

THE BEAUTY EXPERT

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DECEMBER 2014

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Perfect Products
For Every Type
And Texture

**Allison
Williams**
Learns to Fly

Flawless Skin In Seconds

19 Concealer Tricks You
Need to Know

PARTY TIME!

Glittery Makeup,
Seductive Hair, and
Cool (Easy!) Clothes

New Beauty Gadgets

At-Home Lasers,
Hair Zappers, Blemish
Erasers: Reviewed



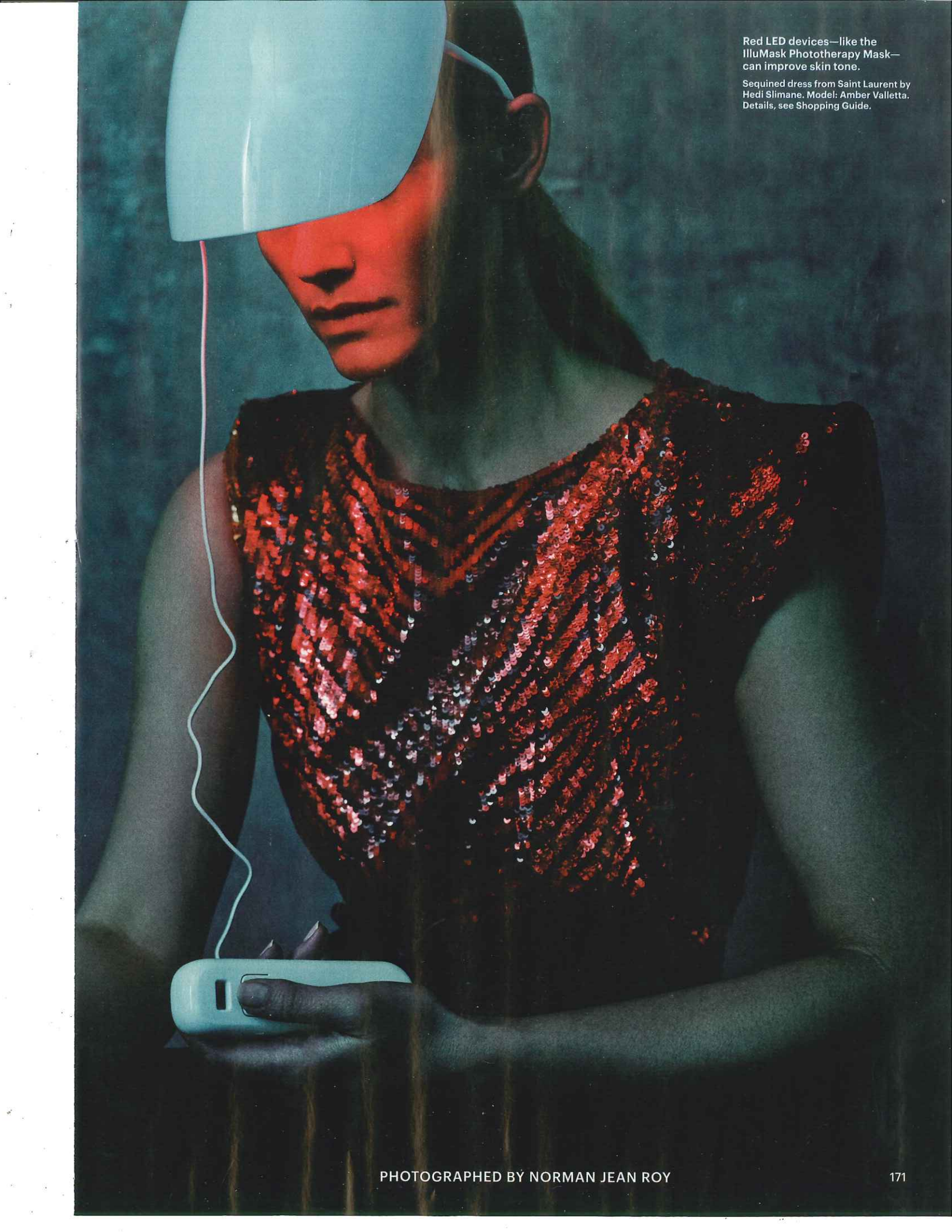
POWER PLAYERS

The most innovative skin care doesn't come in a bottle or a jar—it has an electrical cord. The newest at-home beauty gadgets use doctor's-office technology and have real data to back them up. **By Judith Newman**

Anderson, Anderson, you don't know what you're missing, I think, as my boy gasses on about some new calamity for the 400th consecutive day. Which one? Not sure. All I know for certain is this: Anderson Cooper is dreamy. Look at those menthol-blue eyes. Those pillowy lips. And then there is a whir, and the tingling begins.

