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THE BEAUTY EXPERT

OCTOBER 2013

SPECIAL ISSUE!



BEST
OF
BEAUTY

246

AMAZING
WINNERS

Time-Saving Breakthroughs,
Worth-It Splurges, and a
Makeup Palette for Under \$8!

*Olivia
Wilde*

ASK HER ANYTHING.
WE SURE DID.

Supersexy
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LESSONS FROM
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10>



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Three Old Favorites

There are 14 steps involved in melanin production. To jam up the works, dermatologists depend on these brighteners.

1 Hydroquinone. "You'd think it'd be easy to find something superior to a 50-year-old drug, but prescription hydroquinone is still the gold standard in bleaching," says Pearl Grimes, a clinical professor of dermatology at UCLA. It fades many spots when used consistently and blocks the enzyme needed for creating new ones. Paired with a prescription retinoid or nonprescription retinol, it begins to lighten splotches in four to six weeks, sometimes sooner. (Over-the-counter hydroquinone takes about three months.) **Found in: Ambi Skincare Fade Cream.**

2 Azelaic acid. If you turn red just looking at most creams, this brightener is for you. (Dermatologists prescribe it to soothe sensitive and rosacea-prone skin.) And unlike hydroquinone, "it only targets excess melanin, so it won't lighten healthy skin," says Graf, who often prescribes it to patients of color for this reason. **Found in: Philosophy The Microdelivery Brightening Peel.**

3 Melanozyme. This mushroom-derived enzyme was formulated to whiten paper (go figure). Good thing scientists realized it also dissolves melanin on the skin's surface. That's a big deal—at least, in the world of skin brighteners—because no other ingredient does that. Most others take a backward approach, blocking melanin production so no new pigment reaches the skin's surface, and eventually a spot goes away. But even if you don't care about the technicalities, you'll care about this: Melanozyme works within four weeks, while most other brighteners (yes, even hydroquinone) typically take one to two months. **Found exclusively in: Elure Advanced Brightening line.**

2

Types of pigment in the skin.

They're both melanin, but one causes brown spots, and the other makes your lips rosy.

Eumelanin

This is the melanin behind sun spots; it's also a natural antioxidant and sunscreen.

"This is why skin of color is less likely to burn, develop skin cancer, and age as quickly as lighter skin," says Susan Taylor, the founding director of the Skin of Color Center at St. Luke's-Roosevelt Hospital Center in New York City.

Pheomelanin

This reddish pigment, present in all skin types but especially abundant in redheads and blondes, gives freckles their auburn tinge and lips their red hue. Sunlight revs up its production, but pheomelanin lacks protective powers. Studies show it can heighten skin's sensitivity to UV rays, causing the fairest to burn quickly on summer days and accrue more sun damage over time.

Three Newcomers

Dermatologists are buzzing over three new ingredients for fading dark spots; they gave us the scoop.

1 Phlorogine. This anti-inflammatory seaweed extract is best for the shadow you see before a spot surfaces and for preventing red marks (acne) from leaving brown ones (or, as we like to call them, ghosts of pimples past). Bonus: "In addition to brightening, it's been shown to reduce oil production," says Joshua Zeichner, an assistant professor of dermatology at Mount Sinai Hospital in New York City. **Found in: Olay Professional Pro-X Even Skin Tone line.**

2 4-ethoxybenzaldehyde. If ever an ingredient sounded as if it were made in a lab, this is it. But the point is, 4-etho-what's-it-called reduces brown spots and red blotches at the same time. "It's been used as a redness reducer for years, but new studies show that it also inhibits melanin production and may even prevent existing melanin from reaching the top layers of the skin," says Vivian Bucay, a dermatologist in San Antonio. "One recent study found its lightening effects to be comparable to prescription-strength hydroquinone." **Found in: SkinMedica Lytera Skin Brightening Complex.**

3 Ellagic acid. This antioxidant, found in strawberries and raspberries, has been used to prevent collagen breakdown (a precursor to wrinkles) for years. Turns out, it's also an impressive brightener. "It fades spots on all skin tones," says Bucay. "It even stacks up to prescription-strength hydroquinone when paired with salicylic acid." **Found in: SkinCeuticals Advanced Pigment Corrector.**

18
percent of
Allure
readers say
unevenness
is their
biggest skin
concern.



Tip

If sun spots are pronounced, your dermatologist can lighten them with a series of chemical peels or laser treatments.

Best of Beauty

Does this product really deliver? Is it decisively better than its competitors? Is it a joy to use? These are just some of the questions we asked ourselves when testing the thousands of anti-agers, frizz fighters, mascaras, and body scrubs for this year's awards. Some won by a landslide; others were a close call. But in the end, these powerhouses earned an enthusiastic "Yes! Yes! Yes!"

