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THE BEAUTY EXPERT

JANUARY 2015

JENNIFER ANISTON

Talks About Marriage, Motherhood, Dogs, And (Yes!) Hair

HAIR MAKEOVERS

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Complexion Perfection

Hope in a jar? Please. Skin care in the year 2015 is about visible, quantifiable results, and we have the pictures to prove it. By Elizabeth Siegel

We love to quantify every step of our lives. We want to know the number of steps we've taken since we got out of bed, the precise number of friends who "like" our new Alexander Wang booties, and the minutes remaining until our Uber pulls up. We've come to expect instant progress reports from a single tap. (And that's all before we even get to the office.) Our skin-care routine, however, still leaves us craving feedback. We approach new products with high hopes and even higher expectations, but how can we be sure they're delivering?

"The variety and efficacy of skin-care ingredients has grown exponentially in the last five years—and so have our expectations for visible results," says Anne Chapas, a dermatologist in New York City. What hasn't evolved is our ability to assess those results at home with a method more effective than peering into a magnifying mirror. And then, of course, even potent ingredients aren't guaranteed home runs. "Changing your skin is about finding the right combination of products, rather than one miracle cream, and the ideal mix isn't always obvious," says Francesca Fusco, a dermatologist in New York City.

The case studies on these pages may change all this. Each one put a doctor-designed routine for a common skin concern to the test over 12 weeks—and we mean *really* put it to the test. We used skin-imaging technology from Canfield Imaging Systems to capture and quantify what our eyes can't see. A high-resolution camera uses special lenses and filters to assess changes in wrinkle and pore size and UV damage both above and below the skin's surface. But that's not even the coolest part: The same imaging technology is now available on the new SkinBetter app (and also at allure.skinbetter.com). With a quick selfie, you can know for sure whether your skin is improving with your latest routine or whether that new face cream is worth the hype. Let's run the numbers, shall we?



Model Masha Gotic holds an iPad with the SkinBetter app, which assesses skin and gives personalized product recommendations.

Linen jacket and skirt by Nina Ricci. Watch by Cartier. Leather bag by Prada. Makeup colors: Longwear Crème Eye Pencil in Noir and Rouge Nouveau Weightless Lip Colour in Coy by Laura Mercier. Hair: Diego Da Silva. Makeup: Francelle Daly. Manicure: Sheril Bailey. Prop stylist: Lisa Gwilliam. Fashion editor: Jarrod Lacks. Details, see Shopping Guide.

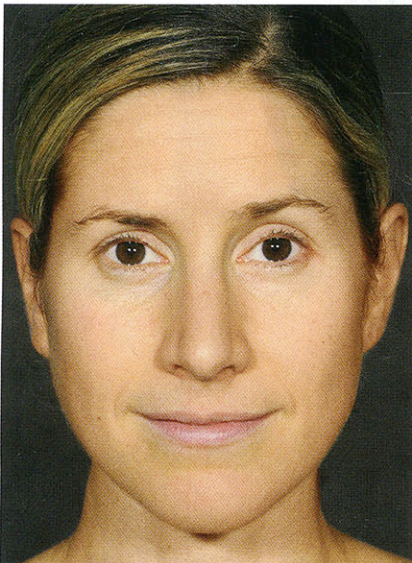
Fine Lines

Kerith Knechtel, 34 First, some good news: Fine lines, like the ones around Knechtel's eyes, are "superficial enough to minimize at home," says Chapas. "But the creases on her forehead are caused by muscles deep under the skin, and they're more difficult to correct with skin care alone."

