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What's Too Much, What's Okay





LOVE YOUR LOOKS | Arch Support

Take Back Your Brows

Pluck away the years—and look totally polished—with our complete eyebrow primer

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DERMASCOPE

The Encyclopedia of Aesthetic

Essencia

Restoration is natural anti-aging serum that acts on the "bags" under eyes, fine lines, and wrinkles that late nights are leaving behind and lessens visible signs fatigue. The natural combination sesame and wheat proteins minimizes the appearance of wrinkles, promotes suppleness and makes skin smooth. For more information, please visit www. essenciaonline.com.

WorthALook

Skin

Retailing

The official Publication of Aesthetics International Association

REALSIMPLE

life/home/body/soul

Free style: easupgrades for y

15 recipes for the fres
The 10 medical tests
The etiquette of illnes
Turn any snapshot int
Jeans that really fit





PROBLEM: OILY SCALP

CAUSE: Glands that naturally produce excess oil.

product will halt the scalp's oil production. But though topical products can't stop the oiliness, they can diminish its appearance, wicking away shine and grease. First, be sure to wash your hair daily to avoid oil buildup on the scalp, and try a shampoo that contains gentle astringents.

RS pick: Clairol Herbal Essences
Clarifying Shampoo (\$4, www.
drugstore.com). This shampoo
cleans hair with rosemary extract.
Then condition only the ends,
since your roots don't need more
moisture. A clay or marine mud
mask can help to absorb excess
sebum if used once a week.

RS pick: Rene Furterer Curbicia Purifying clay mask (\$25, www. spasanctuary.com). And if your hairline tends to look oily during the day, blot it with a clean tissue or use a cotton pad soaked in witch hazel, a natural astringent, to remove shine, suggests Castay. use

plus the best: beauty time-savers bulletin boards

yogurt





Billion Dollar Brows Brow Gel Giveaway

Enter for a chance to win a BDB Brow Gel for neat, perfect-looking eyebrows!

Twenty-five winners will receive one tube of BDB Brow Gel. (Approx. retail value: \$15.00); BillionDollarBrows.com

You wouldn't leave the house with messy hair; why settle for messy brows? BDB Brow Gel will lock in your look, giving your eyebrows a long-lasting, radiant glow while keeping them perfect-ly in place all day. It's the perfect finishing touch for giving your brows a polished, manicured look. Plus, BDB guarantees that the Brow Gel never flakes. The clear Brow Gel is made from the highest-quality ingredients, ensuring that you won't ever have crusty, flaky brows!





http://www.shefinds.com

There's Only 1 Day Left To Enter To Win A Michael Todd Skincare Set (A \$180 Value!)

WITH MICHAEL TODD WICH REL TODD MICHAEL T



Looking to give your current skincare regimen a complete overhaul? You're in luck because we're partnering with Michael Todd True Organics to give 100 SHEfinds winners Michael Todd skincare sets worth \$180 each! Each kit includes a cleanser, a toner, a face mask, an eye cream, a moisturizer and a serum, so your face receives the ultimate in TLC. Even better, the products are all natural so you'll never have to worry about putting harmful chemicals on your skin.

Ready to revamp your beauty routine? Like our Facebook page and enter to win below, then check out all the products you'll receive in the kit in the slideshow.

Aol Shopping.

Anti-Aging Products That Have Beauty Gurus Abuzz

Just like a large percentage of the female population, I care about my appearance. And I especially care about keeping my skin youthful looking and as wrinkle/line/blemish/spot free as possible. Though it's my job to stay on top of new products, I also like to stay "in the know" because I want to look -- and, of course, feel -- my absolute best.

One of the most saturated markets in the beauty world is, naturally, the anti-aging scene. From expensive plastic surgery options to creams, fillers, serums and beyond, there's certainly no shortage of anti-aging products available. In fact, every day it seems there are at least a few dozen more to choose from.

The truth of the matter is this: the science behind anti-aging treatments is getting better and better as time goes on. Companies spend mega bucks to employ only the best experts and scientists, all with the mission of creating a better product than what's currently available. Today I'm highlighting a few anti aging products (or regimens) that are new and, based on reviews, have yielded great results. Their price tags may be a bit more than what you're accustomed to, but 'tis the price of a flawless face.

