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22

BEAUTY TIPS  
FOR

Looking Younger

# Skin



YOUR SKIN IS YOUR OWN PERSONAL CANVAS AND HEALTHY SKIN IS CRUCIAL TO ENHANCING YOUR NATURAL BEAUTY. THE OBJECTIVE OF MAKEUP SHOULD NEVER BE TO COVER UP YOUR SKIN, BUT RATHER TO ENHANCE IT. TAKING CARE OF YOUR SKIN IS THE FIRST STEP (AND ARGUABLY THE MOST IMPORTANT) TO LOOKING MORE YOUTHFUL.



## Gua Sha

Gua sha is a natural, alternative, Chinese healing therapy that involves "scraping" your skin with a massage tool to improve your circulation. The cooling stone tool is an easy way to help yourself look a little younger because it stimulates lymphatic drainage and circulation, helping rid the face of puffiness, tightening the skin and promoting overall radiance.

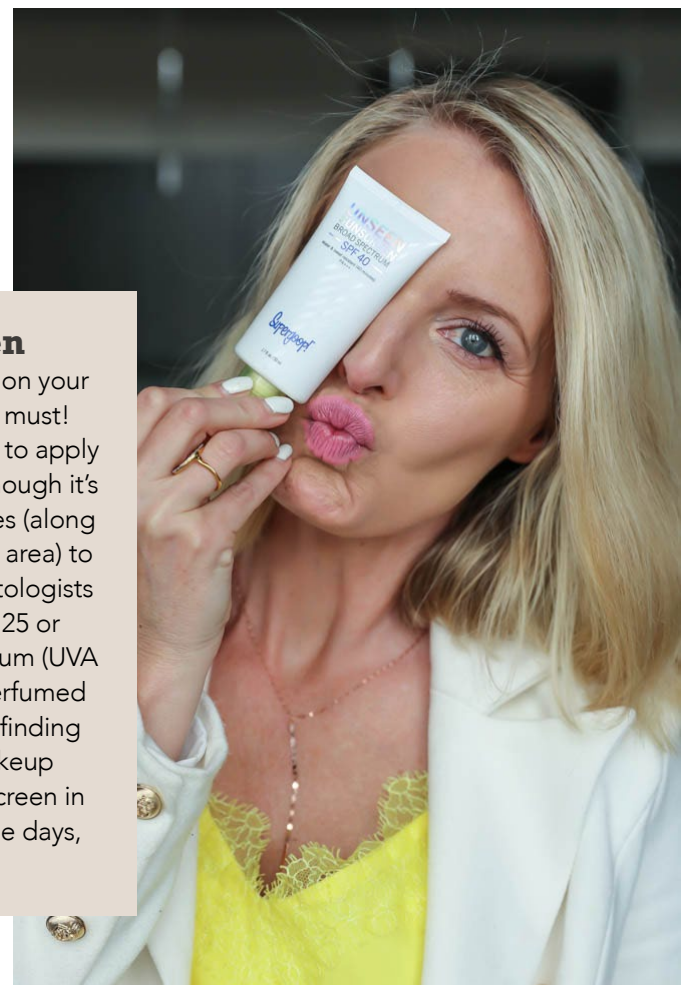


## High-Tech Solutions

Facials are an important part of maintaining skin health, but only if you're getting results. Luckily there are high-tech solutions that you can use at home such as microcurrent and LED light to ensure that your skin stays toned, lifted and plump—the hallmarks of youthful appearance. NuFACE Trinity Facial Toning Device works from the outside-in, for a mini face-lift. The combo of microcurrent and RED LED works on facial muscles to lift, tone and contour, while working internally to boost collagen production, giving skin bounciness and glow.

## Sunscreen

Wearing sunscreen on your face and neck is a must! Many women forget to apply SPF to the neck, although it's one of the first places (along with your under eye area) to show aging. Dermatologists recommend SPF 25 or above, broad spectrum (UVA and UVB) and unperfumed sunscreen. Luckily, finding skincare and makeup products with sunscreen in them is easier, these days, than ever.





# Skin



## Over-Exfoliating

While gently exfoliating a few nights a week is great for your skin, there's a fine line, because going overboard is only going to make you look older. Scrubbing too harshly or too often can lead to wrinkle-causing inflammation and a decrease in the health of the protective skin barrier. Over-exfoliating can also contribute to early signs of aging by promoting fine lines and dehydration.

## Vitamin A

Vitamin A derivatives—such as retinols and retinoids—are one of the most popular anti-aging ingredients to emerge in the last few decades. It's recommended that Vitamin A derivatives should be used every night, rather than daytime, to avoid sun irritation. They encourage healthy skin cell production and help unclog pores, speed cell turnover, even-out discoloration, and smooth skin.



## Hydrated Hands

You work hard to look youthful. You cover your grays, apply your sunscreen, and spend a lot of money on skincare. But if you neglect your hands, they can make you look older. It's never too late to start taking good care of your digits. Moisturizer, exfoliation and other anti-aging treatments can help get you on your way.



