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ANNIVERSARY

10
NEW
LOOKS
THAT COUNT

THE
MUST-HAVE
BAG &
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MADONNA
MYTH
VS.
REALITY

BEST
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SPRING
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ISSUE





BEST

FACE MASKS

*Experts agree: You can dramatically improve your skin in minutes
with a potent mask. By Brooke Le Poer Trench
Photographs by Ben Hassell*

BEAUTY BAZAAR The Neutrogena Light Therapy Acne Mask is most effective on clean skin (\$39.99). In clinical tests, 98 percent of users reported fewer breakouts after 12 weeks of regular use. Earrings, Chanel. See Where to Buy for shopping details.



*A*n LED mask that combines
red and blue light can kill acne-causing bacteria
and calm redness after just one use.

T

HE DERMATOLOGISTS we know are hard to impress. So imagine our surprise to hear that they are united in their adoration of... face masks. "I've been hoping for a while that they'd become a phenomenon—and finally they are," says Doris Day, M.D., a New York dermatologist. "The right mask will enhance the penetration and efficacy of all the other products in your routine." And if you're not using them, "you're missing a hugely beneficial step in your skin-care regimen," Day says.

Another reason doctors (normally a patient bunch) love masks is for their speedy results. "They are one of the few

beauty products you can put on your skin and quickly notice a difference," says Ranella Hirsch, M.D., a dermatologist in Boston. And this is why: The ingredients are usually more concentrated than moisturizers and serums; they're on your skin longer, so they penetrate better; and masks are often occlusive, meaning that they trap ingredients in your skin.

Choose your mask based on the issue you're trying to address, Hirsch says. Clue: "Aging" is not the right answer. "Masks are less successful when you're trying to find one that hits everything," she notes. "If you target a specific problem, that's when you'll get those turbo-charged results."

INCREASE HYDRATION

Sheet masks are good for more than just scary-looking selfies. "The best ones are packed with hyaluronic acid," Hirsch says, "and give skin a big boost of hydration." We like Lancôme Génifique Youth Activating Second Skin Mask (\$105 for six). AmorePacific Time Response Skin Renewal Sleeping Masque (\$200) has skin-soothing green-tea extracts, and Exuviance Overnight Recovery Masque (\$65), with evening primrose oil, helps repair the skin barrier while you sleep. And SK-II Facial Treatment Mask loads your skin with the equivalent of 10 applications of its Facial Treatment Essence (\$95 for six). Tip: Apply your favorite serum before putting on a cloth or gel hydrating mask and it will work harder. "A mask enhances the penetration, so more of the serum's ingredients will be absorbed into the skin," says Jeannette Graf, M.D., a New York dermatologist.

INSTANT GLOW

To fight dullness, opt for a fruit acid or enzyme mask. "Fruit enzyme masks are a gentle way to exfoliate and make your skin look brighter," says Hirsch. We like Fresh Vitamin Nectar Vibrancy-Boosting Face Mask (\$62). To fade splotches and even skin tone, try a brightening mask with niacinamide, licorice

root extract, and vitamin C, such as Eve Lom Brightening Mask (\$160 for eight). "There is very little risk of overloading the skin with ingredients when it comes to tackling this problem," says Graf. "The more you can get in, the better."

TREAT OILY SKIN

For complexions that are oily and acne-prone, a clay mask like L'Oréal Paris Purify & Mattify Mask (\$12.99) is your best bet; it soaks up grease and gives skin a healthy dose of calming minerals. Graf also recommends formulas with algae extracts to soothe and firm. Try Algenist Perfect Clarifying Pore Corrector Mask (\$55).

YOUNGER-LOOKING EYES

The eye area ages faster than the rest of your face, making it "well suited to masks because it benefits rapidly from a surge of ingredients," says Hirsch. Estée Lauder Advanced Night Repair Concentrated Recovery Eye Mask (\$40 for four) contains firming and moisture-retaining ingredients like milk thistle and hyaluronic acid. Shiseido Benefiance WrinkleResist24 Pure Retinol Express Smoothing Eye Mask (\$63 for 12) has retinol to tackle fine lines. For dark circles and puffiness, skullcap extract reduces inflammation and swelling. Try Sephora Collection Instant Hydrogel Eye Mask Depuffing & Moisturizing (\$6).

THE NEW LEDs

There's also the futuristic route: Neutrogena Light Therapy Acne Mask (\$39.99) uses both blue- and red-light-emitting diodes (LEDs) to zap acne-causing bacteria and reduce inflammation, respectively. You may see improvement after one use, says Joshua Zeichner, M.D., a New York dermatologist. Slip it on like a pair of sunglasses; it powers off after 10 minutes. The celebrity-favorite Opera LED mask (\$2,023), which features red, blue, and infrared wavelengths, and can be worn for up to 30 minutes, may be beneficial for at-home anti-aging prevention, though more studies are needed, says Neil Sadick, M.D., a dermatologist in New York. "It seems to leverage scientifically proven technologies to combat wrinkles and stimulate collagen production." ■

BEAUTY BAZAAR Quickly calm sensitive or inflamed skin post-procedure with an intensely hydrating and cooling mask like SkinCeuticals Phyto Corrective Masque (\$55).