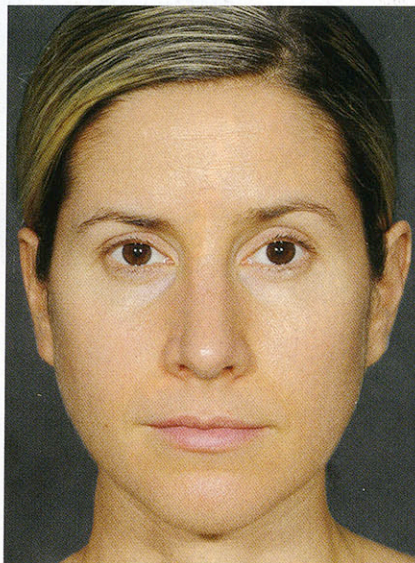
What the dermatologist says: The best anti-aging ingredients work even better if you combine them. "I advised Kerith to apply a moisturizing hyaluronic acid serum under two formulas that smooth lines by building collagen: Eau Thermale Avène Rétrinal H.A.F. Firming Gel with retinol and Neocutis Journée SPF 30 with growth factors," says Chapas. "Overnight, she put gentle retinol formulas from RoC on her face and eyes—more-potent formulas could have exacerbated her dry skin—and another cream with growth factors from Neocutis." Chapas also recommended that Knechtel use a Masque Bar hydrating sheet mask at least twice a week to

improve the dryness that was making her lines more noticeable. "After three months, I could see an improvement in the fine lines around Kerith's eyes," says Chapas. "But the deep wrinkles on her forehead didn't change—that's in keeping with what over-the-counter skin care can realistically do."

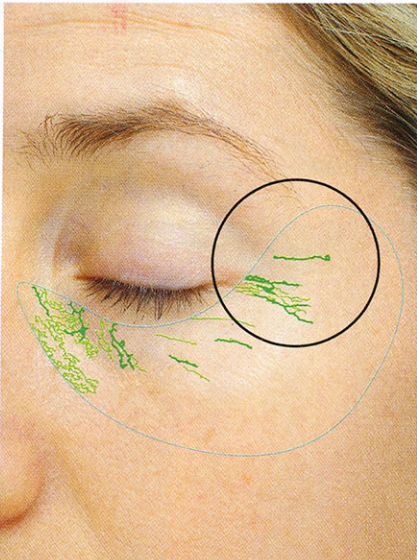
What the patient says: "I used to only use moisturizer, so I thought I'd never remember everything," says Knechtel. "But now I love the SkinCeuticals serum and the Masque Bar mask—both make my skin so glow-y. My skin looks much fresher now, the lines around my eyes and lips are softer, and my skin is brighter and more even overall."



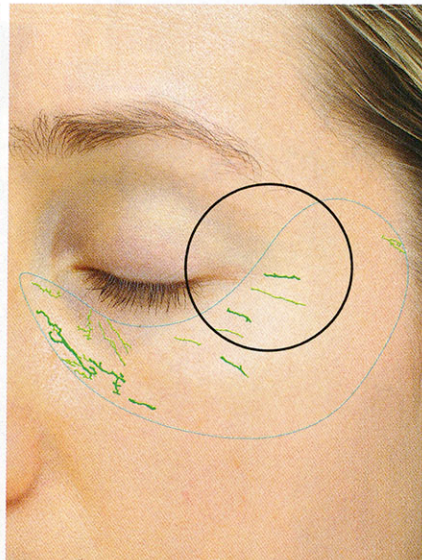
Before Better sunscreen use would have helped prevent fine lines, but the forehead creases were caused by strong facial muscles, says Chapas.



After Knechtel's lines are less noticeable, and they'll continue to diminish if she continues to use sunscreen and retinol daily.



Before "The shallow wrinkles are in light green, and the deeper ones are dark green," says Chapas.



After The length, depth, and number of lines around her eyes improved by 45 percent.

