

Woman's Day

February 1, 2007

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To Dig Into



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wd you
BEAUTY

6 ways to
make your
skin look
its very
best

look younger

You already know to cleanse, moisturize and wear sunblock every day. We've got the other secrets to turning back the hands of time.

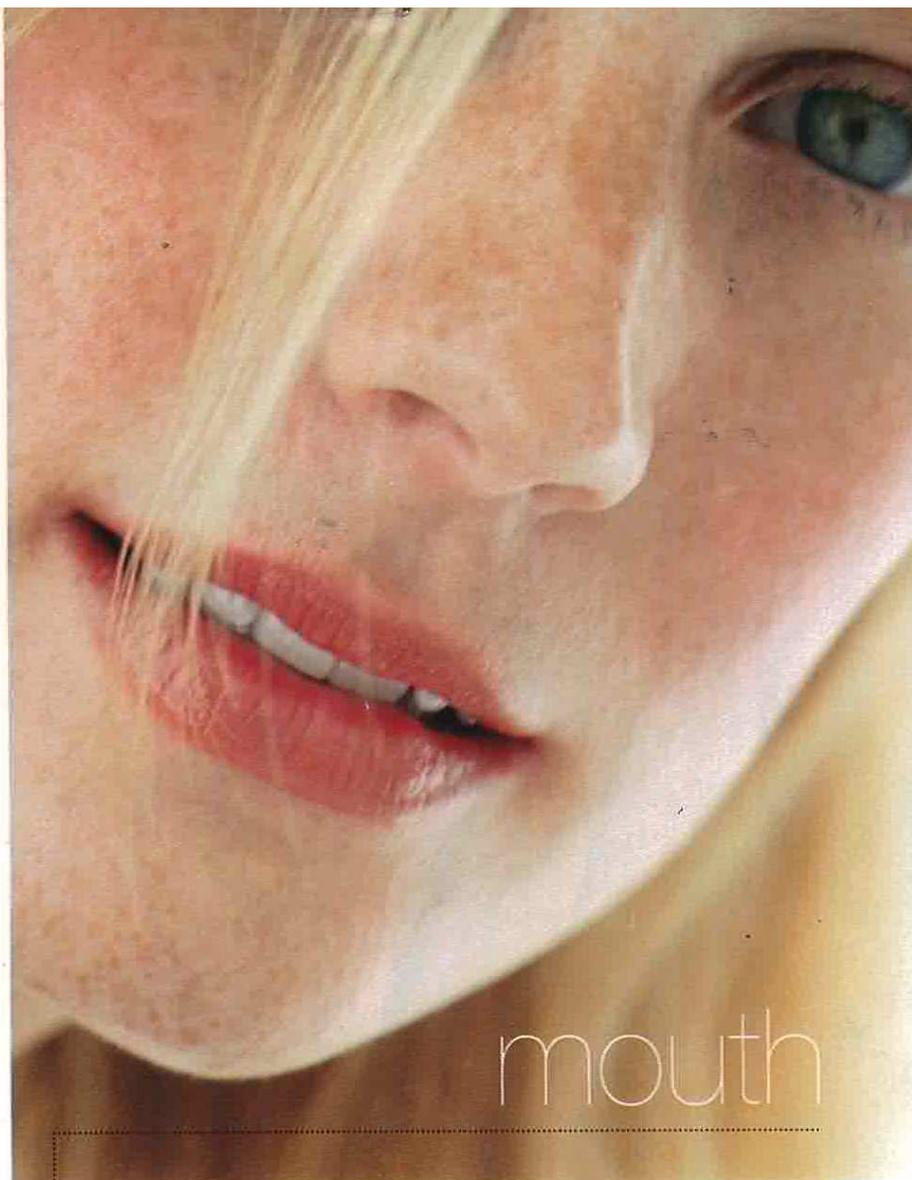
face

1 bring back the youthful glow

When skin starts to look dull or sallow, a quick fix is to add a serum to your daily routine. These lightweight fluids (or oils) are super-concentrated and are absorbed quickly, which means you get a blast of antiaging benefits. In the morning, you can use it under makeup. At night, apply it before your regular moisturizer to help it penetrate more deeply and give skin a double dose of good-for-you ingredients. One to try is Roc Protient Fortify Lift and Define Serum, 1.7 oz for \$19.99.