Oh, get your mind out of the gutter. Every night, as I watch my crush on CNN (I know, I know), I have been revving up my NuFace Trinity, which claims to use microcurrents of electricity to lift and tone the skin. Does it work? I think so; at least it makes my skin feel firmer in the short term. Long term, who knows? But right now the NuFace is my bestie for the first five minutes of *AC 360*. As I contemplate my—I mean his—inevitable decline, I realize I must send a NuFace to Anderson. I want him to join the multitudes who are buzzing and blue lighting and hair zapping in the comfort of their own homes.

At-home beauty gadgets—mostly for cleansing, wrinkle smoothing, and hair removal—have become a \$2.3 billion industry worldwide. It started with the insane popularity of the Clarisonic, the electric skin-cleansing brush. Within three years of its 2004 launch, it was selling out in minutes on QVC. Soon there were knockoff

A woman is shown from the chest up, wearing a red LED light therapy mask that covers her eyes. She is holding a small, light-colored remote control in her right hand. She is wearing a sleeveless, sequined dress that is dark with red and gold sequins. The background is a dark, textured wall. The lighting is dramatic, with the red light from the mask illuminating her face and the sequins on her dress.

Red LED devices—like the IlluMask Phototherapy Mask—can improve skin tone.

Sequined dress from Saint Laurent by Hedi Slimane. Model: Amber Valletta. Details, see Shopping Guide.

ELECTRIC COMPANY

They buzz. They glow. They pulsate. But can they make us look better? We put the most promising new devices to the test.

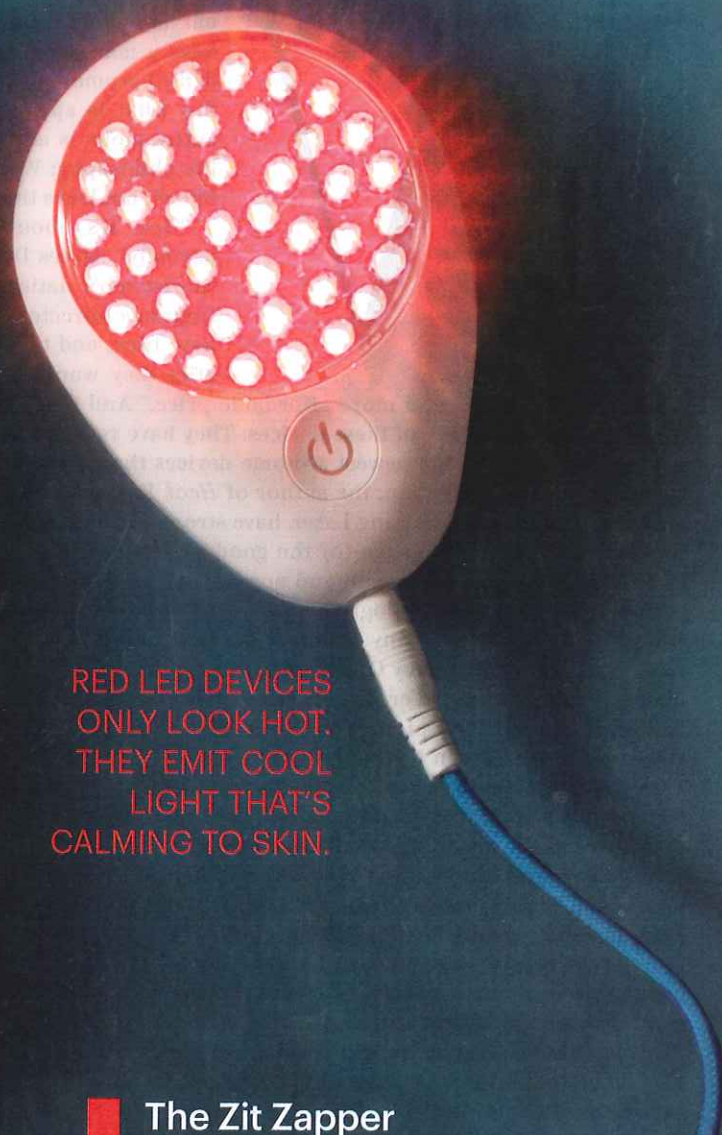


The Skin Smoother

Buffing away dark spots sounds like the stuff of dreams (our dreams, at least), but the PMD Personal Microderm comes ridiculously close to making that a reality. The exfoliator looks a lot like a buzzing electric toothbrush, only instead of bristles, it's got a crystal disk. Or rather, as many as 14 disks, for use on the face and body. (They come in several grits, but do yourself a favor and stick with the gentlest two for the face: The coarsest irritated our tester's skin.) After using the PMD twice a week for three months, our tester noted that his dark spots left over from acne were nearly gone and his skin was brighter overall. "It's as close to a professional microdermabrasion treatment as you can get at home, and it even vacuums up dead skin cells just like a professional tool," says Jeannette Graf, a dermatologist in Great Neck, New York. "It'll help fade sun spots and get rid of dead skin—which accentuates pores and wrinkles—more efficiently than scrubs or cleansing brushes."

