



FAST SOLUTIONS VS. DRAMATIC FIXES

WHETHER YOU'RE LOOKING FOR A QUICK FIX OR A LONG-TERM SOLUTION TO TAKE BACK THE HANDS OF TIME, WE OFFER A DUAL-PRONGED APPROACH TO REMEDY THE MOST COMMON AGING COMPLAINTS.



NASOLABIAL FOLDS

WHY THEY HAPPEN As fat is lost and the skin loses elasticity, folds develop at the corners of the nose down toward the mouth. "Smile lines" can make their mark in your 20s but usually do not become deep until your 40s or 50s. "They can make you look old because they lead to a tired, droopy look," says Los Angeles dermatologist Annie Chiu, MD.

FAST

Drawing moisture to the skin is an easy way to plump up lines and folds—even if the results are short-lived.

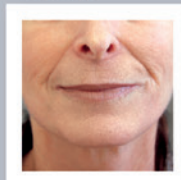
Sisley Black Rose Cream Mask is chock-full of skin plumpers like trace elements and vitamins to hide the look of nasolabial folds and give an instantly lifted look in minutes. \$158, sisley-cosmetics.com



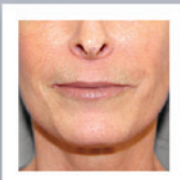
VS.

FIX

BEFORE



AFTER



Juvederm injections helped to minimize folds. Procedure performed by Leslie H. Stevens, MD; Beverly Hills, CA.

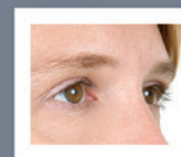
Both fat and fillers can erase nasolabial folds although filler is the more common option because they are fast, easy and downtime-free. "Fillers can also be used to lift the cheeks and revitalize the midface for a better look overall," says Dr. Chiu. Although fillers are the quick fix, fat lasts longer but requires a liposuction-like procedure to obtain it before it's processed and injected. Rancho Mirage, CA, plastic surgeon Suzanne M. Quardt, MD, adds that, "while filler disguises the folds, it doesn't physically change it. A facelift—when you're ready for it—is the only way to get rid of the folds because the tissue is repositioned, too."

FAST

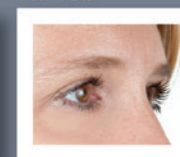
The quickest way to get longer, fuller lashes is with mascara, as it swaths them in the formula to make them appear darker and more pronounced.

Mascara, such as **Lancôme Hypnôse**, can do wonders to fake the look of fuller lashes.

BEFORE



AFTER



One application of **Lancôme Hypnôse** created thicker, more defined lashes.



THE BEST OVERALL MASCARA

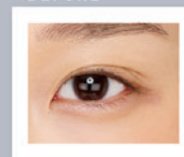
Lancôme Hypnôse

Why it won
 The brush lets you get down to the lash line making the thinnest of lashes long and dark. \$25, macys.com

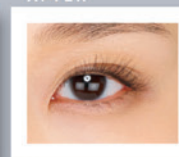
VS.

FIX

BEFORE



AFTER



After using **Latisse** for 16 weeks, this patient's lashes are longer, fuller and darker.

According to Reno, NV, plastic surgeon Tiffany McCormack, MD, **Latisse** is, "the best way to grow better, thicker, longer lashes. I've seen some women have such success with it that they can forgo wearing mascara all together." Lauded by skin-care and beauty experts alike, the eyelash stimulator promises better-looking lashes in six to eight weeks—Dr. Quardt says some of her patients notice a difference in two to four weeks. Some doctors choose to double up on the benefits of **Latisse** with **LashDip**, a semi-permanent lash enhancing treatment. "I like to combine the two to give even darker color and volume—like mascara can—to both the upper and lower lashes," says Dr. Chiu.

MORE >

THE WORLD'S MOST UNIQUE BEAUTY MAGAZINE

NEW BEAUTY[®]

SPECIAL ISSUE!
THE 100 BEST PRODUCTS
 OF THE YEAR!

BEAUTY AWARDS ISSUES



newbeauty.com



WINTER/SPRING 2012
 DISPLAY UNTIL MARCH 26

PLUS: THE SECRET INGREDIENT THAT DELIVERS PERFECT SKIN INSTANTLY AND TEN BREAKTHROUGH ANTI-AGING TREATMENTS THAT REALLY WORK

EXPERTS REVEAL INSIDER SECRETS **NEW WAYS TO FIGHT FAT AND TRANSFORM YOUR BODY IN MINUTES!**

AGE REVERSERS | SECRETS TO LOOKING YOUNGER



LIMP LIPS

WHY IT HAPPENS If your lips have slimmed down over the years, the reason is because of collagen loss. Factor in less moisture, sun damage and fine lines (above the lips), and your pout may be looking less-than-full sooner rather than later.

Plumpers employ either ingredients that swell the lips or add moisture to give a fuller-looking pout.

A good lip plumper is a quick and easy way to enhance your lips. But if you find those that make use of irritants, essential oils or cinnamon uncomfortable, opt for something that plumps via moisture like **Vapour Organic Beauty Elixir Plumping Lip Gloss**. Made with organic ingredients and natural mineral pigments, the richly colored glosses lend a hydrating effect, too. \$22, vapourbeauty.com



FAST

VS.

FIX

Injecting the lips—be it with hyaluronic acid, (Restylane just received FDA approval for this use) for an instant boost, or via fat for long-lasting plumpness—gives way to fuller, sexier-looking lips. "In order for the lips to look natural, the center part should be slightly fuller with a defined Cupid's bow. The upper lip to lower lip should be about a one-third to two-thirds ratio," says Dr. Chiu. Steer clear of thicker filler as well as silicone and permanent fillers, which can result in lumps, nodules and an unnatural look.

BEFORE



AFTER



Fuller lips were created with hyaluronic acid fillers. Procedure performed by Kelly V. Bomer, MD; Scottsdale, AZ.



CROW'S- FEET

WHY THEY HAPPEN All those years of squinting and smiling eventually start to catch up with your face. "Chronically using those muscles—coupled with a loss of elasticity—causes small wrinkles to appear in the outer corners of the eyes," says Dr. Chiu. The best way to prevent them? Load up on a good daily sunscreen and don a pair of big, protective sunglasses.

Softening crow's-feet with the right ingredients makes them look less obvious.

Skin-care products that utilize anti-line and anti-wrinkle ingredients can help diffuse the look of lines around the eyes. **AmorePacific Time Response Eye Renewal** packs a hefty dose of 63 active ingredients in a time-released formula to even out fine lines by improving skin texture. \$260, neimanmarcus.com



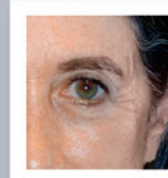
FAST

VS.

FIX

The best way to minimize the look of crow's-feet is with Botox or Dysport. "They relax the muscles around the eyes so that the crinkling you see when you smile or squint is minimized or completely smoothed out," says Dr. McCormack. "There's nothing that works quite like it." In some, filler or a fractional CO₂ laser needs to be used too to tackle deeply etched lines at the outer corner of the eyes.

BEFORE



AFTER



This patient had Botox injected into the crow's-feet to minimize their appearance. Procedure performed by Suzanne M. Quardt, MD; Rancho Mirage, CA.