now

PHOTOGRAPHS BY ISABEL GARCIA



mouth

2 lock on to luscious lips Does your lipstick start to feather an hour after you put it on? As we age, our lips get thinner and drier, their shape is less defined and the fine lines around them are much more noticeable, particularly if you are or were a smoker. To help lips stay full and kissable, use a lip moisturizer with peptides, which help plump and improve definition. The new Aveeno Positively Radiant Lip Enhancer, 0.12 oz for \$6.99, can be used with or without your favorite lipstick.

3 no more marionette lines The deep lines that run from nose to mouth are a result of fat loss and sagging skin, two inevitabilities of the ticking clock. To the rescue: deep-wrinkle treatments, which are just coming to market. One that really impresses us is Good Skin Pharmacy Tri-Aktiline Instant Deep Wrinkle Filler, 1 oz for \$39.50. The cream fills in lines immediately, plumps the area around them and reduces them further in four weeks.



hands

4 help for hands With so much focus on the face and neck, hands often get short shrift. But that's a mistake—hands show our age, too. Slather on a hand cream that contains hydroquinone, an FDA-approved lightener for brown spots and freckles. Try Porcelana Fade Dark Spots Daytime Treatment, 3 oz for \$7.79. It contains sunscreen to prevent future damage.

at the doctor's office

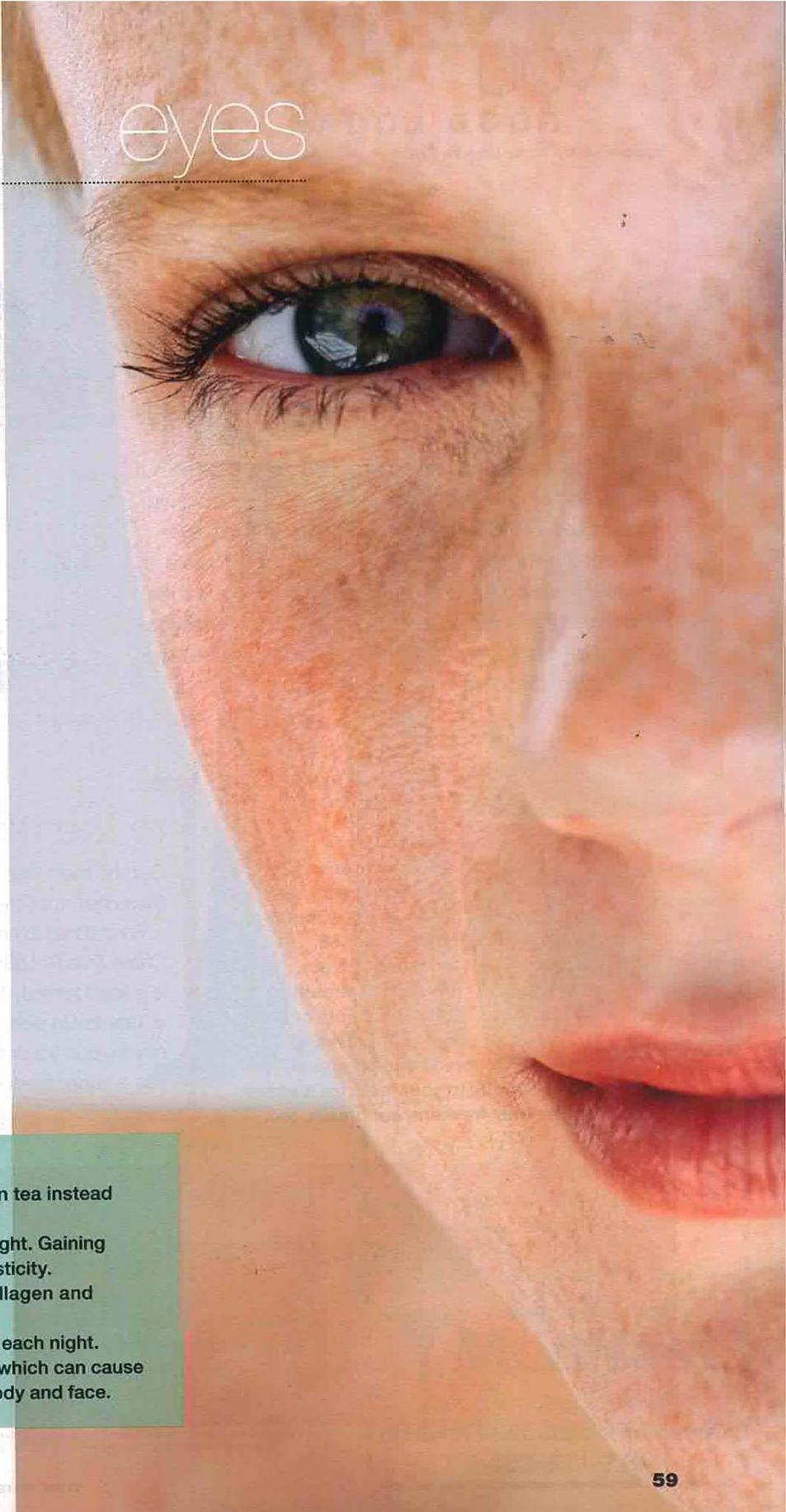
BOTOX Forget what you've heard about "frozen" faces—doctors today are much more knowledgeable about how much to use and exactly where to inject it, so all those wrinkles get softened. "Patients say it makes them look like they've had a week's worth of sleep," says Michael Kane, M.D., of New York City. Botox is used on the upper half of your face and is very effective on forehead furrows. Cost: \$400 and up; lasts 4–6 months.

