

Special Issue

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THE BEAUTY EXPERT

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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 action of brushing turns the minty toothpaste into a foam containing a mix of tiny, blue-tinted particles and adhesive polymers called Bluverite, which sinks into the pores of the teeth and forms a temporary bond with the surface. Now for the part your grade-school art teacher will appreciate: The Bluverite cancels out any yellowness on the teeth, creating the illusion of whiteness. Teeth and gums can look slightly blue after rinsing, but this disap-

HOW IT WORKS: No matter how powerful your sunscreen, some UV rays inevitably make it through to the skin. The space-age active ingredient in this lotion harnesses the power of this residual light for good rather than evil. As light hits the cream, the rays are drawn toward absorbent noni-fruit polyphenols (a kind of tannin present in many fruits) in the center of each molecule. Along the way, they pass through a phosphate-crystal shell on the outside that acts like a tiny

HOW IT WORKS: The key ingredient, African Anogeissus bark extract, does two things. It protects existing collagen and elastin by inhibiting enzymes, called MMPs, known to degrade them. And it generates more fibrillin, a springlike filament that gives skin bounce. "We've talked about collagen and elastin for decades, but no one mentions fibrillin because retinoids were really the only ingredient that effectively stimulated this key component of skin—until we discovered this plant," says Lizz Starr, executive director of product development for Origins. In a company study, the serum reduced lines by 51 percent after four weeks and by 57 percent after three months. Doctors also noted a 64 percent improvement in visible skin lifting and a 41 percent improvement in firmness after three months.

This space-age active ingredient **harnesses** the power of UV light for good rather than evil.

pears within a few minutes. The whitening effect lasts for about five hours.

WHAT AN EXPERT SAYS: "I love this kind of outside-the-box thinking," says cosmetic chemist Jim Hammer. "This is actually an old technique, dating back to the 1950s, when laundry detergents would add 'bluing' to a wash to make it whiter. Blue-white is perceived as cleaner and brighter than yellow-white, and depositing a temporary tint on the teeth really does make them appear whiter and therefore brighter."

prism, transforming the rays into the exact wavelength of red light known to boost collagen in the skin. In clinical trials, subjects exposed to two hours of sunlight per day over a 60-day period showed 75 percent fewer wrinkles and an 82 percent increase in skin elasticity.

WHAT AN EXPERT SAYS: "This cream emits the same red light used in LED treatments, so it really is simulating in-office light therapy," says Graf. "And while it obviously won't generate the same intensity, this reaction in the skin can result in comparable anti-aging results over a couple of months."

WHAT AN EXPERT SAYS: "I prescribe retinoids because they work, but for those people whose skin can't tolerate them, this really is a breakthrough," says Graf. "The serum will reduce their lines and wrinkles and improve skin density without the discomfort."



DermaDoctor Photodynamic Therapy Sunlight-Activated Laser Lotion With SPF 30

Dermatologists have been using different wavelengths of light in Intense Pulsed Light and LED treatments to battle wrinkles and improve skin tone for a decade. Since the zaps are generally painless and entirely safe, it's no surprise that at-home devices quickly followed. But here's something we never saw coming: DermaDoctor has now developed a topical cream that is able to transform harmful UV rays into beneficial red light that helps smooth lines without the use of a machine.



Origins Plantscription Anti-Aging Serum

A simple plant extract competing with the most widely prescribed wrinkle fighter known to man? Doesn't seem fair. But when a biologist stumbled across a tree bark in Ghana that seemed to mimic the action of prescription retinoids, Origins decided to compare them—you know, just to see how its little guy measured up. The results: The Plantscription serum was shown to have 88 percent of the visible-wrinkle-reducing power of a retinoid without any of the photosensitivity, dryness, redness, or itching.



PaloVia Skin Renewing Laser

Whenever we are in danger of taking our jobs at *Allure* too seriously, we remind ourselves that beauty isn't rocket science. Except, of course, when it is: The PaloVia home laser is the result of years of work by a former Russian rocket scientist (OK, *technically* he was a laser physicist). His team toiled to find a way to shrink the huge fractional-laser machine in the doctor's office that erases wrinkles down to something that can fit on your vanity, all at the comparatively low price of \$499. You do have to use it every day for a month (versus a few times a year in the doctor's office at up to \$500 a pop), but the savings are impressive—and so are the results.

