

## **Real Beauty CEO, Jude Grimm, Goes Green, Naturally with Book Debut**

*Self made beauty expert, entrepreneur and CEO of Real Beauty LLC, Jude Grimm, launches revolutionary book about natural beauty, shopping green and the secrets of the beauty profession. CEO of Real Beauty LLC and self made entrepreneur, Jude Grimm, launches her much anticipated book "Get Real Beauty" about beauty and the importance of shopping green.*

([PRWeb](#)) July 9, 2007 -- Entrepreneur and Real Beauty CEO, Jude Grimm launched her hip and enlightening guide about shopping green and embracing real beauty. "Get Real Beauty" ([www.getrealbeauty.com](http://www.getrealbeauty.com)) will revolutionize the beauty profession as we know it. The easy to read guide features everything from understanding your face shape to shopping for green, environmentally friendly products. Jude discusses the modern history of beauty that will become a new criteria for choosing a beauty professional.

"I am passionate about people, the environment and individual beauty," Grimm confesses, "so being able to write a book about real people and real beauty is my top priority. I want everyone to have the information at their fingertips in a beautiful, no nonsense guide."

Jude began testing her book before it went to print. She was a quarterly guest speaker for the past three years at the University of Washington in the International Business and Marketing Program for Dr. Jessica Stone's senior class. It was there she realized she was on a fast track to information that created a bridge between the beauty profession and the consumer. The easy to read guide features everything from understanding your face shape to shopping for green products. "Get Real Beauty" explains the simplicity of hair color both in and out of the salon and how to have a meaningful conversation with your hairdresser before your appointment. This book covers everything from choosing eyeglass frames and plastic surgery to a chapter for the "bride-to-be". "Get Real Beauty" is a glimpse of what goes on from behind the chair of a real beauty expert and the secrets behind a profession that generates over \$135 billion dollars per year. You won't look at shampoo the same way again.

### About Jude Grimm and Real Beauty LLC

Jude Grimm is the CEO of Real Beauty LLC and has a passion for beauty, people and the environment, and because of her diverse experience as a beauty professional she has a commitment about creating a new model for products, seminars and guides.

Jude at 21, was launched from an apprenticeship with Vidal Sassoon in San Francisco. Jude is currently developing her trademarked product line called "Real Beauty" with the best green chemists and manufacturers. Jude is the creator of "Real Beauty" Boot-camp seminars. Jude is currently filming "in the street" interviews on the West Coast.

For more information, please visit [www.getrealbeauty.com](http://www.getrealbeauty.com)

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