The Cellulite Solution

Pretty much every woman over 18 has got it, but there's no permanent fix for cellulite. "Even in-office treatments like lasers don't get rid of cellulite altogether because it's so deep under the skin," says Graf. "The easiest short-term fix is a powerful massage to push fluid out of lymph nodes, making ripples less obvious temporarily." Since a weekly deep-tissue massage isn't in the cards, we put the Riiviva—a tool that sucks at skin—to the test on just one thigh. The first five-minute treatment didn't make a difference that day, but (surprisingly) our skin was smoother the next morning. Two more five-minute sessions and our dimpling was significantly less noticeable—even our boyfriend commented. We're not totally sure how we feel about *that*, but we were thrilled nonetheless with the improvement, which lasted for just under a week. (They also sell an exfoliating head, but it didn't seem to add anything, so we'd skip it.)



RED LED DEVICES
ONLY LOOK HOT.
THEY EMIT COOL
LIGHT THAT'S
CALMING TO SKIN.

The Wrinkle Eraser

Unlike other at-home anti-aging lasers (which tend to be for skin around the eyes or lips), the Tria Age-Defying Laser works on the entire face. "It uses the same wavelength as some professional lasers, but at energy levels that can't damage skin," says Roy Geronemus, a dermatologist in New York City. That means the Tria takes longer to yield results. In clinical studies, subjects used it five days a week for three months. "Three months later, about 75 percent had a statistically significant improvement in wrinkles and brown spots," says Brian Biesman, an oculoplastic surgeon in Nashville who conducted some of the trials. Our tester was impressed, though she wouldn't call this an easy fix: After three months of three five-minute skin-stinging sessions a week, her lines had diminished enough to make her look years younger. Her skin felt sunburned for about an hour after each use, but the laser didn't actually make her sensitive skin look red.

The Zit Zapper

Light-therapy devices use LEDs, very specific wavelengths of light, and "most claim to treat acne with blue LEDs or wrinkles with red ones," says Howard Sobel, a dermatologist in New York City. Dermatologists have used blue lights to kill acne-causing bacteria for years, "but even medical-grade red lights may not drastically improve wrinkles; they're best for calming inflammation." That's why we like the Baby Quasar Clear Rayz: "The red and blue lights will heal breakouts in a few days, calm redness in the meantime, and prevent acne from leaving dark spots behind," says Fredric Brandt, a dermatologist in New York City and Miami. Just three sessions cleared up our tester's painful hormonal breakouts. And after a few weeks of use, her skin remained even. But then reality set in: With each session taking her at least ten minutes, she cut back to once a week. Now she uses it to shrink new zits, instead of more often to prevent them.

cleansing brushes and then more-advanced gizmos, like the ones from No!No! for zapping hairs and those from Tanda, which use red or blue LEDs to target wrinkles or acne, respectively. Sales in the United States of at-home beauty gadgets were up 11 percent in 2013, according to Kline & Company, a market-research firm. That's notable, but even more startling are the figures in China, where sales rose more than 92 percent last year. In one recent survey, 60 percent of Chinese women said they own at least one beauty device.

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hat happened? Did all of China have a massive zit attack or suddenly become superhairy? Unclear. But what is apparent is that the entire globe is adopting my basic life philosophy: When at all possible, do not leave the house.

"Yes, it's about convenience, partially," agrees Debra Redmond, Nordstrom's national beauty and fragrance director. "Women don't have time, and they want the benefits they would see at a spa or

dermatologist's office at a more affordable price." And that's another reason for the recent popularity of these devices: They have very real benefits. "There is more efficacy with the newest at-home devices than there used to be," says dermatologist Ava Shamban, the author of *Heal Your Skin* (Wiley). "The best ones, like the Tria Age-Defying Laser, have strong clinicals backing them up."

Another factor? Shrinkage (of the good variety). Just as computers used to be the size of an entire room and now we can hold them in our hand, so it is that a laser at a dermatologist's office used to be the size of a deep freezer and now sits neatly on a tiny tabletop; the home devices, of course, are even smaller than that. The Baby Quasar MD Blue for treating acne looks like a cross between a reflex hammer and Frosty's pipe. The Foreo Luna cleansing gadget sits in the palm of your hand. They are portable; they can travel with you. Of course, this also has its disadvantages. "Most of these devices are meant for small areas—they're tiny. So you won't be treating your entire body, unless you lock yourself in your house for 12 months and get really busy," says Shamban.

