

OOKSIERAT BERUTE STORY & STYLE Playbook

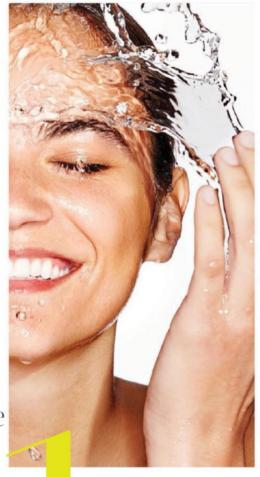


QUICK BEAUTY FAUX PAS FIXES SIX SECRETS TO HEALTHY HAIR FIGHT WRINKLES AS YOU SLEEP

31 days to your most gorgeous skin

These tips will reveal the clarity and radiance you were meant to have and lock down the best beautifying habits.

By CHERYL KRAMER KAYE



2. Sweat, of course.

If you're reading this magazine, you know the importance of exercise for your health and well-being. The skin benefits are like a free gift with purchase. "Getting your heart pumping increases the delivery of oxygen and other crucial nutrients to the skin cells, helping them function at peak efficiency," says David E. Bank, M.D., a dermatologist in Mount Kisco, New York, and a Shape advisory board member.

3. Give your face a workout, too.

"Why not do tone-ups for the 57 muscles of your face?" says Michelle Yagoda, M.D., a facial plastic surgeon in New York City. "Facial exercise takes commitment, but only a few minutes a day." Her pick: the Facercise DVDs (facercise.com).

Wash your face twice a day, but only twice.

"It's my goal to turn morning water splashers into cleanser users," says Nandi Wagner, a lead aesthetician for the Bliss SoHo spa in New York City. "Your skin does its repair work at night, and the old cells rise to the surface. You need a gentle cleanser to loosen those cells and wash them away."

Have sex three times a week. "One study showed that older couples who have more frequent sex look approximately seven years younger than their age-matched counterparts," Dr. Wechsler reports. Research suggests that sex releases human growth hormone, a contributor to more elastic skin, and endorphins, which help you sleep better.



24. Use a retinoid.

This was another must from all the derms we spoke to, and they all preferred the prescription-strength vitamin A derivative known as tretinoin. "There's nothing stronger in the antiaging

world," Dr. Wechsler says.
The nonprescription version, known as retinol, isn't quite as powerful, but it's still the strongest antiager you can buy over the counter.
Our pick: Avon Anew Clinical Pro Line Eraser [A].

25. Do this two-minute face massage.

"Using your nighttime moisturizer, massage your face and neck along the length of the muscle, making circular motions, Dr. Yagoda says. "You'll increase blood circulation, counteract gravity, and eliminate toxins."

26. Book a laser treatment.

Intimidated by the idea? Then try an entry-level laser, like Clear + Brilliant (\$300 to \$500 per treatment, clearandbrilliant.com), which evens out skin tone and reduces the appearance of wrinkles and pores while leaving the top layer of your skin intact. "You can do it and go right back to work," says Dr. Wechsler, who recommends three, once-amonth treatments for long-term results.

27. Prevent moisture loss.

"As we age, our skin starts to lose moisture," says Naomi Whittel, a certified nutritional consultant and the founder of Reserveage Nutrition in Boca Raton, Florida. "Ceramides are the mortar that holds our cells together on the outer layer of our skin, creating that moisture barrier." (See page 70 for a great topical ceramide formula.) Whittel recommends a ceramide supplement like ResVitále Collagen HydraPlump with Ceramides (\$40, gnc.com).

28. Go pro ... biotic.

Another skin barrier builder? Probiotics, the good bacteria that protect you from the harmful kind. They can be taken orally, but topical application gets them straight to your skin. Find



them in Elizabeth Arden Superstart Skin Renewal Booster [B].

29. Try a face oil.

"The secret to an instant glow is face oil," Dakar says. "It will nourish your skin and give it a healthy shine." We've fallen for Pure Beauty Oil Pure Marula Face Oil, which is rich in omega-3 fatty acids [C].

30. Ditch a bad habit.

If you're still smoking, stop, for lord's sake. Cigarettes constrict blood vessels, slowing your circulation and depriving your skin of oxygen and nutrients. Frequenting tanning salons is also a huge no-no. And picking at pimples. We know we sound like your mom, but really, just quit it.

31. Take a holistic approach.

Imagine a place where pretty much everything on this list is encouraged and supported (well, no guarantees on number 23). Now go there. Download the Love My Shape app to enterto win a week at Rancho La Puerta, the life-changing award-winning health and sparetreat in Tecate, Baja California, Mexico. Your body, mind, and skin will thank you. *