

beauty

Anti-age your gorgeous eyes

Tired, weary, puffy—our eyes bear the brunt of our hectic lives. Whether you want a fast, temporary fix or long-term solutions, our pro-vetted guide will help you find exactly what you need to look bright, smooth, and beautiful again.

BY KAYLEIGH DONAHUE HODES



Crow's-feet

THE INSTA-FIX: Eye crinkles are the mark of years of smiles, so they're really more like "happy feet." That said, you can play them down by dabbing on an eye cream or highlighter that contains light-reflecting particles. "The subtle sheen helps creases look softer," says makeup artist Jenn Streicher, who works with Emily Blunt (she likes Yves Saint Laurent Touche Éclat, \$42). Then, a little makeup wizardry can shift the focus away from your eyes' outer corners. Dust a shadow that's one to two shades lighter than your skin on the center of lids, then curl your lashes and apply a volumizing mascara to help eyes look big and open.

A LITTLE MORE HELP: Before you plunk down money for an eye cream, know this: The thin skin around the eyes is the most susceptible to sun damage (which is part of what leads to crow's-feet), so unless you protect it *every day* with broad-spectrum SPF 30 or higher, you're not going to see much improvement. "A physical sunscreen won't irritate eyes—layer one over a serum with potent antioxidants such as ferulic acid or phloretin for bonus UV-fighting benefits," says Arielle Kauvar, M.D., a clinical professor of dermatology at New York University Medical Center. Her favorite sunscreen is EltaMD UV Physical Broad-Spectrum SPF 41 (\$29.50). When you're outdoors, wear thick-sided sunglasses or a wide-brimmed



RoC Retinol Correxion Eye Cream, \$22.99.

Tria Beauty Age-Defying Eye Wrinkle Correcting Laser, \$249.

hat to shield your eye area. Then at night, crank up your skin's collagen—the stuff that smooths lines—with an eye cream that contains either retinol or peptides. Replenix All-trans-Retinol Eye Repair Cream (\$75) has both, which is why doctors love it. A great retinol formula is RoC Retinol Correxion Eye Cream (\$22.99). And sleep on your back with a support pillow behind your head; "it'll prevent the skin folding that can exacerbate eye crinkles," says dermatologist Harold Lancer, M.D., of Beverly Hills, CA, whose patients include Beyoncé.

A LOT MORE HELP: For deep-set creases, the new FDA-approved, at-home Tria Beauty Age-Defying Eye Wrinkle Correcting Laser was shown in clinical trials to reduce crow's-feet by 20 percent—if you commit to using it for two minutes every night for eight weeks, then repeat the cycle every one to two months to prevent new lines. At \$249, it's an investment, "but the Tria works the same way as an in-office laser to stimulate new collagen in the skin, just at a lower energy level," says dermatologist Leslie Baumann, M.D., founder of Baumann Cosmetic & Research Institute in Miami. For a faster fix, a dermatologist can administer Botox, "which can completely eliminate mild to moderate crow's-feet," she says. The injectable is typically done three times a year and costs \$300 and up per treatment. ➤

CECILE LAVABRE/GETTY IMAGES; STILLIS; COURTESY OF MANUFACTURERS.

Dark circles

THE INSTA-FIX: You know how in photos, the right filter can blur away dark circles? In real life, applying the right concealer will work similar magic. "A peach-tinted concealer helps offset bluish circles, while one with pink or, for dark skin, red undertones counteracts brown circles," says makeup artist James Boehmer, director of global artistry for Nars cosmetics. "Pick a cream formula that's not too thick and has light-reflective particles to help brighten skin." Try Nars Radiant Creamy Concealer (\$29). If you wear foundation or BB cream, put that on first (you'll often find you need less concealer), then use your ring finger to lightly dab concealer just on the dark areas.

A LITTLE MORE HELP: Dark circles are tricky to treat because they're caused by a whole hodgepodge of issues, including too much pigment due to sun exposure, thinning skin, leaky capillaries, and iron buildup in your blood. So dermatologists suggest that if you're going to tackle 'em with eye cream, invest in one that targets all these issues. That means a formula with vitamin C (look for L-ascorbic acid, one of the most effective versions, on the label) to lighten excess pigment, caffeine to constrict blood vessels, peptides to thicken skin over time, and antioxidants like ferulic acid and phloretin to protect from sun damage. "Pat it on clean skin morning and night before any other skin care to allow the active ingredients to penetrate your skin better," says Baumann. For an all-in-one fix, Kauvar and Baumann both recommend SkinCeuticals AOX+ Eye Gel (\$92). We also like La Roche-Posay Active C Eyes (\$42.99), an antioxidant-rich formula with L-ascorbic acid. In the morning, be sure to follow with an SPF 30 or higher sunscreen, because UV damage will only make dark circles worse.

A LOT MORE HELP: Skin care alone can improve under-eye circles by about 20 percent, but a series of laser treatments performed by a dermatologist can reduce them by up to 75 percent. "For brown circles, a Q-switched laser can break up the excess pigment; if you have blue circles due to leaky or dilated blood vessels, a VBeam or Excel V vascular laser can seal up the capillaries," explains Kauvar. For either treatment, you're looking at three 10-minute sessions spaced four to six weeks apart, at a cost of \$300 and up per session.



La Roche-Posay Active C Eyes, \$42.99.



SkinCeuticals AOX+ Eye Gel, \$92.



Nars Radiant Creamy Concealer, \$29.



25 readers will win 100% Pure Organic Coffee Bean Caffeine Eye Cream, \$25; see page 170 for details.

Under-eye bags

THE INSTA-FIX: Swollen eyes can crop up after a night of too much chardonnay or weeping through a Nicholas Sparks marathon, while permanent lower eye bags are caused by fat pads under the skin that have slipped out of place (more on that in a sec). To nix temporary puffiness, think like Tom Brady and try this deflating trick: Make a cold compress of either a washcloth or two caffeinated tea bags steeped in ice water for several minutes; lay the cloth or bags over your eyes for five to 10 minutes. "The cold and caffeine constrict blood vessels to reduce swelling," says Baumann. Then, for any type of under-eye bag, this 60-second move can make you look like you slept eight hours: "Using a concealer two shades lighter than your skin and a superfine brush, such as an eyeliner brush, trace the makeup directly on the shadowy crevice that's just under the bag, which creates the illusion of smooth skin," says Streicher. "Just don't put concealer directly on the bags, which ends up highlighting them."

A LITTLE MORE HELP: If you're prone to puffiness, sleep with two pillows under your head to prop you up so fluid under your skin is less likely to pool around your eyes. And stash a caffeine-rich eye cream in your fridge to pat on when you're swollen-eyed. Try 100% Pure Organic Coffee Bean Caffeine Eye Cream (\$25). If you suffer from allergies (which can trigger puffiness year-round), consider running a HEPA air purifier—a type of filter that traps pollen, dust mites, and dander—in your bedroom while you sleep.

A LOT MORE HELP: Permanent eye bags happen when the skin and tissue around our eyes becomes lax with age, often after 40. "This allows for the fat pads to bulge out and become visible under the skin," says Michelle Yagoda, M.D., a New York City plastic surgeon. While no cream can fix this problem, injectibles can minimize it. "A hyaluronic acid filler such as Juvéderm Voluma or Restylane Lyft plumps the surrounding skin so bags seem less pronounced," says Kauvar. Results last about a year and cost \$700 and up to treat both eyes. Then, there's also that trick that instantly lifts under-eye skin and doesn't cost a thing: a great big smile. ☺

SHEAR-CRISTOPHER CORP./A/STUDIO D. STILLS: COURTESY OF MANUFACTURERS.