

SPECIAL ISSUE

# allure

THE BEAUTY EXPERT

OCTOBER 2015

260  
WINNING

Lipsticks,  
Shampoos,  
Mascaras,  
Wrinkle  
Fighters,  
And More

Julia  
Roberts  
Oscar Winner.  
Mother.  
Manicurist.



# BEST OF BEAUTY



- Major Breakthroughs
- All-Natural Products That Really Work
- Amazing Finds Under \$1, Over \$300





BEST OF BEAUTY



# The Big Breakthroughs

Some beauty pipe dreams have become reality this year: An ingenious procedure that smooths cellulite, a flatiron that practically coddles hair, a self-tanner you apply in mere minutes (and then rinse right off), and many more. Dream on? Not anymore. By Brooke Le Poer Trench





BEST OF BEAUTY



## Kane NY Serum Savant

One basic truth about face creams and serums: Most of the tube (or bottle or jar) is filled with a base that exists only to feel nice on your skin and babysit the active ingredients. Michael Kane, a New York City plastic surgeon who has worked as a consultant to more than a dozen skin-care companies, had the idea to create a base out of an active ingredient that also happens to be one of the toughest to get into skin—hyaluronic acid, a plumping sugar molecule found naturally in the body. After seven years of research, his team achieved this with the help of a lab full of chemists in space suits (more on that in a moment).

**HOW IT WORKS:** Hyaluronic acid is a major component of our skin that depletes with age. Quite simply, the more you can get back into the skin, the younger you look. But since the molecules are too big to penetrate the epidermis (picture trying to shove a cookie into a keyhole), they instead sit on skin and prevent moisture from escaping. And that's all well and good, but a basic and far less expensive ingredient, like petrolatum, can do that. Some companies grind up hyaluronic acid into pieces, but tiny, irregular shards can irritate the skin. Kane NY chemists searched for a way to divide it into smaller uniform pieces. The answer, which they found in a Japanese lab, was an organic enzyme that minces the molecule into the same threads every time. Even better, these minuscule pieces surround the rest of the active ingredients—stabilized vitamin C to brighten, retinyl palmitate to boost collagen, and niacinamide to hydrate and improve cell metabolism—and carry them deep into the skin. Finally, the entire formula is mixed together in an airless nitrogen chamber (hence the *Interstellar*-esque barrier suits) and placed in an airtight bottle with a double valve—all to keep the ingredients from being exposed to oxygen until you smooth the serum on your face. In double-blind studies, after four weeks of twice-daily use, 100 percent of the study participants had significant improvements in fine lines, wrinkles, dryness, and radiance, as measured in professional skin assessments.

**WHAT AN EXPERT SAYS:** "Hyaluronic acid and vitamin C are listed on many skin-care labels, but the truth is that getting them into skin is still a huge challenge for skin-care formulators," says Doris Day, a clinical associate professor of dermatology at NYU Langone Medical Center in New York City. "This product not only delivers them in a stable form but also in substantial amounts." And if that 100 percent score wows you, you're not alone. "What really puts this over the top for me is the clinical results," Day says. "To see statistical improvements in all four markers of aging skin is impressive—and shows that this delivery system is really working."

## NOW DOCTORS CAN USE AN INJECTABLE TO DISSOLVE THE FAT UNDER THE CHIN—FOR GOOD.

### Kybella

Doctors can make spider veins disappear with a pass of a laser beam and crow's-feet vanish with a shot of toxins, but they've never been able to solve this riddle: No matter how much weight some people lose, their chin fat just won't budge. It's the same kind of fat as everywhere else on the body, yet it clings like a needy toddler (if your DNA is so inclined). Until recently, the only solutions were liposuction or a face-lift. Now doctors can use a new injectable approved by the FDA specifically to dissolve the fat under the chin—for good.

**HOW IT WORKS:** A doctor numbs the area with lidocaine and then presses a kind of temporary tattoo of tiny dots spaced one centimeter apart under the chin. Next she injects small amounts of deoxycholic acid (a synthetic form of the bile acid that the body uses to break down fat in the gut) next to each dot. Once injected—somewhere between 10 and 25 jabs in one session—Kybella destroys the fat cells. And they never come back. The treated area swells for a few days as the body's circulatory and lymphatic systems flush away the dead cells, but this is a good thing. In clinical studies, "this inflammation actually helped tighten skin," says Heidi Waldorf, the director of laser and cos-

metic dermatology at the Mount Sinai Hospital in New York City and a lead investigator. Results take four to six weeks to show, at which point the doctor will assess how many more treatments are needed (if any). While some patients in the studies required up to six sessions, Waldorf notes that most of the women she's been treating outside of the study will probably need one to three. It all depends on how much fat was there to begin with. "As with all procedures, results do vary—but most patients in the trial saw a significant improvement," says Waldorf.

**WHAT AN EXPERT SAYS:** "This is the beginning of a whole new category of injectables. Rather than filling, they're subtracting from an area that is problematic for a lot of people," says Amy B. Lewis, a clinical assistant professor of dermatology at Yale School of Medicine, who will be training new doctors on how to inject Kybella when it is made more widely available this year. "There have been attempts to dissolve fat before, but this is the first time it's worked—and that's pretty exciting. In the future, Kybella could be used to improve the appearance of stubborn fat pads elsewhere on the body, like bags under the eyes or so-called 'bra bulges.'"

