

THE BEAUTY EXPERT

# allure

NOVEMBER 2014

## Whoa! SEXY LIPS

Juicy Colors, Plumping Tricks,  
Better Balms & Liner Tips

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Confessions of a  
Recovering Perfectionist

## Ridiculously Easy Hair

1 Blowout,  
5 Days of Style

## CALM YOUR CRAZY SKIN

What's Behind Your Breakouts,  
Redness, Dryness...

Another Kind  
of Orgasm  
The New Sensory Bliss





# EYE INTENSITY

**O**h, your eyes are windows, all right—to all those times you forgot to dab your lids with sunscreen, to years of squinting, to the rubbing and creasing you've subjected them to since birth. "The skin here is among the thinnest on the face, and that's why it's where we first start to see signs of aging," says Anne Chapas, a clinical instructor of dermatology at the Icahn School of Medicine at Mount Sinai in New York City. It's also why skin-care companies and doctors are bringing this part of the face into focus: Potent creams and serums target puffiness, dark circles, and wrinkles more effectively than ever; new lasers smooth paper-like lids with precision; and a host of injectables can refresh the eye area as discreetly as Photoshop. The top dermatologists filled us in—and we think you'll enjoy the view. **By Cara Birnbaum**

# EXCESS BAGGAGE

The secret to treating under-eye bags successfully: First, unpack the problem. Here are the top triggers.

**Trigger:** Ragweed, pollen, cat dander, certain foods—if you're allergic to them. Your immune system releases histamines, which dilate capillaries around the eyes, causing them to leak fluid and become puffy.

**Your best defense:** If avoiding the allergen isn't an option, an antihistamine (like Claritin or Allegra) can control the problem. But steer clear of Benadryl cream, which itself can cause a reaction. "Putting it on the thin skin around the eyes can be a disaster if you're allergic," says

Francesca Fusco, an assistant clinical professor of dermatology at the Icahn School of Medicine at Mount Sinai.

**Trigger:** Clogged and broken blood vessels. The tiny vessels around the eyes that transport blood and lymphatic fluid can become congested and then leak, causing the tissue to swell. Common causes are stress, dehydration, and inactivity.

**Your best defense:** Hit the gym first thing in the morning to get your blood pumping and chug plenty of water. If you don't have time, cold compresses and caffeine-based eye creams offer a quick fix by constricting the vessels.

**Trigger:** Bloat. Sleeping on a thin pillow—or no pillow—causes fluid to pool around the eyes. (Side sleepers may even notice a heavier bag under the eye closest to the pillow.)

**Your best defense:** Start with a thicker pillow, preferably one made of contoured memory foam. If you still wake up with puffiness, shrink it with a splash of cold water followed by a caffeine-based cream that's been chilled in the refrigerator. Or apply Fusco's secret weapon, 2nd Skin Circles patches. Kept in the fridge, they shrink inflammation like an ice pack without harming the skin.

## Eye Tech

The most ingenious eye cream can't begin to match the speed and power of lasers and energy devices, which smooth crow's-feet, zap away dark circles, and come close to mimicking an eye lift. But Chapas warns: "These devices can be dangerous near the eyes." Some require metal contact lenses for your eyeballs, multiple rounds on gentle settings, and experience on the part of your doctor.

**For Tightening:** Eye-lift surgery used to be the only real fix for droopy lids. But Ulthera, an ultrasound treatment that penetrates into the dermis and reshapes collagen, has proved to be a noninvasive alternative. "You cause a contraction that can lift the eyebrow and eyelid skin up to a millimeter—and that's a noticeable difference in the eye area," says Chapas. Thermage, a radio-frequency treatment, is used on the lids to make new collagen and smooth crinkles. Both devices have a reputation for being painful, but the latest models cause less discomfort. Still, doctors do typically give pain medications.

**For Resurfacing:** Smoothing crepiness around the eyes requires a fractional laser. By wounding select spots of skin, this device allows cells and collagen to grow back stronger. Clear + Brilliant is the most gentle of the bunch and takes five or six treatments to get good results. A fractional CO<sub>2</sub> laser, like UltraPulse, can soften crow's-feet in a single pass, followed by a week of intense redness, peeling, and swelling.

**For Evening Out Skin Tone:** To reduce bluish and red discoloration, doctors turn to a few rounds of the Excel V vascular laser, which constricts visible blood vessels around the eyes.



Lifting the brow a millimeter (with an ultrasound treatment such as Ulthera) is enough to make a noticeable difference.

# NEEDLE POINTS

Exciting developments in injectable fillers and muscle-relaxing toxins are unfolding right before our eyes—or, rather, around them. Nashville plastic surgeon Brian Biesman, a clinical assistant professor of dermatology at Vanderbilt University Medical Center in Nashville, and Fredric Brandt, a dermatologist in New York City and Miami, explain what goes where.