-417 Miracle Immediate Wrinkle Filler, \$117

This is one of the best anti-aging products I've sampled in a very long time. To begin, the product itself is silky and very light. As soon as it's applied, it feels like you haven't even put it on yet. With that said, its immediate results are downright amazing. I like to use it as a makeup primer, though it can be worn any time.

According to the website, "This unique instant Wrinkle Filler was inspired by the latest of dermatological techniques. -417 Created a new breakthrough Collagen Formula for instant filling action with continues age and expression wrinkle reduction. An immediate visible results skin is smoother and softer. After 4 weeks of use the results are increasing, providing a younger looking skin."



INDULGENT BEAUTY

BITB loves the fact that fabulous beauty products are available to fit any budget. But once in a while, a girl has just got to indulge. You work hard, play hard and as we all know – you're worth it! Here's a roundup of some fabulous skin serums and creams available at your favorite department store, just waiting for a sinful indulgence. Many are made with crushed pearls, rare plants and even caviar and cost more than \$150 an ounce! Remember sometimes you get what you pay for.

Since you can't put a price on beauty, we say, "go for it!"

AN ANTI-AGING KIT THAT DELIVERS

Time Control Recovery A Cream and Facial Active Serum from Minus 417 is a special intensive treatment that fights wrinkles and signs of aging using a high concentration of vitamin A and essential oils in a specially formulated Vitamin Mineral Complex. The powerful combo aides in cell rejuvenation for all skin types. \$228.97 fromwww.Minus417.com.







Summer Fashion Issue



I Tried "Frotox" to Freeze Away My Wrinkles—And It Wasn't That Bad

As a beauty writer I know first-hand just how far we ladies will go to keep ourselves looking fresh-faced, youthful, and glowing. And while I've heard of my share of procedures and treatments, "freezing your face" certainly wasn't one of them. So when I was offered the opportunity to test out a facial treatment involving frigid temperatures and beams of vaporized liquid nitrogen, I was curious. Would I walk out of the spa looking like Mr. Freeze from Batman? With a few forehead wrinkles and crow's feet easing their way onto my face, I figured I would take the ice-cold plunge—in the name of beauty, of course. I mustered up some courage and booked my first "frotox" appointment; and I have to say, it really wasn't that bad.

What is "Frotox?"

Whole-body cryotherapy—which involves sitting in a sauna-like, -200 degrees Fahrenheit chamber for three minutes to burn up to 800 calories— has been around for decades. Now, that same therapy is catching on in major cities across the country to work similar magic on the face.

The Cryocure Facial uses a controlled beam of vaporized liquid nitrogen to freeze the skin on the face, scalp, and neck area. It promises to tighten the skin, fill in fine lines, and reduce wrinkles. "During the procedure, liquid nitrogen is sprayed on the face skin to cool the skin surface and temperature, which causes immediate vasoconstriction (or tightening) of the vessels," says Tsippora Shainhouse, a dermatologist in Beverly Hills. "This tightening is your skin's natural reaction to maintaining body heat, which also makes your face look less red, puffy, and inflamed. It can also help encourage collagen regrowth and cell repair." Doesn't sound so bad, right?

The Treatment

Upon entering **SkinTology**'s midtown location, I was introduced to my esthetician, Kristina Veller. She assured me that, in fact, I wouldn't become frozen in time or have my face burned off, like my anxieties led me to believe. Instead, she said the whole process would be quick, painless, and surprisingly relaxing. Sensing my nerves were high, she led me to a room with a giant machine. Veller pulled out a tiny, pen-shaped device and lifted it towards her face. With the flip of a switch, the machine emitted controlled amounts of vaporized liquid nitrogen. Once it was my turn, I was pleased to realize it was genuinely painless. Okay, I was in.

Next stop: a tiny white room with the same big machine and a massage bed. The first part was just like your average facial, starting with a thorough cleansing of the skin to remove bacteria and dirt collected after a day of working and commuting in NYC. "This step is especially important before undergoing CryoCure Facial because it allows the skin to breathe and the pores to open up," says Veller. After working the cleanser in tiny circular motions into my skin, she pat my skin dry with a damp cotton pad. Next, she applied a basic exfoliating scrub in that same motion across my face and neck, leaving my eye area untouched. "This step is to get rid of the built-up dead skin cells that sit on the surface on the face and block dirt and grime from exiting. It also creates a smoother, finer appearance by revealing the healthier cells underneath," she said.



