

# LADIES' Home Journal

OCTOBER 2006

**Boost Energy  
Stop Stress**  
5 Simple Steps

**BREAST  
CANCER  
ALERT**

Lifesaving Tests  
**PLUS** How to Cut  
Your Risk

**The Best Hairstyle  
For Your Face**

**Health-Plan  
Scams**

Even Smart Women Fall For

**Dr. Phil**

What he's *really* like...  
surprising secrets  
from wife  
**Robin McGraw**

**Pumpkin  
Magic!**

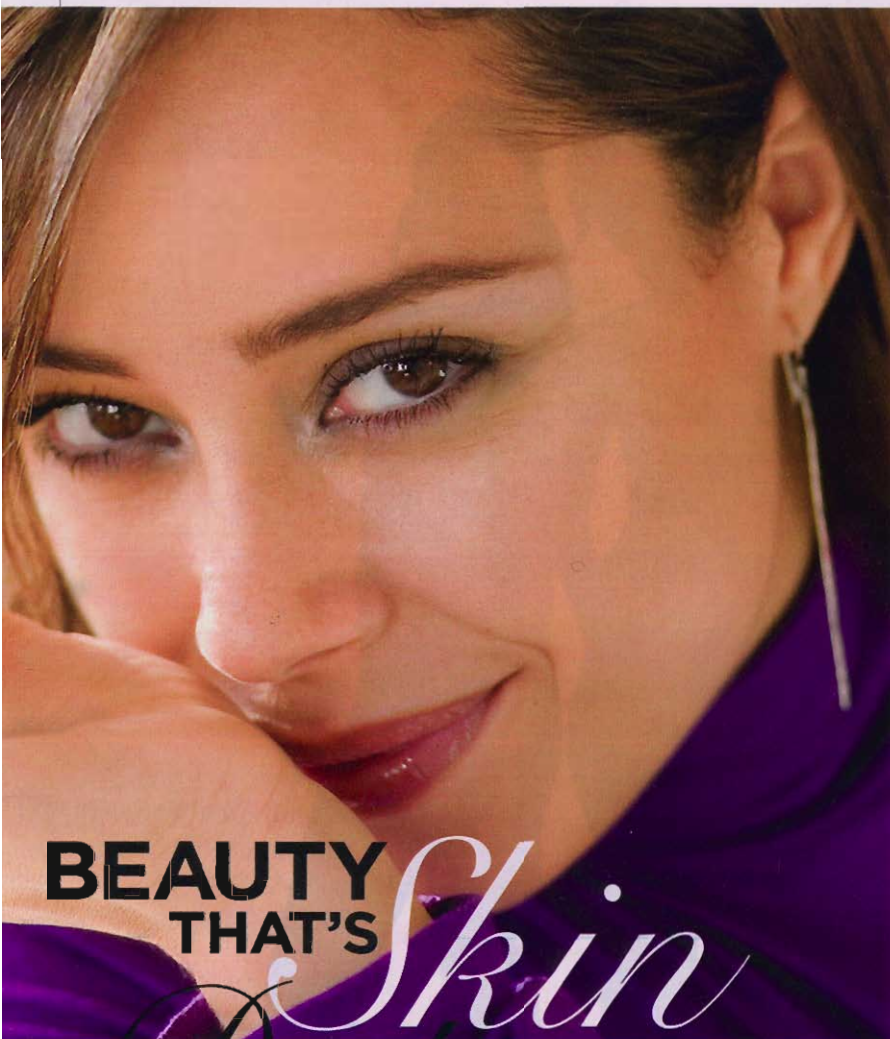
Halloween Recipes, Clever Crafts,  
Playful Party Tips & More



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# Home Journal



# BEAUTY THAT'S *Skin Deep*

Getting beautiful skin is now an actual science. Our Beauty Director, Patricia Reynoso, went under the ultraviolet light and came out with a winning skin-care plan. You can, too

**M**aybe you, like me, can do a decent job of faking flawless skin with a few makeup maneuvers. But face it, who really wants to fake it? What we want is the real thing, plus a skin-care road map that will take

us to this promised land. Despite my good skin habits—I cleanse twice a day, use a quality eye cream and don't smoke or sunbathe—I was becoming increasingly discontent with my break-outs and felt that my skin didn't look as glowing or smooth as it could.