### Crow's-feet

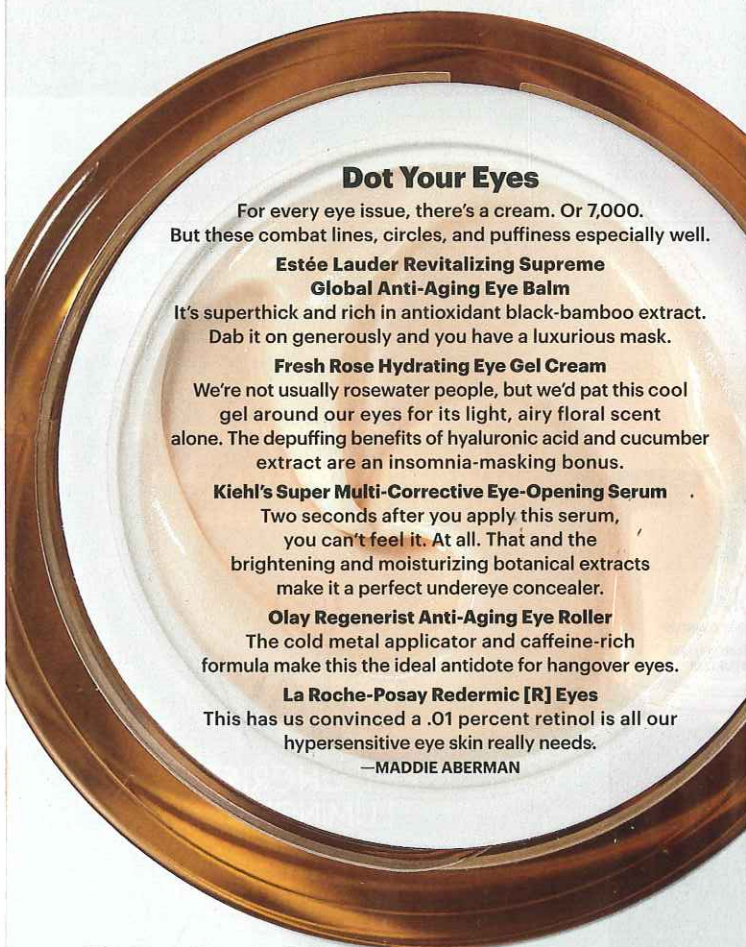
Botulinum toxin can smooth crow's-feet; deeper lines are plumped up with hyaluronic acid fillers. Doctors like Belotero for the eyes because it's less likely than other fillers to take on a blue cast.

### Lower Lids

By injecting a little botulinum toxin just under the eyes, doctors can relax the overactive muscles that cause wrinkling to make the eyes look more open. For undereye hollows, doctors turn to hyaluronic acid fillers, injected into the tear troughs.

### Upper Lids and Brows

Botulinum toxins, like Botox, Dysport, and Xeomin, can lift or shape sagging eyebrows. Hyaluronic acid fillers, like Restylane, Juvéderm, and Belotero, plump up fat pads that disappear with age, giving "a youthful, three-dimensional contour," says Biesman.



### Dot Your Eyes

For every eye issue, there's a cream. Or 7,000. But these combat lines, circles, and puffiness especially well.

#### Estée Lauder Revitalizing Supreme Global Anti-Aging Eye Balm

It's superthick and rich in antioxidant black-bamboo extract. Dab it on generously and you have a luxurious mask.

#### Fresh Rose Hydrating Eye Gel Cream

We're not usually rosewater people, but we'd pat this cool gel around our eyes for its light, airy floral scent alone. The depuffing benefits of hyaluronic acid and cucumber extract are an insomnia-masking bonus.

#### Kiehl's Super Multi-Corrective Eye-Opening Serum

Two seconds after you apply this serum, you can't feel it. At all. That and the brightening and moisturizing botanical extracts make it a perfect undereye concealer.

#### Olay Regenerist Anti-Aging Eye Roller

The cold metal applicator and caffeine-rich formula make this the ideal antidote for hangover eyes.

#### La Roche-Posay Redermic [R] Eyes

This has us convinced a .01 percent retinol is all our hypersensitive eye skin really needs.

—MADDIE ABERMAN

## DARK MATTERS

Goth-worthy circles are usually genetic, meaning they aren't your fault. Except, of course, when they are.

Jessica Wu, an assistant clinical professor of dermatology at the University of Southern California's Keck School of Medicine in Los Angeles, reveals the four bad habits that can make shadows worse.

**Skipping sunscreen.** Those thin upper and lower lids are especially prone to sun-induced hyperpigmentation (and skin cancer). They're also sensitive to many sunscreens. Wu prefers nondrippy or stick formulas that won't migrate into the eyes.