Everything You Need to Know About Eyelash Extensions

There are about a dozen and a half makeup tricks out there, but for people with very short or sparse lashes, all those mascara wands and eyelash curlers can get a little overwhelming. One dramatic, ultra-effective alternative that lasts way longer than your mascara: eyelash extensions.

Eyelash extensions allow you to add volume and length to your existing lash line using false lashes, typically applied one at a time. They're glued on, so they last longer than typical falsies — and, when done properly, they feel just like your normal lashes. But before you add falsies to your look, here's what you need to know.

1. There are multiple kinds of lash extensions.

There are three popular types of lash extensions: synthetic, mink, and silk. Depending on the length and thickness of the lashes, you can achieve different "looks." For example, adding a few extra millimeters to your outer lashes gives you a cat eye style, while consistently long lashes across the eye is more of a "showgirl" look. Some places even offer lash extensions in different colors, if you're feeling extra adventurous.



2. It's so (so!) important to have them done by a pro.

Just because one of your friend's friends swears she knows how to perform eyelash extensions with a DIY kit she bought on Amazon doesn't mean you should let her touch your face. "The wrong technique can cause side effects such as irritation, losing your eyelashes, and gaps or spacing between applied lashes and natural lashes," says aesthetician Olga Mozgovoy of Skintology Skin and Laser Center in New York

City. Be sure to read reviews on Yelp or Google of salons in your area so you can find the best one for you.

3. A patch test is a must.

Remember that woman whose eyelashes fell out because she had a horrible reaction to lash glue? Don't let that be you. So before you start, make sure your lash technician does a patch test to determine if you're sensitive or allergic to the glue she's using.

4. The application process isn't quick, but that's a good thing.

First of all, going to a pro who uses proper techniques limits your risk of damage. A full set of lashes takes approximately two hours to apply, with each lash being dipped in a semi-permanent glue that's safe for your eyes, then applied to the lash line while your eyes are closed. As someone who's had them done before, I can tell you that it doesn't hurt if you go to a person with lots of training — in fact, I fell asleep while having mine applied.



26 Insider Secrets to Make Hair Removal Less Painful

As far as beauty topics are concerned, hair removal is by far one of the least glamorous processes to talk about. And while the polar vortex-like temps we've recently been getting in New York City are a tempting reason to have every inch of your skin go into hibernation under layers of scarves, black coats, and tights until spring, for most women unwanted body hair is a year-round commitment. Though chances are you've been getting rid of your body hair for ages, the tedious process (and the nicks, razor burn, and redness that come with it) hasn't been very bearable — until now. Whether you prefer to wax, tweeze, laser, or shave your body hair off, we talked to the pros for all their secrets on making the process a more comfortable experience. There's the common saying that "beauty is pain," but we learned that it certainly doesn't have to be.

If you laser...

- Shave the day before. "Shave with a clean, new razor. By shaving, the lasers will be able to locate the
 follicles. Using a clean, new razor ensures there is no lingering bacteria that could cause contact
 dermatitis (a delayed allergic reaction) after your laser treatment," says Rachel Sharoff at Skintology
 Skin and Laser Center.
- Avoid caffeine. "Coffee, or anything with caffeine, really, has been said to increase sensitivity," says Sharoff.
- Get plenty of sleep the night before and drinks tons of water. "Your pain receptors will be higher if you're fatigued and dehydrated," says Sharoff.
- Ask the technician to experiment with pace. "Technicians all have their own technique when it comes to
 using the laser. Some perform in quick bursts, while others use a slow, continuous pace. One technique
 may feel better on your skin than the next. Determining what pace feels the best for you can help reduce
 laser hair removal pain," says Sharoff.
- Avoid tanning beds and wear sunscreen. "If the sensitive skin burns it will be even more painful when you're exposed to UV light. Keep your skin protected for as long as your professional hair removal consultant advises and you should always slather on the SPF," says Sharoff.