RESTYLANE "We lose fat in our face as we age, particularly around the eyes," says Dr. Kane. That's where Restylane, an injectable filler derived from hyaluronic acid (something your body produces), comes in. It fills up the hollows underneath your eyes, making dark circles a thing of the past. Cost: \$550 and up; lasts 8–10 months.

PERLANE For deep lines around the mouth and sunken cheeks, Perlane is the newest and most efficient kid on the injectables block. A cousin of Restylane, Perlane adds more volume, thanks to its thicker consistency (for these reasons, it's not for the eye area or lips), according to Jeffrey Dover, M.D., of Boston. Cost: \$600 and up; lasts 6–7 months.

JUVIDERM Thinning lips can also be plumped up with an injectable filler. Mary Lupo, M.D., of New Orleans, is excited about Juvederm, recently approved by the FDA. It's similar to Restylane but since it's a gel, Dr. Lupo says it's easier to work with and can be less painful as it's injected. Bonus: When your lips are fuller, lines around the mouth are less noticeable. Cost: \$550 and up; lasts 6–9 months.

FRAXEL LASER This rejuvenating laser can help refresh skin, says Cameron K. Rokshar, M.D., of New York. It removes the top layer of skin to stimulate collagen production. New skin is tighter, pores are smaller and moisturizer absorbs better, making it more effective. Cost: about \$1,200 for one session. More than one treatment may be recommended. Results vary.



eyes

5 kick the crow's-feet out of the nest

When those lines your husband used to call "sweet" have morphed into full-fledged wrinkles, break out the new Olay Regenerist Eye Derma-Pods, 24 for \$24.99, up to three times a week. The pod gently exfoliates and massages the eye area while depositing a blast of good-for-you ingredients, reducing the appearance of fine lines.

6 bye-bye circles

If you've been going through a tube of concealer a month, it's time for an all-out offensive. Try Pond's Age Defeye, 0.5 oz for \$13.99. It's a combo gel and cream that reduces puffiness and covers dark circles with light-reflecting particles. To actually improve the dark circles, Hylexin, 0.78 oz for \$95, helps strengthen the small veins under the eye, fixing dark circles. It's pricey, but followers swear by it.

beyond skincare

- Drink antioxidant-filled green tea instead of coffee.
- Try to maintain a healthy weight. Gaining and losing weakens skin elasticity.
- Eat berries for improved collagen and blood flow.
- Get at least 7 hours of sleep each night.
- Avoid polyunsaturated fats, which can cause inflammation of both your body and face.