So when I heard about VISIA Complexion Analysis, a camera and software system that assesses the six components that comprise skin's appearance, I jumped at the chance to find out in objective, scientific terms the status of my 36-year-old skin. Armed with such a "skin report card," I could have a dermatologist create a regimen specifically designed to improve my scores.

Flawless skin, here I come!

## GETTING MY SKIN REPORT CARD

At the Fairfield, New Jersey, headquarters of Canfield Imaging Systems, creators of VISIA, I sat in front of the photo booth-like camera and got ready for my close-up—my really, really, *really* close-up. Two photographs are taken: One evaluates the skin's texture, pores, wrinkles and spots (brown and red pigmentation), while the other, an ultraviolet light picture, can "see" the porphyrins (by-products of acne-causing bacteria) and UV damage that the mere naked eye can't. Once the mini photo session was over, the technician directed his attention to the computer monitor and drew a "mask" over the image of the portion of my face that would be evaluated. The system can compute scores in various ways, such as a "feature count," which tells you, for instance, how many enlarged pores are in that masked area, or as a "percentile score," which compares your skin with others in your age group and with your skin type. A few minutes later I had a high-tech readout of what my skin was really up to.

By the way, the price of a VISIA session varies. Some doctors and spas incorporate it into their consultation—which may be complimentary with a treatment—while others charge anywhere from \$50 to \$200.

## NEXT STOP, THE DERMATOLOGIST

I met with Arielle N. B. Kauvar, M.D., a top dermatologist and skin-cancer surgeon in New York City and the founding director of New York Laser & Skin Care. Dr. Kauvar performed her own analysis of my skin and created a new skin-care regimen, including prescription-strength ingredients, that would improve my VISIA scores.

In her exam room, with the unforgiving glare of the clinical light shinning down on me, Dr. Kauvar peered at my bare skin through a giant **CONTINUED**

magnifying lens while slowly running her hands across my face. "The good news is that you have very few wrinkles," she said. "You do, however, have sunspots and large pores." I asked about my biggest frustration, my breakouts, and she explained that acne is brought on by three major factors: excessive oil production, clogged pores and bacteria. Luckily, my new regimen, which Dr. Kauvar e-mailed me a few days later and that I would follow for six weeks, would address them all. Let the countdown begin!

**THE 6-WEEK FLAWLESS SKIN PLAN**

At first glance, the new regimen with nine products was a shock—even for me! Once I realized that Dr. Kauvar had organized it into key categories—cleansing, treating, moisturizing and protection—I exhaled, taped a copy of the regimen to my bathroom mirror and got started.

**Skin-Deep Beauty?**

I faithfully followed my new skin-care regimen and six weeks later I returned to Canfield for my next set of pictures. My results are below.

*Morning*

**Total time required: 5 to 8 minutes**

**Olay Total Effects Anti-Aging Anti-Blemish Cleanser, \$6.99**

This is where I would get my fix of acne-fighting salicylic acid. Dr. Kauvar assured me that even though the cleanser was on my skin for less than a minute, it would effectively clean my pores. She was right; my breakouts were radically reduced in frequency.

**Obagi-C Clarifying Serum, \$89**

I'd been curious about hydroquinone—an ingredient that prevents pigmentation by inhibiting the production of excess melanin—and was excited that Dr. Kauvar recommended it at a prescription-strength level, 4 percent. This serum also contains vitamin C, proven to stimulate collagen production. I was expecting some peeling and dryness (a possible side effect), but happily it never happened.