Everything You Need to Know Before Trying Laser Hair Removal

Shaving, plucking, waxing ... all of these take time, but for people who prefer to have smooth, hairless skin, they may seem like the only options available. If you're willing to shell out a little extra cash, however, you could opt instead for a more permanent result: laser hair removal. This high-tech method uses light to actually destroy the follicle, leaving you with fuzz-free skin.

We asked two pros to give us the rundown on all the info you need to know before getting this procedure done.

1. How does laser hair removal work?

Any service with the word "laser" in its name might seem intimidating, but it's actually very simple. "Energy from the laser is picked up by the pigment in the hair follicle, causing destruction to the root," explains New York dermatologist Dr. Margarita Lolis. Once the root is destroyed, it can't produce more hair.

2. Which type of laser is good for each need?

According to Rachel Sharoff, licensed esthetician at **Skintology** Skin and Laser Center, here's a quick rundown on the three most popular laser types:

Diode: The diode laser is very effective for light and dark skin.

Alexandrite: This laser is the fastest of all laser types and works best for treating larger body areas among patients who are have light-to-olive complexions.

Nd:YAG: This long pulse laser can be used safely on all skin types, including tanned skin. It is less effective for light or fine hair when compared to other types of lasers.

3. Which body parts does laser hair removal work best on?

While laser hair removal can work on any part you wish to remove hair from, it works especially well on the bikini, lip, chin, and underarm areas.

4. Who are the best candidates for laser hair removal?

If you have dark hair and have ever been annoyed with how stubborn it can be when it comes to regrowth and removal, rejoice: laser hair removal actually works best with thick, coarse, dark hair. "The laser is attracted to pigment, or color, in the hair follicle," explains Sharoff.

That said, it can take a little longer to fully work on thicker hair. "Some hair is just very resistant, and sometimes new ones come out due to hormonal changes or other hair bulbs becoming active during the treatment period," explains Dr. Birnur Aral, Director of the Good Housekeeping Beauty Lab, who has personal experience with laser hair removal.

5. Which medications should you stop using beforehand?

Just as with waxing, this skincare treatment is incompatible with certain meds. "Any medications that are photosensitive need to be stopped at least one week prior to treatment," Sharoff warns, noting that most antibiotics can be photosensitive, so if you have an infection, it could be a good idea to push your treatment back a few weeks.



Dermacyte Oxygen Concentrate

15 Years of Science Behind Dermacyte Products

Dermacyte Oxygen Concentrate was created by a team of scientists who have been working for 15 years on the development of oxygen-based treatments for life-threatening medical conditions. Helped by the miracle of modern technology and after extensive research, they discovered a unique and highly effective carrier that allows the transfer of large amounts of dissolved natural oxygen without the use of chemical activators like hydrogen peroxide, which is known to dry and bleach skin.



Given that oxygen is vital for the healthy appearance of skin and is known to have a beneficial effect on wound healing, this novel technology inspired the creation of Dermacyte skin care products. Within a short time, users saw the appearance of fine lines started to fade; their complexions were softer and smoother. Dull-looking skin seemed to regain moistness and a healthy glow. Skin had finally found a way to reclaim its youth.

Dermacyte Oxygen Concentrate

Dermacyte Oxygen Concentrate is a unique and ultra-soothing formula that helps restore a youthful glow to your skin. Your complexion appears instantly brighter and energized after it is applied. Apply morning and night onto clean skin before any other products. Think of Dermacyte Oxygen Concentrate as an oxygen bar for your skin! Price: \$84, 10 ml

About the Company: Oxygen Biotherapeutics, Inc.

Oxygen Biotherapeutics, Inc. (NASDAQ & SIX: OXBT) of Durham, NC, is developing cosmetic and medical products that efficiently deliver oxygen to tissues in the body. The company has developed a proprietary therapeutic oxygen carrier and liquid ventilation product that is being formulated for both intravenous and topical delivery. The Company introduced its first cosmetic product, Dermacyte® Oxygen Concentrate in 2010. In addition, the company is focused on PFC-based oxygen carriers for use in traumatic brain injury, decompression sickness, personal care, and topical wound healing. More information is available

at www.dermacyeUS.com or www.dermstore.com.

One lucky She She Me reader will win a Dermacyte Oxygen Concentrate worth \$84!