THE DOCTOR'S PLAN

Morning

Gentle cleanser: Neutrogena Ultra Gentle Daily Cleanser

Hyaluronic acid serum: SkinCeuticals Hydrating B₅ Gel

Retinol serum: Eau Thermale Avène Rétrinal H.A.F. Firming Gel

Moisturizer with sunscreen and growth factors: Neocutis Journée SPF 30



Night

Gentle cleanser: Neutrogena Ultra Gentle Daily Cleanser

Retinol eye cream: RoC Retinol Correxion Sensitive Eye Cream

Retinol face cream: RoC Retinol Correxion Sensitive Night Cream

Moisturizer with growth factors: Neocutis Bio-Cream Riche



Two times a week

Sheet mask with vitamin E: Masque Bar by Look Beauty Wrinkle Reducing Sheet Mask



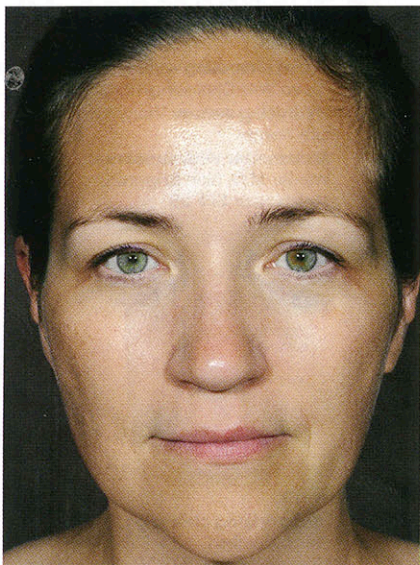
Hyperpigmentation

Anna Pacewicz, 39 If you've ever pretended sun spots were freckles, Pacewicz can relate: "But mine kept getting darker and darker, until I realized they were officially age spots," she says. "Then I had a baby, and during my pregnancy, I got a dark patch on my forehead, too."

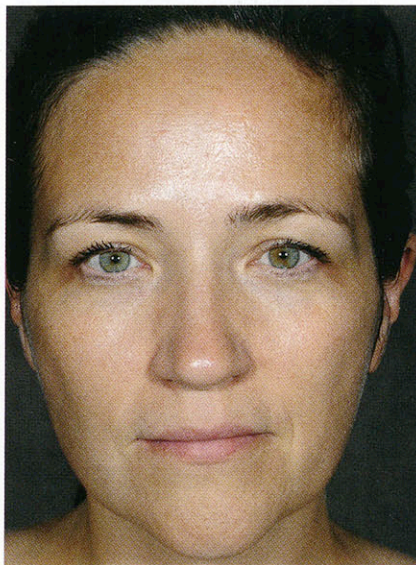
What the dermatologist says: "Melasma—dark patches caused by hormonal changes, like pregnancy—is one of the most difficult skin issues to treat at home," says Fusco, who built this routine around the three types of products that work best on deep pigmentation: exfoliators, brightening serums, and sunscreen. "When you exfoliate with a glycolic acid night cream and a weekly alpha and beta hydroxy acid peel, brightening ingredients penetrate better. I chose SkinMedica's Lytera serum for Anna because its blend of vitamin C and retinol is reliably effective." And since UV exposure makes spots worse and treatments pointless, sunscreen

is a must. "Supergoop is so light, it's easy to wear every day," says Fusco. And Pacewicz did, religiously. The proof? "Both Anna's melasma and sun spots faded significantly after three months, and they'll continue to diminish if she sticks with the program," says Fusco. "The redness on her nose and cheeks, which often accompanies brown spots because it's also caused by sun damage, went away completely."

What the patient says: "I sat down with the list of products and thought, God, this is a lot," says Pacewicz. But she warmed to the routine as her spots started to fade and her skin became smoother and more radiant.



Before Using harsh cleansers and skipping sunscreen likely made Pacewicz's brown spots and redness worse, says Fusco.



After "A gentler routine and proven brighteners noticeably lightened spots," says Fusco. "When she ditched harsh scrubs, her redness cleared up."



Before "Her melasma is the dark-brown cluster above her eyebrow; her sun spots are the pinpoint across her nose and cheeks," says Fusco.



After Her surface spots are 6 percent less concentrated. The pigment under her skin decreased by 19 percent.