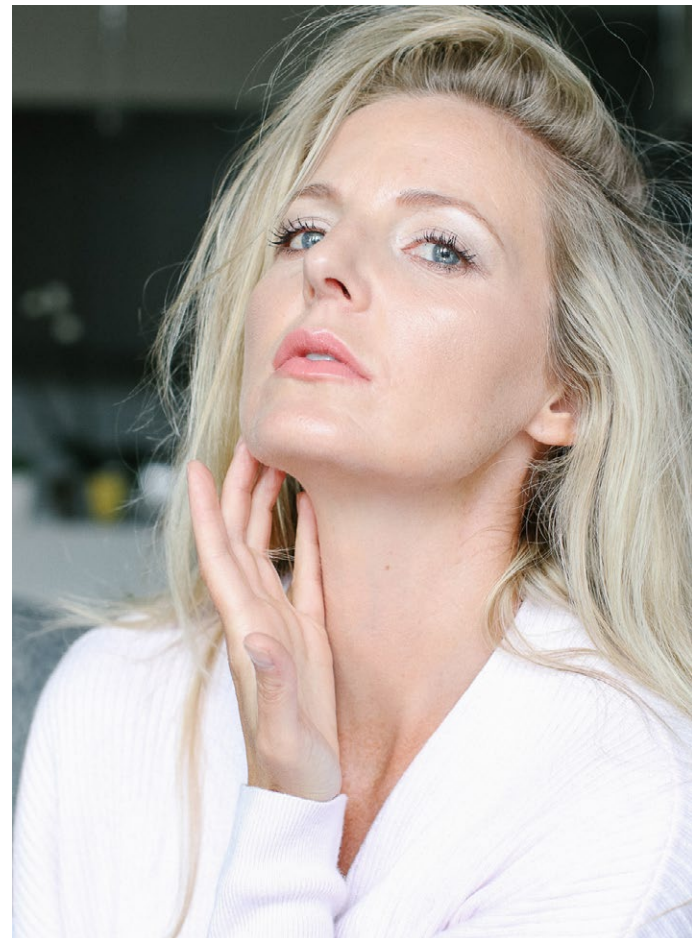
## Collagen Supplements

Collagen production decreases by 1% each year after the age of 20, which essentially means your skin is getting thinner and more fragile. Oral supplements can help to support the body's natural collagen production. My favorite way to take collagen is through an odorless, tasteless powder that can easily be mixed into my coffee in the mornings.



## Hyaluronic Acid

Hyaluronic acid is a naturally occurring substance in skin that keeps it hydrated and youthful. Skincare products with hyaluronic acid absorbs 1000 times its weight in water and expands, helping to blur fine lines and wrinkles. Any product with medium and low molecular weight hyaluronic acid will help plump your skin in the short term.





# Hair



IT GOES WITHOUT SAYING THAT TAKING CARE OF YOUR SKIN IS GOING TO MAKE YOU LOOK YOUNGER. BUT TAKING CARE OF YOUR HAIR IS VITAL TO OPENING UP YOUR FACE AND ACCENTUATING THAT YOUTHFUL LOOK.



## Take Your Vitamins

Healthy hair is shiny hair, and shiny hair is youthful hair. In addition to supplements like collagen and biotin, try using shampoo, conditioners, and hair masks fortified with vitamins. Vitamins A, B, C, E, and nutrients such as calcium and magnesium help repair damage, lock in moisture and boost luster from the inside out. Check the labels to make sure they don't contain sulfates since these harsh cleansers, common in shampoos, can strip hair of its natural oils.



## The Right Cut

It's a myth that you have to wear your hair short once you reach a certain age. The most important thing is choosing a style that plays up your best features. Before deciding on a haircut, take a look at the way fine lines form on your face. If they spread out horizontally, like crow's feet, long hair could actually be beneficial because the extra length gives the illusion of shorter crow's feet. However, if your lines travel down, like an 11 between your eyebrows, long hair may actually emphasize droopy eyes and laugh lines around your mouth. In that situation, try sweepy bangs, a bouncy layered bob, or a pixie cut. These styles draw the eye out toward the parameter of your face, away from your trouble zones.





# Hair



## Color Is Key

One sure way to make yourself look older is to color your hair a shade or tone that isn't right for your skin. If your color is too dark, your face will appear washed out, leaving you looking too pale. But, if the color is too light, it will reveal all of your skin's impurities. Your stylist may recommend more than one shade to give you more dimension. While highlights in varying shades provide a more youthful, modern look, you may not need to spend money on a full head of them to get results. Get a youthful hue with gray blending, a technique that you can request at a salon or do at home with a hair color kit like Clairol Natural Instincts. If your hair is dark with just a few silver strands here and there, make them hard to pinpoint by adding highlights around your hairline. If you're predominately gray, apply lowlights in your natural color to give the appearance of fewer grays.



## Sun Damage

It's no coincidence that the hair along your part, which sees the most sun exposure, seems to age faster than the hair hidden underneath. The sun robs your hair of moisture and dries out the scalp, making it look dull and brittle. Shielding your strands from UV light, especially around your hairline and part, will help lock in moisture and preserve your color. Another trick is to try moving your part around—an inch up or down every few days—to minimize sun exposure to the same area.

