

Woman's Day

LIVE WELL EVERY DAY™

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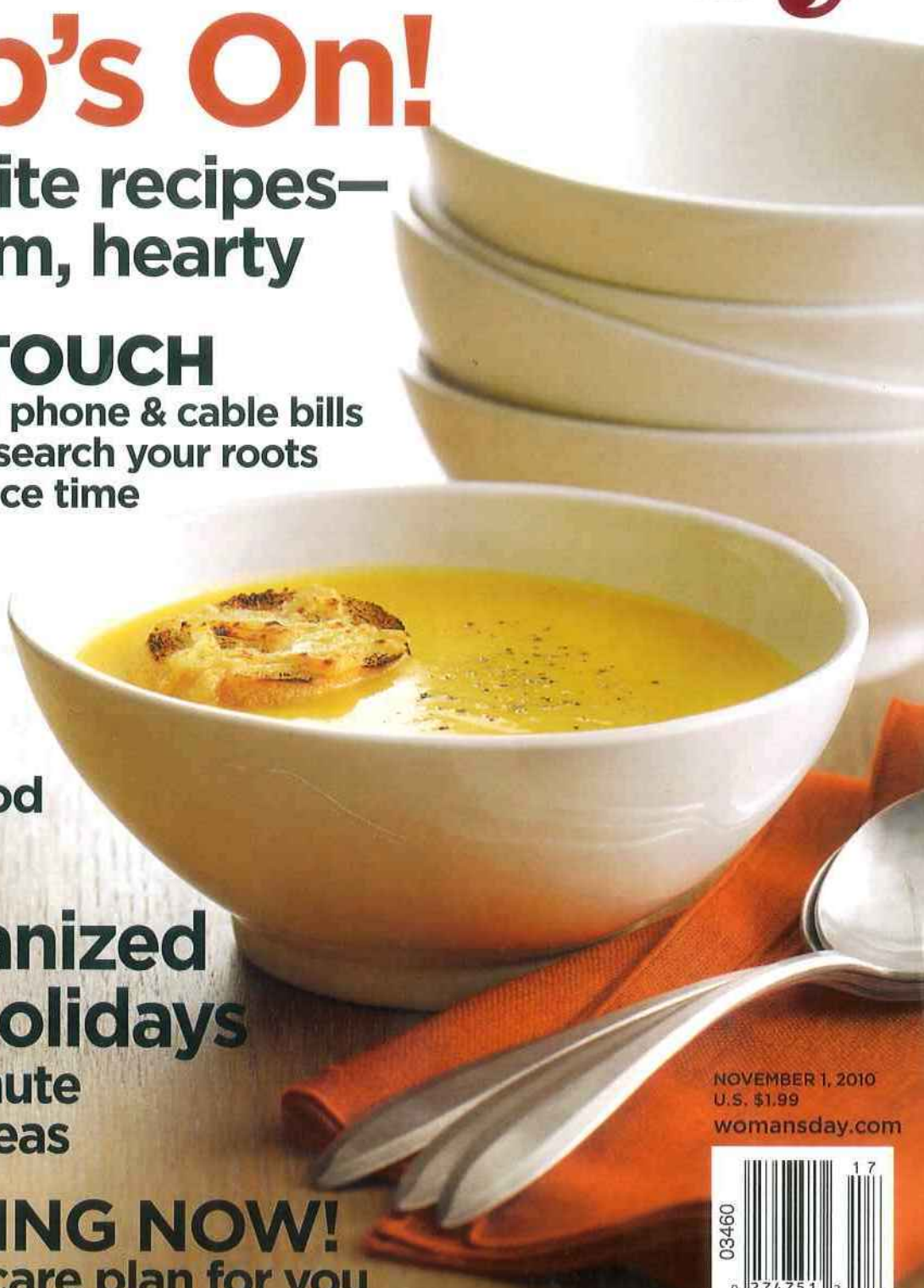
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The best skincare plan for you

