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[PAGE 170]

AERIN
LAUDER
MAKES A VERY
BIG MOVE
[PAGE 122]

A SCANDAL BEGINS

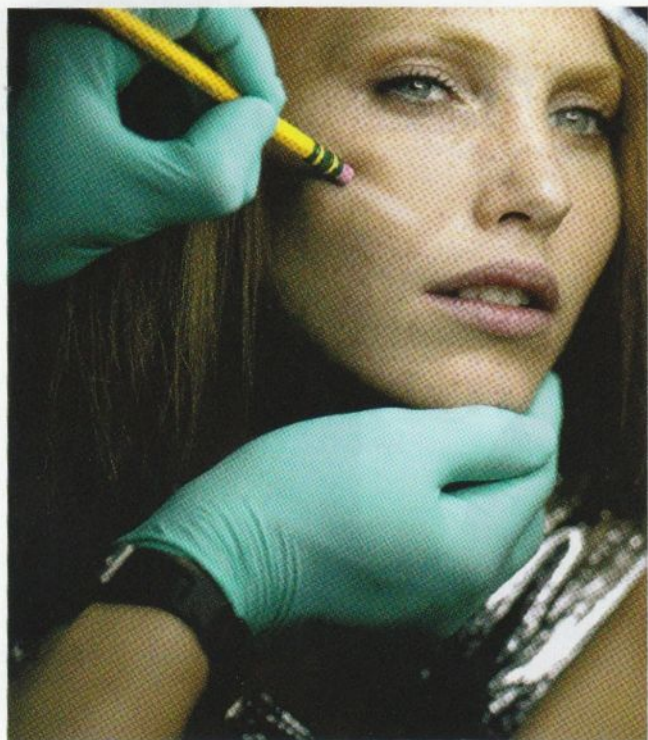
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SHADES of
ROCKEFELLER
[PAGE 132]

FASHION'S
FAVORITE
BAD GIRL
RETURNS
[PAGE 164]

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LOOKING GLASS



They've Had Their Fill

Women wary of the puffy, ballooning faces of their peers are seeking new ways to look younger—and still look like themselves.

BY KARI MOLVAR

WHEN JANE, AN UPPER EAST SIDE MOTHER IN her forties, looks around at parties these days, she sees a lot of familiar faces. Maybe too familiar. "So many friends have started to look exactly alike," she says. "Like caricatures of the female face." The perfectly round cheeks, the protruding lips, the lack of any frown lines—these are the common features of those who have had, perhaps, more than their fill of **cosmetic fillers**. But now women who fear looking uniformly plumped are taking a more understated approach to the aging face.

"Fillers are a slippery slope, and you can go too far," says Linda Rodin, 64, a former model and founder of the beauty line Rodin Olio Lusso. "I never had big lips or full cheeks before, so why would I want them now?" Instead, she visits New York City dermatologist David Colbert for a Triad Medical Facial, in which she is firmed and resurfaced, every few months. "Sure, I still have lines, and my neck isn't perfect, but my face isn't distorted, either," Rodin says.

Interior designer Celerie Kemble, 38, has also passed on the needles in favor of the less invasive approach. She visits Manhattan dermatologist Macrene Alexiades-Armenakas for beams of the new Alma Harmony XL laser, which stimulates natural collagen and elastin growth. "I like the idea of waking up something I already have in my body to work harder, rather than injecting something synthetic into it," Kemble says. Plus, "I'll still appear related to my mother and family members in a few years."

Even though such popular fillers as Juvéderm and Restylane are made with hyaluronic acid, a sugar-based substance that's found naturally in the body and binds to water to help plump skin, there's still a perception that they're not natural. "Now that there's a juice bar on every corner and we've embraced this idea of organic living, I think what you eat and put in your body is all tied together," says Olivia Chantecaille, the thirtysomething creative director of Chantecaille cosmetics and skincare. She uses her brand's white flower stem cell serum to build collagen. Other women, though, are turning to treatments like Laviv, the first FDA-approved treatment in which a patient's own collagen-producing fibroblast cells are used to soften smile lines. "It's a three-month process, since we have to wait until your new cells are grown," says Beverly Hills dermatologist Rhonda Rand. "But it's a nice option for the vegans of skincare."

Having to wait to see results is viewed as a good thing by patients of New York City dermatologist Anne Chapas. "A lot of women don't want an immediately plumped-up look," she says. Chapas has been offering Evolastin, a new radio frequency treatment meant to whip your skin cells into action. "It builds volume in the cheeks slowly over one to two months and lasts at least a year," she says.

Of course, all fillers don't deserve to be vilified. "Listen, in the right hands, fillers can look extremely natural and subtle," Alexiades-Armenakas says. "It's about doing your research to find a doctor you trust, one who will actually say no if you ask for too much."

That method has worked for Jane, who has opted to do \$300 half-syringe injections of Restylane and spread her appointments over 11 months rather than the typical six. "Women don't want to look 10 or 20 years younger now," Rand says. "But they'll take five." •

ANTI-AGING ALTERNATIVES

- » **TRIAD MEDICAL FACIAL** A trio of microdermabrasion, laser toning, and chemical peels that firm and resurface the skin. (from \$600)
- » **ALMA HARMONY XL LASER** An intense pulsating laser that stimulates collagen and elastin growth. (from \$600)
- » **LAVIV** A filler made from the patient's own fibroblast cells, which are taken from behind the ear and multiplied in a lab. (from \$3,500)
- » **EVOLASTIN** A radio frequency treatment in which acupuncture-style needles are inserted just below the skin's surface to spur the production of elastin, collagen, and hyaluronic acid. (from \$2,000)