## Loose Locks

The stiffer you make your hair with wafts of hair spray or globs of gel, the older you look. The number one way to avoid your grandmother's "helmet hair" is to stop overusing products. For a softer, more natural look, position your hairspray bottle far away from your head, and mist hair for a light hold that doesn't look crunchy. If your hair is curly, avoid weighing it down with sticky gels. Instead, choose a cream-based product or very lightweight mousse. To give your hair movement, try blow-drying your hair away from your face and don't overcurl the ends.



## Ponytail Facelift

This tip falls into both the hair and face categories. Wearing your hair pulled back in a tight ponytail or bun can definitely have a lifting, more youthful effect. By pulling your hair up into a ponytail high enough that it can be seen from the front, it opens up the face, tightens facial features, and emphasizes your eyes, eyebrows, and cheekbones. As an added bonus, it also visually elongates your face and overall silhouette, making you look a little taller.





# Face



YOUR SKINCARE ROUTINE ISN'T THE ONLY THING THAT CAN HELP YOU LOOK YOUNGER. THE SECRET WEAPON THAT CAN TAKE YEARS OFF YOUR FACE IN MINUTES IS MAKEUP. HERE ARE A FEW TRICKS THAT'LL STEP UP YOUR GAME—AND HELP YOU LOOK AS YOUNG AS YOU FEEL.



## Update Your Makeup

Wearing the same makeup for decades actually makes you look older. Mixing up your makeup will help you look more modern and youthful. In the 90s we wore heavily lined lips with brown lipstick or a contrasting nude lipstick. If you are still doing that—you're going to look dated. Your 80s makeup might actually work today, as the jewel-toned eyes are back. But in general, think about updating your makeup routine and trying out things that are on trend today.

## Full Brows

Brows are more important to your look than you realize. The right eyebrow shape frames your face, brightens your appearance and makes you look more youthful. The days of over-plucking, waxing, tweezing and threading are gone. Thick, lush brows are very much in style in all their natural glory. If you've got sparse brows, try using NeuBrow to help them grow thicker. I'm using it and my brows are now 3 times as thick!



## Skip Matte Makeup

This is across the board from a glowy cheek to dewy foundation to creamy lips. Avoiding a matte finish in all of these will keep you looking more youthful. Matte makeup makes dry, aging skin look even drier and exaggerates fine lines. Choosing a tinted moisturizer over a full-coverage foundation, for example, will give you a more youthful complexion. Basically, anything with a heavy, matte formula will sit on top of the skin and accentuate any wrinkles, making you look older.





# Face



Photo courtesy of Sigma Enterprises.

## Eyeliner Tricks

Winging your eyeliner *up* will create the illusion of more lifted eyes. The key is adding a light, matte shade on your lids to create the illusion of more lid real estate, and recede your crease with a neutral darker shade. Then the *pièce de résistance* is the winged liner. Also try lining your upper water line (vs. your lower water line) to make eyes look even more lifted and youthful.

## Curl Your Lashes

There are so many great eyelash curlers to choose from (I love Charlotte Tilbury). The heated ones are also great, but who really needs one more thing to plug-in? You can also play around with lash strips, lash extensions and even magnetic lashes. The main idea is that long upper lashes lift the eye for a more youthful look.



## Erase Dark Circles

If you suffer from dark under eye circles you're not alone. Dark circles are the one sign of eye-aging that can be seen from far away, and can be one of the hardest to cover up. In fact puffy, saggy under-eye bags don't just make you look years older—they actually distort the appearance of your face. So what to do? First prime your eyes—I love Colleen Rothschild Retinol Eye Supreme Serum—it works like primer! My FAVE color-correcting product is Naked Color Correcting Fluid (pink). Gently press into the corner of your eye only, and finish it off with the tiniest amount of It Cosmetics Bye Bye Under Eye Concealer.

## Minimize Lip Lines

Do you wrestle with lip lines? As you age, vertical lines can emerge around your lip area, adding years to an otherwise youthful complexion. To help minimize their appearance, moisturize your lips at night (I use Kiehl's Buttermask for Lips). A couple of times a week, in the morning, exfoliate them with a lip scrub. When you're ready for lip color, you can use eyelid primer around your lips to keep them from bleeding and lock in color. Line your lips with a neutral color to make them look more defined and full. A creamy lip color (vs. matte) will also add fullness and make lips look more youthful. A good old-fashioned makeup trick is to add a tiny amount of a light-reflecting concealer to your cupid's bow.



## Apply Blush Strategically

As skin ages, it tends to lose gravity and droop downwards. Applying blush to your cheeks should have a lifting effect. If you apply blush too low on the cheek, you'll make your cheek and face look like it's drooping down—making you look older. But be careful not to go too high on your cheekbone either, or you'll end up highlighting your crows feet. The key to applying blush correctly is to move your brush in circular motions up towards your temple.

