

What makes
a woman
beautiful?



25
Frost

21 WAYS TO BLOCK AND DO BATTLE WITH THE AGING AND UGLIFYING ELEMENTS

Cosmo's antisagging, wrinkle-erasing, life-lengthening tips, tricks, and new treatments are guaranteed to keep you looking way better, way longer.

By Hallie Levine

■ Before you reach for that cheeseburger, consider this: Does today know more about living longer than ever before, and the medical verdict is that what you do today can come back to haunt you—or help you—later in life. “Women don’t realize how much they can do preventively in their 20s and 30s to help themselves live

longer, healthier lives,” stresses Mary Ann Malloy, M.D., national spokeswoman for the American Heart Association. Taking stock of your diet, exercise habits, even your emotional outlook now can pay huge health and beauty dividends later. Cosmo tracked down the latest studies on longevity to find the fastest, easiest, no-brainer ways to lead a healthy lifestyle and look your best. Read on.

THE 7 BIGGEST BEAUTIFIERS AND AGE DEFIERS

Instant brights. Say hello to laser teeth-whitening, the new smile sparkler. A hydrogen-peroxide bleaching solution with patented catalysts is applied to your teeth and zapped with a laser in your dentist’s office. “The laser energy makes the bleaching solution work faster,” explains Robert Reyto, a Beverly Hills dentist. Once finished,

you can maintain that bright smile with a bleaching treatment done at home. Estimated cost: \$1,100

Smooth skin. “Alpha-hydroxy-acid peels remove surface skin, helping reduce fine lines and discoloration,” explains Barney Kenet, a Manhattan dermatologist. Your dermatologist applies a thin layer of alpha-hydroxy acid to your whole face for two to four minutes, and then rinses it thoroughly. Cost: \$100 to \$200 per session

Bag blaster. If your under-eye bags are bugging you out, the Erbium YAG laser, available since last year, is a safe way to get rid of blackness and bags. “It’s not as harsh on your skin as the chemical peels,” explains William Binder, an Los Angeles-based plastic surgeon. One half-hour session costs from \$500 to \$700.

Hair preserver. “Pulling at hair with a brush while blow-drying puts excess pressure at the root and can cause traction alopecia, a form of permanent hair loss,” warns Douglas Altchek, a Manhattan dermatologist. After blow-drying, check your brush—more than 25 hairs means you’re brushing too hard. Buy a soft-bristled brush like Conair’s Professional Vented Rubber Cushion Brush, \$3.99 to \$4.99.

Sunscreen saver. “Up to 80 percent of the signs of aging are caused by sun exposure,” stresses Dr. Kenet. “Use a moisturizer that contains SPF 15, or apply sunscreen along with your foundation, every day.” New to try: Dermatone UVA-UVB Sunblock Creme with zinc oxide and titanium oxide, \$4.50

Stop smoking. Smoking decreases your skin’s oxygen supply, leaving it sallow and leathery. The good news: No matter your age, once you stop smoking, your skin will start repairing itself within a few months.

Forget frowning. “Any repeated facial movement—brow furrowing, squinting, forehead wrinkling, can eventually cause permanent wrinkles,” says Ronald Moy, a Los Angeles dermatologist.