

THE BEAUTY EXPERT

allure

JANUARY 2014

MAKEOVER SPECIAL

33 Easy Tweaks With Mega Results
PLUS: A Rock Star Softens Up

Skin-Care
Game Changers
Brand-New Power Products

Diet SHOCKER

Foods That Make You Look Older

Undercover Dermatologist

A Skin Doctor Gets a Facial



Penélope Cruz

Oscar Winner, Lingerie Lover

Even though we at *Allure* talk to enough scientists and dermatologists to know better, we're still suckers for certain magical words on a jar of cream. Younger. Smoother. Brighter. Sign us up! However, the pros we turn to for advice are more impressed with data than breathless adjectives. They like double-blind studies, machines that measure skin's elasticity,

and vivid before-and-after photos. These people read medical journals for fun—and we're grateful for that, because when our most trusted insiders get excited about cool new ways to turn back the clock, then we can, too. The latest thrills: promising new acne fighters, a fat-melting injection, a gel that eliminates chronic redness in an hour—and the one brand-new product that every doctor we spoke to can't wait to put in a syringe.

Facing the Future

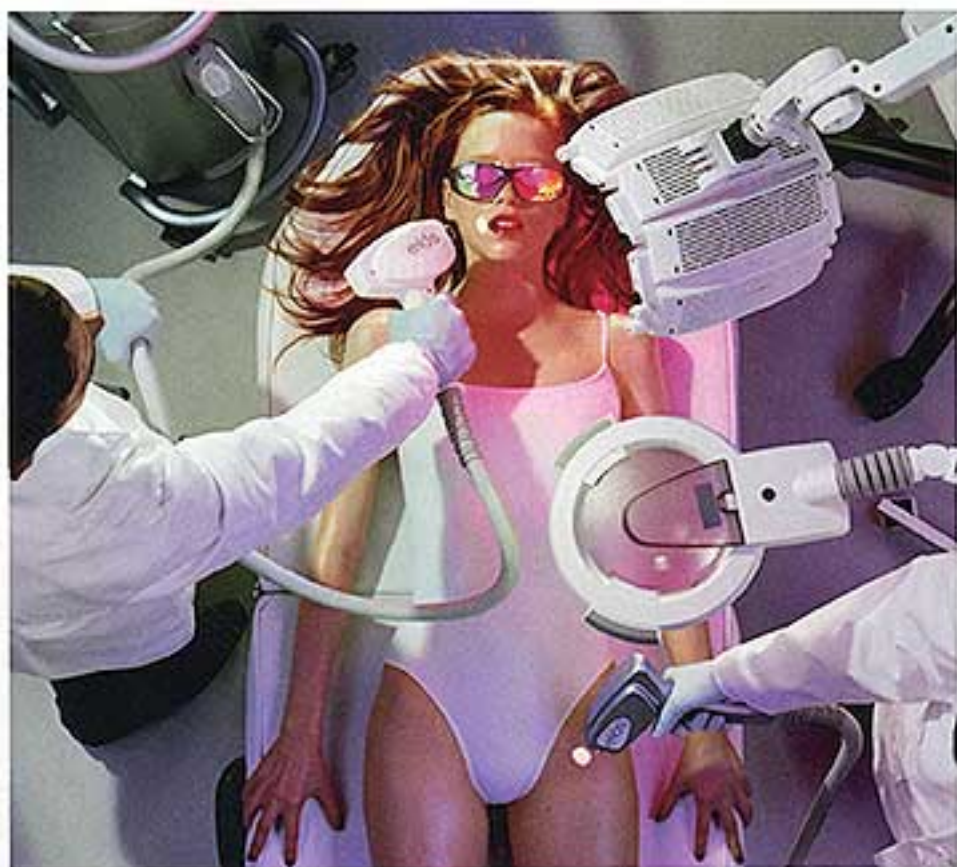
Three of the most persistent, stubborn beauty problems out there are about to get a whole lot less maddening.

1 Flushing

Red is a great shade for lips and hair—not your face. “Drugs help rosacea sufferers with acne and inflammation, but in the past the only way we could treat the redness was with a laser that targets the blood within the vessels so it no longer pools at the skin’s surface,” says Diane Berson, a dermatologist in New York City. Enter Mirvaso, a new FDA-approved gel containing the drug brimonidine. Applied once a day, it tightens tiny muscles in dilated vessels, which then drain color within the hour. “Skin looks clearest after four to five hours, and the drug wears off after 12 hours,” says Berson, adding, “Your skin won’t become resistant, so it always works the same way.”

2 Sagging

Once used only to plump wrinkles and undereye hollows, the hyaluronic acid filler Juvéderm can now address volume loss in the face. “It could be a game changer,” says Ranella Hirsch, a dermatologist in Boston. While most fillers go into the wrinkle to smooth skin, Juvéderm Voluma has cross-linked particles to plump up hollow and sunken areas. “Put it on top of the cheek, and it lifts the face—and doesn’t budge,” says Jeanette Graf, a dermatologist in New York City. And while Juvéderm remains a popular filler for deep lines, “Voluma’s unique contouring effect and natural-looking results have potential for other regions, like the jaw,” says Graf. Most hyaluronic



acid fillers last from four to nine months, but studies show this formula can be effective for two years. And it's totally reversible: “One injection of something called hyaluronidase breaks it down,” says Graf.

3 Jowls

Pretty much the only recourse for a double chin or sagging jowls was plastic surgery. But a new substance in late-stage clinical trials called ATX-101 can actually reshape the jawline. When injected into chin fat, the molecule—

a purified version of a bile acid that dissolves dietary fat—breaks down fat cells, leaving the surrounding tissue unaffected. “We’ll be able to do a series of four to six injections that take a few minutes, and the fat will then melt away on its own,” says Arielle Kauvar, a dermatologist in New York City. So far, 1,500 people have been injected in the trials. The most recent outcomes: Three months after treatment, up to 80 percent of people had a 25 percent reduction in their chin fat. “The results are incredible,” says Kauvar. “The healing process also appears to increase collagen.”