Los Angeles Times

THE HEALTHY SKEPTIC

LashFood's makers claim it fattens eyelashes. But does it?

LashFood's marketers say the cosmetic is a natural alternative to a prescription medication. But the ingredients differ, and experts aren't convinced.

By Chris Woolston

Every once in a while, hard science has a cosmetic payoff. We use botulinum toxins to erase wrinkles, and lasers to remove unwanted hair. Now a company called Jane Beauty is promising to apply scientific principles for another purely cosmetic purpose: longer, thicker eyelashes.

The company's product, called LashFood, looks like regular eyeliner, but it contains some ingredients that you might expect to find in a nutritional supplement, including the vitamin biotin, the amino acid arginine, extract of irises (the flowers, not the eye parts) and a blend of 15 herbs. Biotin and arginine are widely marketed as vital nutrients for hair growth.

"We've been researching this product for three years," says Clare Kwon, a general manager with Jane Beauty. Though the iris extract and herbs help nourish the eyelashes, she says, "the main ingredients that really work are biotin and arginine."

Users are instructed to apply LashFood to their eyelashes twice each day. The website says users can expect results within two to four weeks, Shopping online, you can buy a 10-milliliter bottle (0.3 fluid ounces) for about \$130. "It's a high-end, luxury cosmetic," Kwon says. The bottle will last five months if used twice each day, according to the LashFood website. LashFood is also sold at some spas and salons.

The claims

According to Kwon, LashFood is a natural alternative to Latisse (generic name bimatoprost), a prescription glaucoma medication that was approved by the Food and Drug Administration in December to stimulate eyelash growth. In clinical trials, Latisse was shown to make eyelashes longer, thicker and darker after four months of treatment. Latisse costs about \$120 a month, not including the doctor's visit to get the prescription. There's some risk that the drops can irritate eyes and darken the iris.

Kwon says LashFood is as effective as Latisse but doesn't have any side effects.

The LashFood website claims that the product was "uniquely formulated by cosmetic scientists" and that it "uses natural ingredients that provides [sic] you with stunning results: thicker, darker, stronger, longer, more beautiful lashes."

The bottom line

Like many other eyelash products, LashFood can probably create the illusion of fuller, thicker lashes, says Dr. Zoe Draelos, clinical associate professor of dermatology at Wake Forest University School of Medicine in Winston-Salem, N.C., and the editor in chief of the Journal of Cosmetic





FACELIFT IN A BAG



Beauty no longer has to equal pain! You can have smooth, beautiful skin without ever seeing a doctor. All you need is this Facelift in a Bag! The Facelift in a Bag includes Frownies Facial Pads, Frownies Rose Water Hydrator Spray, Frownies pH Balancing Complexion Wash, and Frownies Immune Perfect Wrinkle Cream. www.frownies.com

Value: \$129



Is Your Salon Treatment Safe?

by Megan O'Neill

In-salon hair straightening

Is it safe? There have been plenty of reports lately about the dangers of certain hair straightening services performed in salons. Keratin-based treatments, also known as "Brazilian blowouts," are super popular with curly girls who want sleek, shiny locks for up to three months. Unfortunately, they seem to pose a strong health risk; the process involves an application of a straightening solution, many brands of which either contain formaldehyde or a chemical that creates formaldehyde fumes when heated. Salon workers face



the most severe risk, as they breathe these fumes every day, but some clients may experience dizziness, nose bleeds or blurred vision during this treatment. And prolonged exposure could potentially cause cancer, as formaldehyde is a known carcinogen.

Protect yourself: There are plenty of formaldehyde-free straightening options at the salon. Barbara Abbasi, owner of American Beauty Hair Salon in Santa Monica, Calif., recommends the Opti Smooth service from Matrix. "It doesn't last as long as a Brazilian blowout, but it's safer," she says. Ask your salon about the products they use in their straightening services and, at least for now, avoid any that are keratin-based.

