



The Sweet Life: Find Passion, Embrace Fear, and Find Success on Your Own Terms

Dulce Candy Ruiz

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The YouTube star and beauty guru shares her hard-won lessons on success, style, and finding the sweetness in all aspects of your life.

Since posting her first makeup tutorial in 2008, Dulce Candy has become one of the top beauty stars on YouTube, boasting more than 2 million subscribers and garnering hundreds of millions of views of her bright and energetic videos.

But before she became a style icon and a role model to millions of young women, Dulce struggled to make her way in the world. Having emigrated with her family from Mexico to the United States when she was six years old, Dulce battled depression and low self-esteem as a teenager and eventually enlisted in the army in an attempt to turn her life around. It was here, on the battlefields of Iraq, that she finally uncovered and embraced her true passion—fashion and beauty—and gained the confidence to move on from her past, follow her dream, and launch what would become her wildly successful brand.

The Sweet Life chronicles Dulce Candy’s inspiring story, showing that anyone can be successful no matter their background and sharing the hard-won lessons that helped transform her from a shy, self-doubting teenager into a confident business woman and beauty expert. According to Dulce, you can’t live the sweet life until you accept who you are—flaws and all—and take chances—knowing that failure is just a part of learning and fear is a sign that you’re trying something new and exciting.

Drawing on anecdotes from her own life and career, Dulce offers advice on building a personal brand (“Know what makes you different”), building confidence (“Fake it till you make it”) and balancing the personal and the professional (“Don’t settle when you settle down”). She also emphasizes the importance of both inner and outer beauty, encouraging women to love themselves, ignore the critics, and flaunt their own original style.

Part memoir, part manifesto, *The Sweet Life* is a fun, inspirational guide for any woman who wants to find success and happiness without compromising who she is.

From the Hardcover edition.

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