There is also this caveat: In order to be idiot-proof, home devices aren't as strong as the versions in an aesthetician's or doctor's office. "This is what people don't understand about the FDA when they approve a device for home use," says dermatologist Roy Geronemus, the director of the Laser & Skin Surgery Center of New York. "The FDA's main question is not 'Does this work?' but 'Does it harm you?' If it doesn't harm you, then it's less important to the FDA whether it offers much benefit." Translation: Not every device lives up to its hype. And even with those that do, while you may be saving time and money by not going to the dermatologist, you will be spending time (and for many, time is money) doing more treatments.

Even given their limitations, these are not the 1960s Relax-a-Cizor, where you would strap on wet pads and electrodes to shock yourself into thinness. (Doesn't that sound relaxing?) Many of these new devices really do work.

As for my NuFace firming adventures, I know there is a difference immediately after the treatment: My skin seems a bit more taut for about a day. A friend recently gave me another NuFace as a gift, and I've got it packed and ready for Anderson. I've even thrown in the optional eye and lip attachment. All he has to do is call.

THE NUMBER AND POPULARITY OF AT-HOME DEVICES HAS EXPLODED OVER THE LAST FEW YEARS: "MORE OF MY PATIENTS ARE ASKING ABOUT THEM, AND SOME OF THE NEWEST TOOLS ARE LEGIT," SAYS GERONEMUS.

Hairless Wonder

They promised that you'd never have to shave or wax again—with no ingrowns, no bumps, and no stubble. That's why laser hair-removal gadgets were the first of the at-home devices that anyone really got excited about. But then there was the sad reality: They took forever to work and delivered only so-so results. Now there's a new generation that claims to be better. Dermatologists say the Tria Hair Removal Laser, which uses a diode laser, has the most science behind it. Like professional lasers, it works only on dark hair and fair skin, and it can take months to yield results. "It damages stem cells in the hair follicle," says Neil Sadick, a dermatologist in New York City. "It slowly thins out hair. You may or may not ever achieve total hairlessness." Thin skin—above the lip, in the armpits, and along the bikini line—tends to get smoothest, fastest, says Sadick. Our tester used the Tria once every two weeks for three months before her armpits were hairless, and each session *hurt* (it feels like a rubber band snapping against your skin). She now does touch-ups every month or so. (Each underarm takes about five minutes. If you want to tackle your legs, count on about an hour each.)



The Temporary Tightener

Good things may take time, but there's a lot to be said for instant gratification. And when you want to look younger in a hurry (so, always?), Francesca Fusco, a dermatologist in New York City, recommends the NuFace Trinity: "I'm a big fan of microcurrent technology. It gives a lift to the brows, cheeks, and jawline for up to 24 hours." That sounds too good to be true, but after one five-minute session, our tester's eyes appeared lifted, and her cheekbones were suddenly visible. Though the device sends electricity into the skin, it's not painful in the slightest—instead, its two metallic balls deliver what feels like a mini massage. "It stimulates circulation, drains lymph nodes, and tightens superficial facial muscles enough to temporarily firm skin," says Fusco. But dermatologists say it doesn't supply the energy required to promote collagen production, so you have to submit to a session every time you want that lift.

CLEAN SWEEP

Two new cleansing brushes are changing the way you wash your face. Again.

When designing the **Clinique Sonic** brush, a group of lab coats observed the way women wash their face. Turns out, almost everyone maneuvers a brush the same way—tilting it so they end up using the top half on their T-zone and the bottom half on delicate cheeks. Accordingly, the Sonic's bristles are firmer on top. "They're effective on the T-zone, where oily pores tend to collect the most dead skin," says Joshua Zeichner, a dermatologist in New York City. "The softer bristles are gentle enough to use on the cheeks every day." It exfoliates as well as other brushes we've tried, but it's one of the slimmest and lightest.

The Swedish scientists behind the **Foreo Luna** have an interesting business model: They've created the only cleansing brush that you never, ever have to replace. Unlike any other brush, it has silicone nubs, which don't harbor bacteria. It's so soft that our sensitive-skinned tester could use it three times a week—other cleansing devices have made her skin red or dry—and it still exfoliated enough to give her a pretty glow.

TIP: TO KEEP IT CLEAN, DON'T LEAVE YOUR FACE BRUSH IN THE SHOWER. PUT IT IN A DRY SPOT.