By Meirav Devash

Green: RGB Nail Color in Tropic.
Blue: Essie nail polish in Butler Please. Purple: Rescue Beauty Lounge nail polish in Mismas. Fuchsia: Chanel Le Vernis in Rose Exubérant. Burgundy: Clinique A Different Nail Enamel in Black Honey. Peach: Sally Hansen Complete Salon Manicure in Peach of Cake. Yellow: Illamasqua Nail Varnish in Rare. Gray: Givenchy Le Vernis in Lilas d'Exception.

Skin

Supercharged serums. The richest eye cream. When wrinkles, dark spots, or crepiness appear, these products get results. Stat.

Cleanser

NORMAL SKIN. Sure, we have "normal" skin—but it could still be improved. The alpha and beta hydroxy acids in **Neutrogena Pore Refining Daily Cleanser** dissolve makeup and grime.

DRY SKIN. The gentle beads and skin-softening salicylic acid in **Olay Regenerist Regenerating Cleanser** spruce up all skin types; the glycerin is ideal for dry patches.

OILY SKIN. **Garnier The Radiance Renewer** is a thick gel that clings to skin, so hydroxy acid can unclog and deslick.

Cleansing Wipes

A few passes with a **L'Oréal Paris Ideal Clean Towelette** removes every last bit of makeup—even stubborn waterproof mascara. No lie.

Facial Moisturizer

NORMAL SKIN. We love multitaskers that speed up our morning routine, like **Olay Total Effects Daily Moisturizer**. The antioxidant-packed lotion wears well under makeup and protects against UV rays, so you can move on to figuring out what to wear.

DRY SKIN. This airy whip of fig and algae extracts may look and smell delicate, but **Fresh Lotus Youth Preserve Face Cream** delivers a wallop of moisture that makes even the driest skin dewy.

OILY SKIN. **Dr. Brandt Pores No More Mattifying Lotion** gradually decreases oil production, so the more you use it, the less you'll need it. Plus, its silica powders leave skin primed for makeup.

Instant Brightener

When your boss has the gall to schedule an 8 A.M. meeting, **Clarins Beauty Flash Balm** works faster than espresso to perk up skin. (At least you'll look alert.)

Anti-ager

ANTIOXIDANT. The triple-antioxidant bomb in **SkinCeuticals Phloretin CF Gel** brightens skin and fights future damage, all in a gel that absorbs in seconds.

FOR WRINKLES. **Olay Regenerist Intensive Repair Treatment** uses gentle retinyl propionate, so even sensitive types can get smooth.

FOR DISCOLORATION. No, you're not hallucinating: The mushroom-derived enzyme in **Elure Advanced Lightening Lotion** dissolves spots in four weeks without irritating hydroquinone.

Eye Cream

ANTI-WRINKLE. **RoC Retinol Correxion Sensitive Eye Cream** slowly releases retinol as you sleep. Maximum efficacy, minimal irritation (and crow's-feet).

DEPUFFING. Think of it as cucumber slices that last all day. **Origins No Puffery** uses tightening yeast extract and cooling aloe to refresh under-eyes.

DARK CIRCLES. Tinted **Clinique Even Better Eyes** brightens dark shadows with mulberry root and helps thicken too-transparent skin.

MOISTURIZING. The souped-up essential oils in **Kiehl's Midnight Recovery Eye** wipe out puffiness and crepiness, so you wake up bright-eyed—even if you only slept five hours.

Facial Sunscreen

SkinCeuticals Physical Fusion UV Defense SPF 50 is a water-resistant, broad-spectrum sunscreen that doesn't suffocate pores or add a ghostly pallor.

Scrub

Joboba beads buff, sunflower oil cushions, and oat bran soothes irritation, which is a fancy way of saying: **StriVectin-SD Instant Retexturizing** is that rare gentle exfoliator.

Peel

Each pad of **Philosophy The Microdelivery Triple-Acid Brightening Peel** delivers the ideal ratio of mandelic, phytic, and azelaic acids to make pores look minuscule.

Mask

OILY SKIN. We like to think of the **Murad Clarifying Mask** as a Dyson for our T-zone. The mix of kaolin clay and sulfur actually makes us look forward to our weekly deep clean.

DRY SKIN. Each presoaked **Garnier Skin Renew** sheet mask plumps the skin with a hefty dose of glycerin.

Zit Cream

With 10 percent benzoyl peroxide, **Clearasil Ultra Rapid Action Vanishing Cream** is the closest thing to a trip to the dermatologist for a cortisone shot.

Acne Treatment

Glytone Acne Kit uses salicylic acid and benzoyl peroxide to keep bacteria and oil on lockdown.