THE DOCTOR'S PLAN

Morning

Exfoliating cleanser:

Vichy Normaderm Triple Action 3 in 1 Cleanser

Retinol and vitamin C serum:

SkinMedica Lytera Skin Brightening Complex

Eye cream with caffeine: Vichy ProEven Eyes Daily Eye Corrector for Dark Circles and Spots

Sunscreen: Supergoop Everyday Sunscreen With CRT SPF 50



Night

Gentle exfoliator: First Aid Beauty Facial Radiance Polish

Retinol and vitamin C serum: SkinMedica Lytera Skin Brightening Complex

Eye cream with caffeine: Vichy ProEven Eyes Daily Eye Corrector for Dark Circles and Spots

Glycolic acid cream: Caudalie Vinoperfect Cell Renewal Night Cream



Once a week

Alpha and beta hydroxy acid peel:

Dr. Dennis Gross Skincare Alpha Beta Peel



Dullness

Scarlett Kim, 34 After a late night, most people's skin looks dull and dry. But for Kim, "that's how mine has started to look all year round. I want the dewy look I always see in magazines."

What the dermatologist says: The tried-and-true formula for glowing skin is exfoliating and moisturizing—and Kim's regimen was supercharged on both counts. "She used Philosophy's peel twice a week to lift away dead skin and then put on a really rich hydrating mask from First Aid Beauty immediately afterward," says Fusco. And each morning, she wore not one but two moisturizers (a Vichy serum and a Patricia Wexler M.D. moisturizer).

"The cream traps the serum against the skin for better penetration and a dewier finish," says Fusco. Before bed, Kim applied either a serum with skin-brightening botanicals (Jurlique Purely Bright Radiance Serum) or a retinol cream (SkinMedica Retinol Complex .25). Retinol clears pores and builds collagen—"and smoother, firmer skin looks more luminous. But retinol can also be irritating if you overdo it, so she alternated it with Jurlique's serum,"

says Fusco. "At the end of three months, Scarlett's complexion looked much healthier and more radiant."

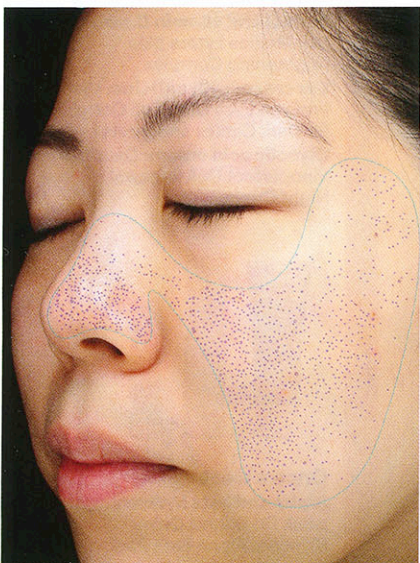
What the patient says: "I've tried to fake glowing skin with tinted moisturizer for years. Now I can go bare-faced and have the same effect," says Kim, whose favorite products were the Vichy serum and the Wexler moisturizer. "They made my skin as smooth and soft as a baby's butt, and using them together gave me the instant glow I wanted."



Before "Dry spots, redness, and clogged pores made her skin dull," says Fusco.



After "Her skin was smoother and more elastic—and both are keys to radiance," says Fusco.



Before "Her skin didn't reflect much light because its surface was rough," says Fusco. The blue dots represent the main culprit: clogged pores.



After The number of clogged pores went down 31 percent. "It was the biggest change to her skin texture," says Fusco.

THE DOCTOR'S PLAN

Morning

Facial cleansing wipes: Pond's Luminous Clean Wet Cleansing Towelettes

Hydrating serum: Vichy Idéalia Life Serum

Moisturizer with sunscreen: Patricia Wexler M.D. Skin Brightening Daily Moisturizer SPF 28



Night

Moisturizing cleanser: Dove DermaSeries Cream Face Cleanser

Retinol serum: SkinMedica Retinol Complex .25

Antioxidant serum: Jurlique Purely Bright Radiance Serum



Two times a week (used in succession):

Alpha hydroxy acid peel: Philosophy The Microdelivery Triple-Acid Brightening Peel