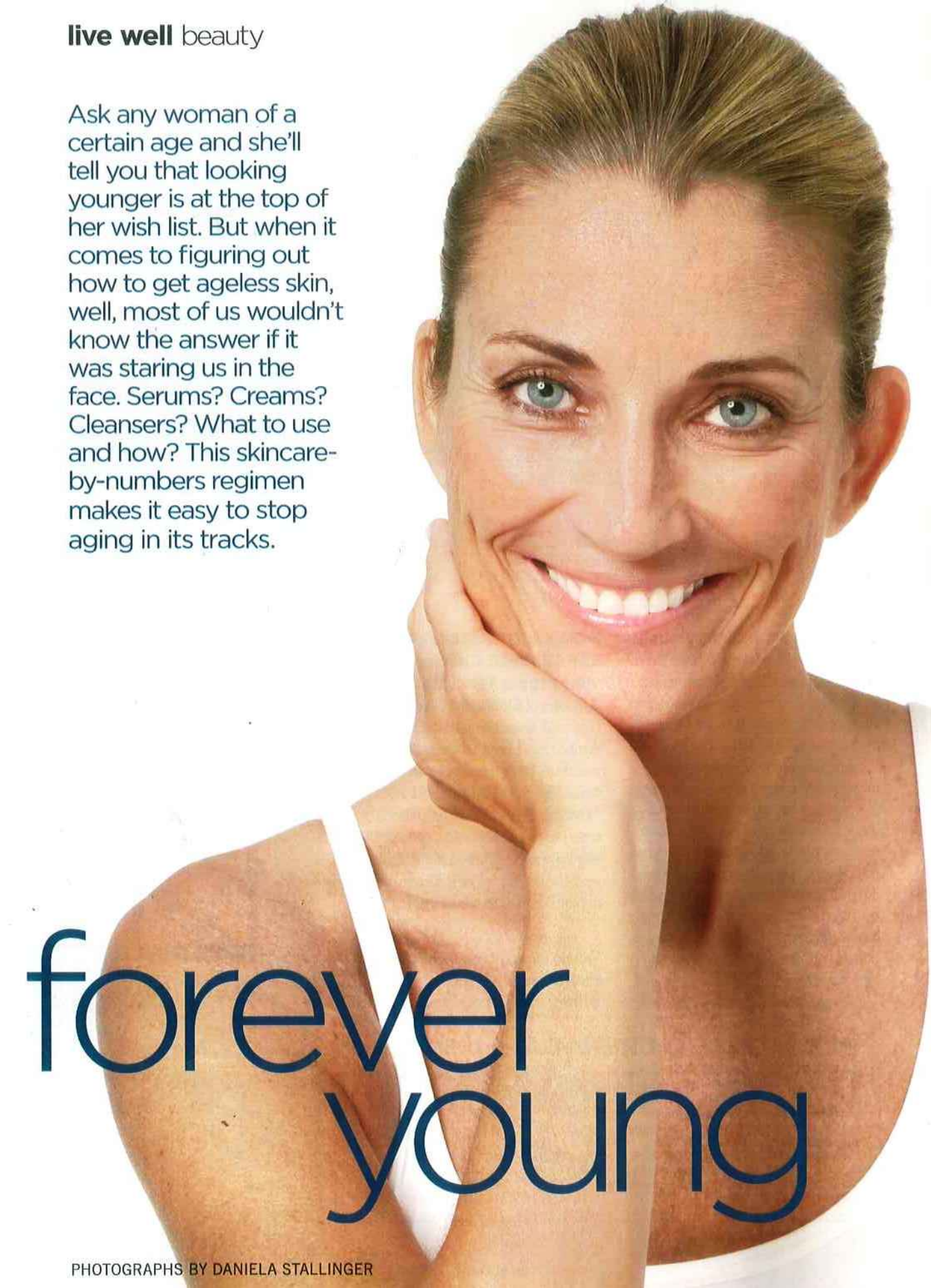


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live well beauty

Ask any woman of a certain age and she'll tell you that looking younger is at the top of her wish list. But when it comes to figuring out how to get ageless skin, well, most of us wouldn't know the answer if it was staring us in the face. Serums? Creams? Cleansers? What to use and how? This skincare-by-numbers regimen makes it easy to stop aging in its tracks.



forever
young

PHOTOGRAPHS BY DANIELA STALLINGER

your morning routine

1

wash your face Using a non-soap cleanser and warm water, remove dirt and oil to create a canvas for products, which you'll be applying in order of consistency, from thinnest, like gels, to thickest, like creams, so they properly penetrate skin, says Kathy Fields, a San Francisco dermatologist and cocreator of Proactiv.