Manicure/pedicure

Is it safe? Nail salons are the perfect breeding ground for bacteria and fungi—all that warmth and water—so infections can and do occur. "It is most likely that shaving or other small trauma to the skin of the legs or feet, followed by submerging the feet and lower legs in pedicure bath water which is contaminated, can cause infections," says Houston-based dermatologist Dr. Jennifer D. Peterson. Fungal infections, warts and even herpes can be spread through contact with dirty nail tools or pedicure foot baths. There have also been outbreaks of myobacteria infections—which require months of antibiotic therapy before going away—after visits to nail salons. Myobacteria is often found in tap water and can thrive in footbaths that are not regularly sanitized.

Protect yourself: When choosing a nail salon, San Diego dermatologist Dr. Susan Stuart says it's important to consider the quality and safety of the salon before the price of their services. Ask about the cleaning protocol at your salon: Footbaths should be washed and sanitized between clients and drain filters should be removed and cleaned according to the EPA's recommended guidelines (http://www.epa.gov/pesticides/factsheets/footspa_disinfection.htm). All tools should be sterilized between services, too, though bringing your own tools and polish is even better. You should also avoid shaving the day of a pedicure and steer clear of the salon if you have any open cuts, scrapes or bug bites on your legs or feet. Never have your cuticles cut (ask that they be pushed back only) and never allow the nail tech to use a razor on rough calluses.

Waxing

Is it safe? "Irritation and inflammation are more common after waxing, but infections can occur,"

Peterson says. The bacteria that causes infections after waxing is often one that is found on the client's skin. "This type of bacteria resides on our skin without causing infections, but in the event of a nick, cut or any disruption of the skin barrier, the bacteria can enter the skin and cause an infection," claims Peterson. Cellulitis, folliculitis, skin abscess and viral infections are also possible. Signs of an infection include redness, swelling and pain in the waxed areas.

Protect yourself: To stop the spread of bacteria on the skin, be sure your esthetician cleanses the areas to be waxed with alcohol or benzoyl peroxide before getting to work. The spa or salon you visit should also



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One lucky winner will receive KNU Serum Eye Treatment from Michael Todd True Organics!

Be as cool as a cucumber with KNU Serum Eye Treatment from Michael Todd True Organics!

Like a reset button for the skin, ageproof your eyes with ultra rich KnuTM Serum Eye Treatment with Haloxyl® and Eyeliss®, a cutting edge advanced formula for each aspect of eye aging. Never have so many eye enhancing ingredients been brought together in a single serum.

Haloxyl and Eyeliss are proprietary formulas developed in Europe to reduce bags, puffiness and dark circles beneath the eyes. Together they work with the other "eye worthy" ingredients in Knu Serum Eye Treatment to restore hydration, reduce density, volume and depth of wrinkles, and improve elasticity for years to come. Rejuvenated skin in the eye area "bounces back"



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5 lucky readers will win a travel brush set from adesignbrushes.com., Set includes brushes for powder, cheek, pointed foundation, and medium concealer -- all in a chic faux croc pouch! (Total Value: \$60.00)

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Win a Kabuki Set of Makeup Brushes from Adesign



Put your best face forward with adesign's kabuki set of brushes. The kabuki brush is a large, dome-shaped or flat-top brush with dense bristles that provides full coverage, used to apply powder of all kinds: powder, cream or wet-to-dry. adesign's Kabuki Brushes help create flawless looks with full coverage to evenly distribute make-up over your face and desired areas to cover under eye circles, dark spots and blemishes. One reader will win a Kabuki Set which the Small Kabuki, Angle Kabuki, Medium Kabuki & Large Kabuki. Each brush comes with its own case.

THE ZOE REPORT

www.thezoereport.com



The Truth About Bikini Waxes

Expert Tips

Since I'm a little bit of a natural pessimist and scaredy cat and *love* to Google things that I shouldn't, I decided to reach out to an expert on the subject so I could go into my appointment feeling as confidant and prepared as possible. Skintology Medi Spa's waxing specialist, Elena Urga, was kind enough to give me the 411 on everything I should know before going under the wax. Elena advised me to avoid scheduling a wax three days before starting my period because that's when "skin tends to be extra sensitive."

Avoid waxing less than three days before your period as your skin will be extra sensitive.

She also advised that I take ibuprofen 30 minutes before the appointment to help "reduce the discomfort." Lastly—although this may be obvious—she assured me that laying spread eagle on a table in front of another person may feel weird but was nothing to worry about considering the person likely sees a lot of these "areas" a day.