

*Special Issue*

# allure

THE BEAUTY EXPERT

OCTOBER 2011

**BEST OF  
BEAUTY**

**193**

**WINNING  
PRODUCTS**

**11 HALL OF  
FAMERS**

**EDITOR-TESTED, EXPERT-APPROVED  
LIPSTICKS, MOISTURIZERS,  
MASCARAS, ZIT ZAPPERS, HAIR TAMERS,  
And So Much More**

**PLUS: CHEAP THRILLS!**  
The Greatest Bargains for Under \$9



**OLIVIA  
WILDE**

And the Truth Behind the  
Gossip, Gossip, Gossip

**AMAZING  
BREAKTHROUGHS**

Straighter Hair, Fewer  
Wrinkles, Smoother Skin  
& Smarter Sunscreen

*Rock & Roll*  
**HAIR**

7 SEXY, CLASSIC STYLES

**HOW IT WORKS:** The formula clears skin in two ways: Micronized benzoyl peroxide, with much smaller particles than the traditional formulation, penetrates the pores more deeply to destroy acne-causing bacteria and regulate oil. Lipohydroxy acid (LHA) has been shown to exfoliate six times more effectively, but far more gently, than the regular salicylic acid from which it's derived. In a company-sponsored study, subjects' inflammatory acne was reduced by 60 percent after ten days, while whiteheads and blackheads decreased by 63 percent.

**WHAT AN EXPERT SAYS:** "This is an outstanding product," says Doris Day, clinical assistant professor of dermatology at New York University Langone Medical Center. "It combines smaller molecules of benzoyl peroxide with LHA, a very gentle exfoliating ingredient. This helps clear acne faster without causing irritation or overdrying, which is so often a problem with acne treatments that use other ingredients, like glycolic acid."

### LaViv



Injectable fillers add volume back to the creases and furrows that are all but inevitable with age. But the effects only last up to six months, and for a small but still significant percentage of users, fillers can also produce allergic reactions and unsightly lumps at the injection site. LaViv, however, works in a completely new way. It's the first injectable that takes your own fibroblasts—the building blocks of collagen, elastin, and growth factors—and reproduces them in a lab for use in filling wrinkles. The payoff: Skin stays plump and smooth for up to a year, without adverse side effects.

**HOW IT WORKS:** The process sounds like something out of *Gattaca*: It requires that your dermatologist remove a tiny piece of skin from behind your ear, which is then sent to a lab in Exton, Pennsylvania. There, technicians multiply the skin sample into 500 million collagen-producing fibroblasts, then pack them into small vials and freeze them at -292 degrees Fahrenheit. Whenever you want an

injection, a vial can be overnighted to your doctor's office. Each treatment consists of three sessions, three to six weeks apart. Since the injection is only a small amount of watery fluid with fibroblasts—rather than a thicker substance designed to fill right away—the results aren't immediate. However, in two double-blind clinical trials, dermatologists observed visible results by the third treatment and a significant

improvement in moderate to deep nasolabial wrinkles six months later.

**WHAT AN EXPERT SAYS:** "The results are truly impressive—I've spoken to patients a year later who are still very happy," says Fredric Brandt, a dermatologist in Coral Gables, Florida, and New York City who served as the lead investigator for the clinical trials. He predicts that LaViv will have many other therapeutic uses, including improving acne and burn scars. "It's also very safe—injecting your own fibroblasts into your skin is simply a way of increasing normal cell activity," says Brandt, who adds that once you've banked your cells, you won't run out. When the supply gets low, the lab can grow more.

### Neutrogena Wet Skin sunscreen line



Remember those T-shirts in the '80s that proclaimed "Life's a Beach"? Until recently, the same could be said of reapplying sunscreen right after climbing out of the pool or ocean—smear a palmful onto wet skin, and all you got was a mess. Now there's no need to towel off: Neutrogena's new formula works on even the wettest skin, making it an especially good choice for hot days when you prefer to stay damp.

**HOW IT WORKS:** The concept is as brilliant as it is simple: Neutrogena scientists suspended their Helioplex technology in a water-repelling formula that cuts through any surface wetness, allowing the broad-spectrum protective ingredients to form a film that adheres to the skin underneath. Company-sponsored tests show the sunscreen is just as effective on wet skin as it is on dry, and does not streak or turn white.

**"It's a great alternative for women who don't like fussy extensions but do want to enhance their lashes."**

**WHAT AN EXPERT SAYS:** "A lot of people get sun damage because they don't reapply their sunscreen after swimming, so anything that encourages reapplication is a good development," says Jeannette Graf, assistant clinical professor of dermatology at Mount Sinai Medical Center in New York City. "And Neutrogena's testing showed that while competitive brands ran when applied to damp skin, their formula adhered to the skin and provided full protection. That's a real breakthrough."



### Luster Now Instant Whitening Toothpaste

Sure, there are plenty of effective tooth-whitening products out there, but they all require an even more precious resource than time: patience. Toothpaste can take weeks to buff away surface stains, and even the fastest-acting bleaching kits and strips take time and require a vigilance that would challenge a Buddhist monk. (Don't eat! Don't drink! Don't talk!) Chemists at Luster are offering instant gratification for anyone with less-than-pearly whites: a toothpaste filled with microscopic, blue-tinted spheres that immediately brighten teeth for hours.