2

treat your eyes "The area around your eyes is the first place to show visible signs of aging—fine lines and wrinkles," says Gary Goldfaden, MD, a Miami-based dermatologist. The skin here tends to be thinner, drier and more sensitive than any other area on your face, so gently pat a pea-size amount of cream on the undereye area with your ring finger, which applies the least pressure. Start below the inner corners of eyes and move out toward your temples. Pick the formula that will attack your trouble spots.

IF YOU HAVE...

PUFFY EYES As you age, circulation slows and eye ligaments weaken, pushing fat forward. Apply a cream with aloe vera to soothe swelling or caffeine to boost circulation. **Origins GinZing Refreshing Eye Cream** (\$29.50; *origins.com*) has caffeine from coffee and ginseng.



DARK CIRCLES Blame heredity for raccoon eyes, caused by pooled blood in blood vessels. To promote circulation, use cream with caffeine or grapeseed extract. Both are in **Good Skin Labs Eyliplex-2 Eye Lift + Circle Reducer** (\$39.50; *kohls.com*), a day gel and a night balm.



CROW'S-FEET Over time, collagen, a firming protein, breaks down and causes wrinkles. Choose a cream with amino acids, which trigger collagen production. **L'Oréal Paris Collagen Micro-Pulse Eye** (\$20; at drugstores) even has a vibrating massager to stimulate blood flow.



CREPEY SKIN Got bags? When skin loses collagen, it becomes less elastic and sags. Apply an eye cream with hyaluronic acid, like **Mario Badescu Hyaluronic Eye Cream** (\$18; *mariobadescu.com*), to lock in moisture and kick-start collagen production.



3

moisturize Each time we wash our face, we remove some of its natural moisture—and if we don't apply something to replace what's missing, skin becomes dehydrated. "Maintaining a moisture balance in our skin reduces the appearance of fine lines, prevents sensitivity and controls oil production," says Jennifer Linder, MD, a Scottsdale, Arizona-based dermatologist. Apply a dime-size amount of the formula for your skin type to each cheek and massage it into your face, neck and chest. If your lotion doesn't have SPF, follow up with sunscreen.

IF YOU HAVE...

DRY SKIN The culprits: a change in hormones or the weather, or using alcohol-based cleansers or bar soap. Try a cream with a humectant, like glycerin, which attracts moisture to skin. Our pick: **Garnier Nutritioniste Moisture Rescue UV-Lotion SPF 15** (\$8; at drugstores).



UNEVEN SKIN TONE You could be suffering from a loss of collagen and elastin or too much sun. Apply a cream with peptides, which firm up elasticity, and soy or licorice extract, which lighten dark spots. One to try: **First Aid Beauty 5-in-1 Face Cream SPF 30** (\$38; *sephora.com*).



COMBINATION SKIN An oily T-zone (dry on cheeks; oily on forehead, nose and chin) is probably due to hormones or genetics. Look for a lightweight moisturizer like **Clinique Moisture Surge Extended Thirst Relief** (\$34; *clinique.com*), which has dimethicone, a hydrating skin conditioner, and soothing green tea.



your night routine

1

wash and exfoliate As you do in the A.M., wash with a gentle cleanser. Once a week, switch to an exfoliating cleanser that goes deep, removing dead skin cells that build up and cause uneven texture, suggests Frederic Brandt, MD, a dermatologist in Miami and New York City.

2

treat your eyes
Apply the same eye cream you used in the morning.