**SkinCeuticals Hydrating B<sub>5</sub> Gel, \$55**

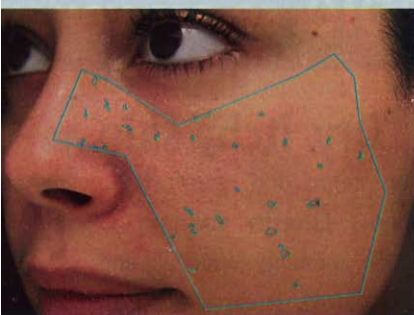
I layered this lightweight gel, formulated with hyaluronic acid, which binds water from the environment with the skin, over my active, prescription-strength products. On most days and nights, however, my skin didn't need this extra boost.

**Prevage MD Anti-Aging Treatment, \$115**

Antioxidants are crucial for healthy skin, as they neutralize the free radicals (generated by the sun, cigarette smoke and pollution) that interfere with normal skin functions. The antioxidant of the moment is idebenone and it's found only in a handful of products, including Prevage MD. (This formula, with 1 percent idebenone, is available at a doctor's office; another version with half of the concentration is sold over the counter.) I liked the cream's golden tint so much that I sometimes skipped wearing tinted moisturizer. I used it at night as well.

**Alyria Revitalizing Eye Serum, \$90**

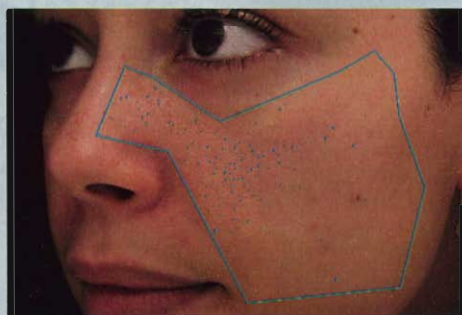
I was unfamiliar with this Canadian brand, which is sold only at doctor's offices, but I was certainly aware of its key ingredient, Matrixyl, a pentapeptide that stimulates the production of collagen and elastin. I had never used such a potent eye cream, but Dr. Kauvar felt that it was a smart preventive step against future wrinkles. My "after" VISIA picture revealed that the two lines under my eyes had disappeared, so I'm a believer! CONTINUED



**SPOTS**

**Before: 35 | After: 30**

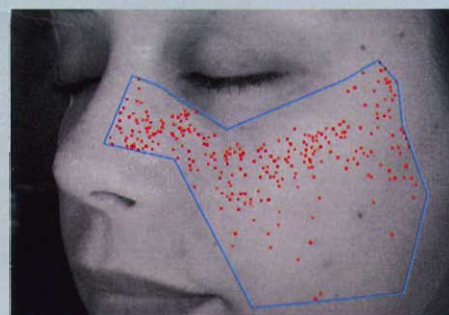
VISIA counts red and brown spots, which could be freckles or acne scars. I was thrilled with this confirmation of what I thought I was seeing in the mirror—I had less to cover up.



**PORES**

**Before: 196 | After: 124**

Very excited about this score! No, I didn't "lose" any pores, but rather, thanks to the exfoliating products (such as Retin-A Micro and salicylic acid), my pores became cleaner and less clogged, which made them appear smaller.



**PORPHYRINS**

**Before: 44 | After: 277**

Yikes! I'd had far fewer breakouts, so I'd assumed my porphyrin count would be lower, not higher. Dr. Kauvar reassured me that porphyrin counts can fluctuate wildly. I was satisfied with her answer—and with my still-clear skin.

**SkinCeuticals Ultimate UV Defense SPF 30, \$34**

The sun stimulates brown spots on the skin and since uneven pigmentation was one of my most pressing issues, I followed Dr. Kauvar's advice about always wearing sunscreen, even on cloudy days. This formula contains Z-Cote (transparent zinc oxide, a natural ingredient), which is nonirritating and protects against UVA and UVB rays. I applied it 20 minutes before heading outside and now that I've seen how quickly UV damage adds up, I carry it with me and reapply it over my makeup.