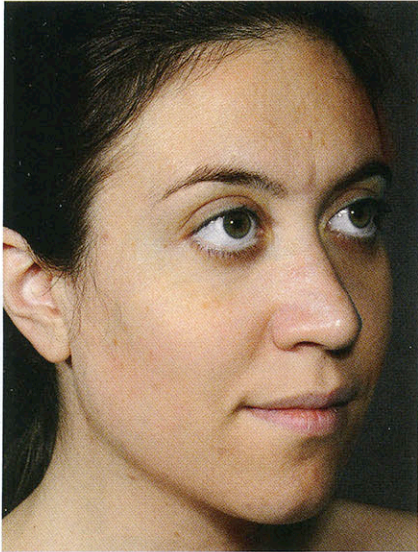
Moisturizing mask: First Aid Beauty Facial Radiance Overnight Mask



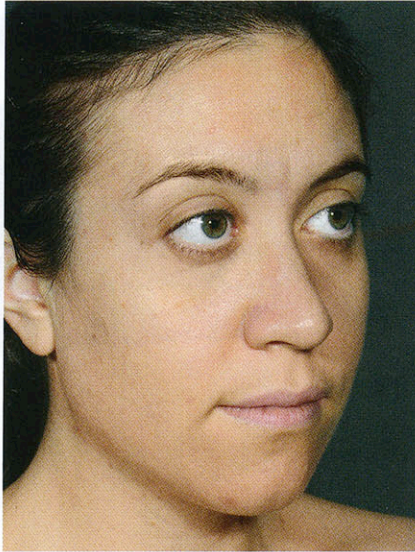
CLOCKWISE FROM TOP LEFT: DON ALLEN STUDIOS (2); JOHN MANNO (8); CANFIELD IMAGING SYSTEMS (2)

Acne

Shana Gotlieb, 31 You don't need a prescription to get smoother, softer, more even skin. You do need one, however, to put a stop to the hormonal acne that often plagues women in their 20s and 30s (and sometimes well beyond). "Unfortunately, breakouts driven by hormone changes are rarely fixed by over-the-counter salicylic acid or benzoyl peroxide acne products alone," says New York City dermatologist Jennifer MacGregor, who created this regimen of both prescription and over-the-counter products to treat Gotlieb's hormonal breakouts.



Before "Breakouts on the chin and jaw are typical of hormonal acne," says MacGregor.



After Gotlieb's skin cleared up significantly; she still gets the occasional breakout on her chin and jaw.

What the dermatologist says: "Shana had painful hormonal acne on her chin and jaw, plus acne vulgaris—caused by clogged pores—on her T-zone," says MacGregor. The prescription gel Aczone contains an ingredient called dapsone that treats both kinds of breakouts. Layering it with a prescription retinoid at night decreases oil production and cleans out pores. The duo cleared up Gotlieb's skin in just two months, without any dryness or irritation. "The gen-

tle evening face wash and a moisturizer with petrolatum prevented those common side effects," says MacGregor.

What the patient says: "I was just hoping that the routine would make my pimples smaller and less painful, but the acne on my forehead and nose has *completely* cleared up," says Gotlieb. "I still break out on my chin around my period, but the pimples aren't as red or inflamed, and there are fewer and fewer of them."

SKIN TRACKER

Allure teamed up with SkinBetter, a new website and free app that employs the same Canfield Imaging Systems skin-imaging technology that doctors use. But the app takes the science one step further, giving specific product recommendations based on the imaging and an algorithm. "Every product we suggest was vetted by top dermatologists and plastic surgeons," says former pharmaceutical executive Jonah Shacknai, who created SkinBetter. "We only wanted to include the skin care they tell their patients to use." If you take a new picture every few weeks, you can chart your progress and see whether your regimen is making any difference—and exactly how much. One caveat: SkinBetter currently can't assess acne, but as the cameras on phones improve, that may change.

THE DOCTOR'S PLAN

Morning

Salicylic acid cleanser:

SkinCeuticals LHA Cleansing Gel

Prescription antibacterial gel:

Aczone Gel 5%

Sunscreen: EltaMD Skincare UV

Clear Broad-Spectrum SPF 46



Night

Hydrating cleanser:

Cetaphil Gentle Skin Cleanser

Prescription antibacterial gel:

Aczone Gel 5%

Prescription retinoid:

Tretinoin 0.025%

Basic moisturizer: Theraplex

HydroLotion Daily Skin Moisturizer