3

pump on serum Consider serums the SWAT team of beauty products: You bring them in when you've got a specific problem (age spots, hyperpigmentation, fine lines and wrinkles) and nothing else seems to be working. "Serums have a higher concentration of active ingredients and seep deeper than moisturizer into your skin layers to deliver nutrients that help repair your skin," says Kenneth Beer, MD, a West Palm Beach, Florida-based dermatologist. Serums are lightweight, super-hydrating and typically won't clog pores. Pump a pea-size amount onto the back of your hand and use your ring finger to gently massage it into trouble spots.

IF YOU HAVE...

AGE SPOTS Your go-to ingredient: kojic acid, which is found in (of all places) mushrooms. It blocks the skin's tyrosinase enzyme, which creates melanin, the pigment that determines how light or dark skin can get. Try **PCA Skin Pigment Gel** free (\$42; 877-PCA-SKIN).



DULL SKIN Want to glow again? Apply a serum with alpha hydroxy acids (AHAs), fruit acids that gently exfoliate skin to reveal fresh, younger cells. Antioxidant-rich **Yes to Blueberries Age Refresh Intensive Skin Repair Serum** (\$20; target.com) has AHAs blueberry and apple extract.



WRINKLES Protect skin from free radicals—pollution and UV radiation—that speed aging. Neutralize their effects and prevent further damage with a vitamin C-infused formula, like **Ole Henriksen Truth Serum Collagen Booster** (\$48; olehenriksen.com). (Win a bottle, page 64.)



4

moisturize Formulated to work with the body's natural healing cycle (hello, cell turnover!), night creams are enriched with vitamins and antioxidants to help repair damage. Apply a dime-size amount to each cheek and massage into your entire face, neck and chest.

IF YOU HAVE...

DRY SKIN Use a moisturizer that's packed with shea butter, which is rich in fatty acids and helps skin retain moisture and elasticity. Our pick: **Lumene Excellent Future Deep Repairing Night Cream** (\$29.99; target.com).



UNEVEN SKIN TONE At night, skin doesn't have to worry about UV exposure, so it's prime time to combat age spots with peptides. Try **Skin Effects by Dr. Jeffrey Dover Cell 2 Cell Intense Illuminating Cream with Anti-Pigment Peptides** (\$20; cvs.com).



COMBINATION SKIN To bridge the battle between dry and oily skin, use a hydrating moisturizer that delivers essential nutrients like vitamin E. **Dead Sea Essentials Almond Oil Night Cream** (\$15; target.com) has a blend of mineral extracts, plus free radical-fighting Vitamin E.



secrets of dermatologists

The pros know you can slow down the aging process for free.

- 1 **“Exercise and keep an active lifestyle,”** says Dr. Goldfaden. Working out helps promote circulation and the flow of nutrients to your skin.
- 2 **“Don’t tense your face or neck muscles while working out.”** Tensing these muscles can deepen fine lines, while weakening the muscles in your neck and promoting sagging,” says Dr. Brandt.
- 3 **“Avoid smoking—it slows the flow of oxygen to skin.”** It also causes fine lines to deepen and increases skin discoloration,” says Paul M. Friedman, MD, a Houston- and New York City-based dermatologist.
- 4 **“When traveling by plane, avoid the window seat.”** You’ll be exposed to higher-than-normal doses of UV radiation, thanks to the higher altitude, says Dr. Brandt.
- 5 **“Don’t pick at your skin!** Spreading bacteria on your face leads to irritation and can leave scars,” says Heidi Waldorf, director of laser and cosmetic dermatology at The Mount Sinai Medical Center in New York City.
- 6 **“Try to go to bed by 11 P.M.”** each night to optimize your natural secretion of human growth hormone, which promotes cell turnover and collagen production,” says Dr. Brandt.
- 7 **“Stay out of the sun between 10 A.M. and 4 P.M.,** when the sun is at its strongest and causes the most damage,” says Dr. Fields.
- 8 **“Eat healthy and cut back on sugar and salt.”** Those ingredients attach to collagen, causing it to break down more quickly,” says Dr. Goldfaden. wd



WIN SERUM

25 readers will win the Ole Henriksen Truth Serum Collagen Booster shown on page 62 (a \$48 value). Snap on the tag to enter.