*Night*

**Total time required: 19 minutes**

**Neutrogena Fresh Foaming Cleanser, \$5.99**

This basic cleanser didn't interfere with any of the other more active products in my new regimen and gently removed all of my makeup, even my mascara; I didn't have to follow up with eye-makeup remover. Fifteen minutes later I applied my next product.

**Retin-A Micro (retail price: \$105.35; my insurance co-payment: \$57)**

**SKIN-CARE STICKER SHOCK**

What does flawless skin cost, I wondered? While the total price tag looks alarmingly high, context is important. First, each product lasts a long time. For example, in April I began using just three drops of the Obagi serum per day, and I estimate that the \$89 one-ounce bottle will last me until the end of the year. Second, the prescription-strength products contain higher amounts of the active ingredients than over-the-counter versions do, delivering quicker results. Third, some products in the regimen, such as the sunscreen and the moisturizer, could be replaced by drugstore brands without losing any of the benefits. And finally, American women spend close to \$6 billion a year on skin-care products, so clearly plenty of us think we're worth it!

For years I have wanted to use tretinoin, a prescription-only vitamin A derivative that's scientifically proven to ease wrinkles, reduce acne and improve texture, but I was wary of its well-known side effects, namely irritation. I heeded Dr. Kauvar's advice and used it only twice a week, over my entire face. My skin did initially get dry and patchy, especially when I got it too close to my eyes, but before long I was eager to use it more frequently—that's how much I credited my skin's improvement to Retin-A. Dr. Kauvar disagreed and reminded me that I should slowly increase my skin's tolerance to it.

**Clindamycin phosphate 1 percent topical lotion (retail price: \$45.11;**

**my insurance co-payment: \$10)**

Except for benzoyl peroxide, which my skin doesn't tolerate very well, few over-the-counter ingredients rid the skin of acne-causing bacteria. I used this prescription-only lotion over my face on the nights that I wasn't using Retin-A Micro. I'm certain that it helped keep my skin clearer than it's been in years.


**SkinCeuticals Hydrating B<sub>5</sub> Gel, \$55**

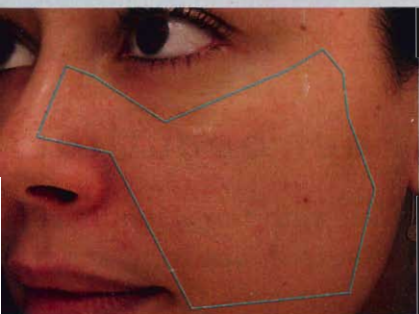
See description on previous page.

**Prevage MD Anti-Aging Treatment, \$115**

See description on previous page.

**Alyria Revitalizing Eye Serum, \$90**

See description on previous page. 



**WRINKLES**

**Before: 2 | After: 0**

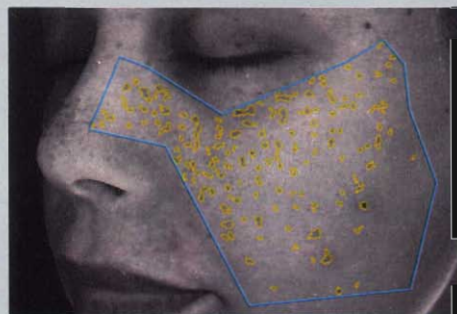
I wasn't losing sleep over my original wrinkle count, but I was still happy with my new bragging rights. Ninety-nine percent of women my age and with my skin type have more wrinkles. Not bad . . .



**TEXTURE**

**Before: 189 | After: 153**

The VISIA system assigns blue and yellow dots to the high and low points on the surface of the skin. The fewer dots you have, the smoother your skin is. My new figures showed that overall, my skin was smoother. It certainly felt silkier to me.



**UV SPOTS (sun damage)**

**Before: 97 | After: 130**

How could my new devotion to sunscreen be rewarded in this cruel way? "Retin-A has thinned your skin's top layer and made it more vulnerable to UV exposure," Dr. Kauvar explained. "However, your deep layers are thicker and producing more collagen."

To find out how to get your own VISIA analysis, call 800-815-4330.