Master List

\$25, Bloomingdale's, bloomingdales.com, Lord & Taylor, lordandtaylor.com, Nordstrom, nordstrom.com



Sally Hansen Salon Effects Real Nail Polish Strips, \$9.99,

Target, Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com

HOME GEL KIT



Sally Hansen InstaGel Starter Kit, \$29.99,

Target, Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com

BASECOAT



Orly Rubberized Basecoat, \$10, orlybeauty.com, Ulta Beauty, ulta.com

TOPCOAT



Sally Hansen Diamond Flash Fast Dry Top Coat, \$6.99, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com

CUTICLE CREAM



Essie Apricot Cuticle Oil, \$8, essie.com

SKIN

CLEANSER



Garnier The Radiance Renewer Cleansing Gelée, \$6.99, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com



Neutrogena Pore Refining Daily Cleanser, \$6.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com, soap.com



Olay Regenerist Regenerating Cream Cleanser, \$21.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com, soap.com

CLEANSING WIPES



L'Oréal Paris Ideal Clean Makeup Removing Towelettes,

\$4.99, Target, Walmart,

CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com

FACIAL MOISTURIZER



Dr. Brandt Pores No More Anti-aging Mattifying Lotion, \$60,

drbrandtskincare.com, Sephora, sephora.com, ulta.com



Fresh Lotus Youth Preserve Face Cream, \$42, Fresh,

fresh.com, Sephora, sephora.com, select Nordstrom stores, nordstrom.com



Olay Total Effects 7 in One Anti-aging Daily Moisturizer, \$18.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com, soap.com

INSTANT BRIGHTENER



Clarins Beauty Flash Balm, \$45, clarinsusa.com, Macy's, macys.com, Bloomingdale's,

bloomingdales.com, Sephora, sephora.com, Ulta Beauty, Lord & Taylor, lordandtaylor.com, Nordstrom, nordstrom.com, Saks Fifth Avenue, saks.com, Dillard's, dillards.com

ANTI-AGER



Elure Advanced Lightening Lotion, \$125, select

dermatologists (elureskin.com), skinfo.com



Olay Regenerist Intensive Repair Treatment, \$24.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com, soap.com



SkinCeuticals Phloretin CF Gel, \$155, skinceuticals.com

EYE CREAM



Clinique Even Better Eyes Dark Circle Corrector, \$39.50, clinique.com, Macy's,

macys.com, Bloomingdale's, bloomingdales.com, Sephora, sephora.com, Lord & Taylor, lordandtaylor.com, Nordstrom, nordstrom.com, Saks Fifth Avenue, saks.com, Dillard's, dillards.com



Kiehl's Midnight Recovery Eye, \$36, kiehls.com,

Bloomingdale's, Nordstrom, Saks Fifth Avenue, Dillard's



Origins No Puffery Cooling Roll-On For Puffy Eyes, \$25, origins.com



RoC Retinol Correxion Sensitive Eye Cream, \$22.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com, soap.com

FACIAL SUNSCREEN



SkinCeuticals Physical Fusion UV Defense Sunscreen Broad Spectrum SPF 50, \$34,

skinceuticals.com

SCRUB



StriVectin-SD Instant Retexturizing Scrub, \$29, strivectin.com, Macy's, macys.com, Bloomingdale's,

bloomingdales.com, Ulta Beauty, ulta.com, Lord & Taylor, lordandtaylor.com, Nordstrom, nordstrom.com, Dillard's, dillards.com

PEEL



Philosophy The Microdelivery Triple-Acid Brightening Peel, \$69,

philosophy.com, Macy's, macys.com, Sephora, sephora.com, Ulta Beauty, ulta.com, Lord & Taylor, lordandtaylor.com, Nordstrom, nordstrom.com, Dillard's, dillards.com

MASK



Garnier Skin Renew Dark Spot Treatment Mask, \$16.99, Target,

Walmart, CVS/Pharmacy, Walgreens, Ulta Beauty, ulta.com



Murad Clarifying Mask, \$37, murad.com, Sephora, sephora.com, Ulta Beauty, ulta.com,

Dillard's, dillards.com

ZIT CREAM



Clearasil Ultra Rapid Action Vanishing Treatment Cream, \$8.99, allure.com, Target,

Walmart, CVS/Pharmacy, Walgreens, soap.com

ACNE TREATMENT



Glytone Acne Kit, \$87, select dermatologists (glytone-usa.com), dermstore.com,

skincarex.com

SENSITIVE SKIN



Aveeno Ultra-Calming Makeup Removing Wipes,

\$6.99, allure.com, Target, Walmart, CVS/Pharmacy, Walgreens, soap.com



Cetaphil Gentle Skin Cleanser, \$4.49

to \$11.99, allure.com, Target, Walmart, CVS/Pharmacy, Walgreens, soap.com



Eau Thermale Avène Antirougeurs Fort Relief Concentrate for Chronic Redness, \$46, select

dermatologists (aveneusa.com), dermstore.com

Best of Beauty

Supercharged serums. The richest eye cream. When wrinkles, dark spots, or creases appear, these products get results. Stat.

Skin

Cleanser • **Instant Brightener** • **Facial Sunscreen** • **Scrub** • **Peel** • **Mask** • **Zit Cream** • **Acne Treatment**

Sensitive Skin

Top Splurges

Guys' Stuff

Natural Wonders