**OD'ing on prescription retinoids.** "Too-frequent application can leave you with red, flaky rings around your eyes that turn brownish or gray as they heal, especially in olive or darker skin tones," warns Wu. She uses Renova, with a low 0.02 percent retinoid concentration that tends not to irritate the eye area.

**Using a wimpy makeup remover.** If you have to rub your skin to pry off your liner, you're causing inflammation and capillary damage. Wu recommends cleansing oils, such as Freeman Eclos Daily Facial Cleansing Oil, that "melt eye makeup with the least amount of rubbing and fewest lost lashes."

**Running hot.** "Many people wash their faces with hot water," says Wu. Don't. "It worsens puffiness and can accentuate dark circles." The same goes for hot steam.

## Color Theory

Creams designed to fade undereye circles can fail miserably—but not for the reasons you'd think. The challenge is choosing the right ingredients for your particular discoloration, say Doris Day, a clinical associate professor of dermatology at NYU Langone Medical Center, and Jim Hammer, a cosmetic chemist in Uxbridge, Massachusetts.

**Problem:** Brown undereye circles that you (and probably your grandmother) have lived with since childhood

**What you have:** Genetic discoloration

**What's going on:** The thin skin you inherited doesn't hide the concentration of blood vessels in this area, or if you have a dark complexion, the production of melanin is heavy here.

**What to do:** A retinol cream formulated specifically for the eyes, such as RoC Retinol Correxion Eye Cream, will fade pigment and increase collagen to make the skin less transparent, says Hammer. But don't rush: Since this powerful ingredient can be irritating at first, start by using the cream three times a week and gradually progress to nightly use. Day also recommends formulas with redness-reducing niacinamide and caffeine, like Olay ProX Eye Restoration Complex.

**Problem:** Brown or yellowish circles caused by sun exposure, chronic rubbing, eye-makeup remover, or eczema

**What you have:** Hyperpigmentation

**What's going on:** The body produces excess melanin in response to irritation and UV light—and it can linger for weeks, months, or even years.

**What to do:** Apply, and reapply, sunscreen every day. Arbutin, kojic acid, licorice, vitamin C, and daisy extract are all mild brighteners that interfere with the production of melanin without riling up sensitive areas. A couple of formulas to try: SkinMedica TNS Essential Serum and Your Best Face Correct Eye Cream. If those don't fade the discoloration, a doctor can prescribe a cream with hydroquinone.

**Problem:** Morning puffiness and blue half-moons that can look like black eyes, with watery eyes or a runny nose

**What you have:** Allergies

**What's going on:** Histamines released by the immune system cause swelling and broken, leaky capillaries. Itchiness can encourage rubbing, which compounds the problem with hyperpigmentation.

**What to do:** As with puffy eyes, an oral antihistamine can halt the reaction that's causing the problem. In addition, caffeine-based creams, like SkinCeuticals AOX+ Eye Gel, help shrink blood vessels.



Even professionals love the occasional luxury treatment.

## WHAT THE DOCTORS DO

Dermatologists have access to top-notch technology and the latest ingredients. So what do they use themselves?

"I've done lots of acid peels to smooth fine lines and Ulthera to lift sagging areas around my brows. But my issue is puffiness. I can tell by the way I look when I wake up if I had a salty dinner the night before. Right now I'm using a stem-cell formula, Lifeline Eye Firming Complex. At night, to increase cell turnover, I use Vichy Eye Contour Idealizer, which also gives instant tightness." —FRANCESCA FUSCO

"I protect my lids with EltaMD UV Clear SPF 46, then apply Caudalie Premier Cru La Crème Riche under my eyes and wherever else I need extra moisture—it's rich in the antioxidant resveratrol, and it rubs in well, so I can layer makeup over it. I do use fillers: I have done Sculptra and Voluma yearly for general face shaping and to smooth out my lower lids. As I age, I go lighter to keep it natural. It's like what Coco Chanel said about taking off one piece of jewelry—a crease here or there makes you look like you're not really trying." —HEIDI WALDORF

"My dad, who was a physician, always told me not to sit in the sun, which has meant only good things for the skin around my eyes. Now I'm religious about using SkinMedica TNS Essential Serum on my whole face, twice a day. It has great science behind it. In the morning, I layer on Estee Skincare by Doris Day Peptide Eye Cream, with peptides and great antioxidants, to brighten. At night, I use Olay ProX Eye Restoration Complex, which thickens skin with retinol. I've done Ulthera three times. I love the results, and I don't want to need a brow lift or surgery. Ever." —DORIS DAY

"Since losing weight over the past few years—and facial fat along with it—I've been injecting Voluma in the skin just under my brows to prop them up. I've used Latisse, the prescription lash lengthener, on my brows for six years, after noticing they were getting thinner and lighter. Fuller brows make the whole eye area look more youthful." —JESSICA WU