HOW IT WORKS: Like its in-office counterpart, PaloVia delivers short pulses of microfine laser light that create tiny wounds below the skin's surface. These wounds, in turn, stimulate collagen pro-

duction. “The difference is that a doctor will do a few powerful treatments covering a large surface area, whereas PaloVia is used every night on the skin around the eye area only,” says Richard Bankowski, field clinical director at Palomar Medical Technologies, which makes the PaloVia. All you have to do is place the device directly over the wrinkle you want to treat and press the button, moving down the wrinkle and repeating up to four times, depending on its length. Each zap lasts about three seconds and feels like the mild rubber-band snap common to lasers. Built-in safety features ensure you won’t burn yourself, and any redness around the eye area should dissipate by the next morning. After one month of daily treatments, 92 percent of subjects’ wrinkles were significantly reduced in company studies. To maintain these results, Bankowski recommends reblasting the area twice a week. And because the laser is so gentle, the PaloVia is even safe for women with dark skin, who can’t get doctor’s-office fractional-laser treatments due to a risk of hypopigmentation.

WHAT AN EXPERT SAYS: “This is a major step forward—it opens the door for many more applications of laser technology at home and sets a new standard for safe designs that really work,” says David H. McDaniel, assistant professor of clinical dermatology at Eastern Virginia Medical School in Norfolk. “If you use the device as directed, you should see improvement around the eye area that is similar to the office treatment.” And while it is only approved for the eye area now, he believes similar designs for stretch marks and scars, along with other ones for upper lip lines, could follow in the future.

KeratinEarth



Devotees of salon hair-straightening treatments endure noxious chemicals, tedious appointments, and sky-high price tags for a reason: They transform even the frizziest hair into straight,

silken locks for up to six months. Unfortunately, they also decimate hair in the process, making it prone to breakage and dullness. KeratinEarth is closing the gap between laborious salon visits and less-impressive home straighteners: In under 30 minutes, the \$99 at-home kit delivers fuzz-free sleekness that lasts anywhere from 30 days to three months (depending on how curly your hair was to start)—all while protecting hair from damage. And there’s a small but welcome bonus: Unlike with salon treatments, KeratinEarth users don’t have to wait 48 hours before they can shower.

HOW IT WORKS: The amount of bend in your hair is determined at the microscopic level: The more disulfide bonds you have in the cortex of each strand, the curlier it is. The innovative straightening formula in KeratinEarth breaks down those bonds with a complex that contains urea and sulfite, changing the

hair’s texture from the inside, while conditioning agents knit proteins to the outside of each strand to repair any damage. The final smoothing step: running a flatiron over the hair to set its sleek new configuration and activate wheat proteins that form a protective barrier around the hair while you style it. (This also helps add shine.) Company clinical data shows that the formula is suitable for all hair types, including color-treated and very coarse strands.

WHAT AN EXPERT SAYS: “This is not only comparable to some salon treatments—it’s better,” says Wilson. “Many salons use chemicals that get hair very straight but can also cause damage to the cuticle. The ingredients in KeratinEarth protect against heat damage and help restore the cuticle. Not only is your hair straight, but it should also feel much softer and look healthier, too.” She notes that the results vary with the degree of natural curl in the hair: Straightening effects will last longer on women with wavy hair versus very curly locks.

Shiseido Benefiance WrinkleResist24 line



As if we don’t have enough to worry about, it turns out that there’s a mostly unheard-of way the sun ages skin. Not only do UV rays attack healthy cells and create free radicals, they also stimulate a nasty little enzyme called heparanase, which plays a significant role in wrinkle formation. Shiseido scientists sifted through more than 20,000 ingredients until they found three that help block the enzyme, and put them in

Depositing a temporary tint really does make teeth appear whiter and brighter.

their Benefiance WrinkleResist24 anti-aging creams and lotions.

HOW IT WORKS: When sunlight hits the skin and triggers the production of heparanase, the enzyme causes the dermis to secrete a substance called elastase, which breaks down the skin’s elastin network. Three ingredients, found in all of the products in the WrinkleResist24 line (except the cleanser), work to halt this process: Mukurossi extract, from the peel of a tropical fruit, neutralizes 50 percent of the enzyme’s activity, while a freshwater algae and something called gambir-plant extract help inhibit elastase. And, since prevention isn’t everything, the formula also includes a tried-and-true amino acid that increases production of new collagen while boosting firmness and elasticity.

WHAT AN EXPERT SAYS: “This is the first skin-care line I’ve seen that addresses heparanase, which, if left unchecked, accelerates aging,” says Graf. “The formula has wrinkle-smoothing ingredients, but combining them with this preventative measure means you’re slowing tissue