Great Gray Coverage

Indian Superfoods

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*Milady's Standard Cosmetology Textbook 2008
Pkg*

Vogue Beauty for Life

*Say Goodbye to the Dye and Let Your Natural
Light Shine: A Handbook*

An in-depth review of the latest trends in residential interior designs from internationally renowned architects and designers, showcasing 150 full-color profiles and 500 pages of color photos—an outstanding addition to the popular 150 Best series. In 150 Best Interior Design Ideas you'll find the most attractive, functional, and cost-effective design solutions for every room in

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the house. Some of the top architects and designers working around the globe today experiment with arrangement, color, texture, material, and finishes to create personalized spaces to suit every aesthetic preference. Featuring full-color photographs and diagrams, this exciting entry in the highly successful 150 Best series is an inspirational source of ideas to help you create beauty in your everyday surroundings, and is an essential reference of current trends in interior design for designers, decorators, architects, and homeowners. If you don't have confidence within yourself,

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why would anyone else have confidence in you? A lack of self confidence can affect anybody, whether you're the director of a company or a student at university, you can be taken advantage of, passed over for promotion without achieving your potential. When you have self-esteem, assertiveness and confidence you stand up for yourself, you know what you want and go for it. You are the best you can be. Annie Ashdown, Harley Street Master Hypnotherapist and Confidence Coach, had no confidence for many years, but gradually developed the 7 secrets to self-confidence which transformed her life. Packed

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with insightful advice, top tricks and tips from successful people and practical techniques, font color="#FDD017"The Confidence Factor reveals the secrets for gaining confidence, explains what is confidence and how to be confident, discover: Accessible advice and practical tips on gaining self-confidence Straightforward techniques that have immediate effect The confidence tricks high-profile successful people use The seven traits of self-confident people The Confidence Factor will explain the 7 simple steps to getting confident and mastering your emotions so you can feel

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strong whatever life throws at you.

This is a guide to colour analysis, with the colour me beautiful system that shows you how to look your best all the time, and identify the colours that work best for you. It will help you choose clothes and accessories to suit you, and to colour co-ordinate your wardrobe.

Milady Standard Barbering, 6th edition, continues to be the leading resource in barbering education, providing students with the foundational principles and techniques needed to be successful while in school, pass their licensing exam, and launch them into a

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thriving career. Incorporating new photography, artwork and overall layout, the look and feel of this edition has been transformed, resulting in a sleek and clean design to engage and inspire today's student. Content has been updated within each chapter with a major focus on the procedures, infection control, life skills and business chapters, just to name a few. In addition, classic techniques have been paired with contemporary looks to ensure success both while in school and beyond to employment. Important Notice: Media content referenced within the product description or the product

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text may not be available in the ebook version.

From Physiology to Formulation

Fast and Effortless Ways to Look 10 Years

Younger, 10 Pounds Lighter, 10 Times Better

The Hair Colour Book

Mademoiselle

Texts and Cases

Hair Care

v. 3. Explains 9 techniques on how to handle every gray coverage problem you will ever encounter PLUS, you will learn how to make gray hair any color you wish.

"Having been born a freeman, and for more than thirty

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years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt

Fate has landed Tristan and Erik homeless during the harsh New York City winter. Along comes Ian, a writer by profession, who decides to try and help the two young adults out. Offering them a place to stay and finds them jobs until they can get back on their feet. However, fate

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has other plans in store for the young couple. Contains mature themes.

A Novel

Health, Fitness, Looks, and Style for Women in Their 30s, 40s, 50s--

Trade Secrets from a Top New York Dermatologist

A Ticklish Affair and Other Stories

Milady Standard Barbering

Skin Rules