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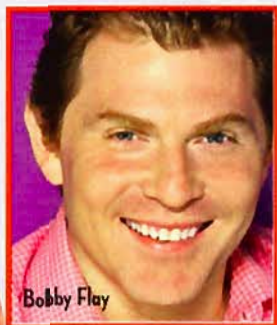
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CAN THIS SKIN BE SAVED

None of us gets to keep the skin we're born with. Aging, stress, hormones, even weather take their toll. Now's the time to update your regimen—no matter your skin type—for the healthiest, glow-iest you

WHAT TO EXPECT IN YOUR 30s ...

GLOWING, GLOWING, GONE: Where, oh where, has your radiance gone? In your 30s your skin's inner light appears to dim. You might not consider it a sign of aging, but diminished color, along with rougher texture, brown spots and uneven tone, is the classic first sign. What's to blame: a slowdown in both oil production and cell turnover. (It now takes longer for fresh cells to reach the surface.)

THE FIRST SPRINKLE OF WRINKLES: The reasons for those new crow's feet are twofold, says Steven J. Pearlman, M.D., a New York City plastic surgeon. First, the thin skin around your eyes produces less moisture than the rest of your face, so it's extra-vulnerable to sun exposure. Second, the years spent blinking, squinting and making faces at your kids eventually leave their mark. And expression lines may pop up on your forehead and around your mouth, too.

HOW TO TURN BACK TIME

IF YOU HAVE DRY SKIN:

Expect more dryness ahead, cautions Jeffrey S. Dover, M.D., a dermatologist in Chestnut Hill, Massachusetts, who adds that normal skin can morph into dry skin owing to its new inability to hold on to moisture. Further complicating matters is reduced cell turnover. "The outer layer is a

roof of dead skin, and it thickens as you age, so you need to exfoliate to see more of the fresher skin," Dr. Pearlman reports.

WHAT HELPS:

•Try Aveeno Positively Radiant Daily Moisturizer with SPF 30, \$13.99, a moisturizer with broad-spectrum sunscreen and skin-brightening soy.

•Regular exfoliation will help cell turnover, stimulate collagen and fade pigmentation. Use a gentle scrub that contains alpha hydroxy acids, such as Peter Thomas Roth Anti-Aging Buffing Beads, \$36, once or twice a week.

WHAT HURTS:

•Avoid alcohol-based toners, which will dry out the skin.

IF YOU HAVE OILY/BREAKOUT-PRONE SKIN:

We'll start with the good news: The excessive oil production of your earlier years might have stabilized, leaving you with just a few breakouts around the time of your period. The bad news, though, is that deep cysts, usually along your mouth, chin, jawline and neck, show up more frequently. Hormonal fluctuations and stress can sometimes result in severe acne, in which case you should consult a dermatologist for a more targeted regimen.

WHAT HELPS:

•Try Vichy Reti-C Intensive Corrective Care SPF 15, \$34, a moisturizer with retinol and vitamin C.
•Jeanine B. Downie, M.D., a Montclair, New Jersey-based dermatologist, often prescribes Differin, a retinoid that helps normalize pores.

WHAT HURTS:

•Don't touch your face with your hands.
•Stress raises levels of cortisol, the hormone that triggers excess oil production—so relax!

photographed by FERNANDO MILANI *styled by* CARLA ENGLER *written by* ERICA METZGER

WHAT TO EXPECT IN YOUR 40s ...

LESS SPRING IN YOUR SKIN: "This is the decade when women start to say, 'My face is falling,'" says Dr. Downie. This loss of firmness is due to the weakening of collagen and elastin fibers, your skin's support structures. Add gravity's pull and a loss of fat, muscle and bone into the equation and it's not surprising that you've got sagging eyelids, drooping brows and hollowness under the eyes.

SEEING SPOTS: Past sun exposure determines the amount and the size of visible brown spots in your 40s. Precancerous spots are also more common now, so continue (or begin) getting regular skin-cancer checks at the doctor. Oh, and the redness and broken blood vessels you may see? You guessed it—sunlight is to blame.

DRY SPELL: Oil production takes a dive, making dryness a formidable foe in your 40s. The thickening of the epidermis (the skin's top layer) makes skin appear dull and pores visibly enlarged.

A WRINKLE IN TIME: Those expression lines around the eyes, mouth and forehead that began to show in your 30s are now visible even when your face is at rest. If you've protected your skin from the sun, you're likely better off than most. But if you haven't, you're witnessing the weakening effect that sunlight has on the skin, leading to deeper wrinkles more quickly, reports Arielle Kauvar, M.D., a New York City dermatologist. Lighter skin types are likelier to show more wrinkling than darker skin types, but all skin tones need protection from sunlight.

HOW TO TURN BACK TIME

IF YOU HAVE OILY/BREAKOUT-PRONE

SKIN: It sounds contradictory, but oily skin can become dehydrated, especially when the temperature starts to drop. Remember that dehydration refers to reduced moisture levels, which are entirely different from oil levels. In fact, dehydration can lead to an over-production of oil, further exacerbating the acne cycle. The skin's natural moisture dip during your 40s makes acne-prone types more sensitive to active ingredients, too, so only try one at a time.

WHAT HELPS:

- Try Good Skin Lumecin Overnight Brightening Gluco-Protein Treatment, \$44.50, a lightweight cream with salicylic acid, urea and glucosamine for brightening benefits.
- RoC Multi-Correxion Exfoliating Cleanser, \$9.99, uses microbeads to help clear away sebum.

WHAT HURTS:

- Picking at clogged pores leaves scars, especially in your 40s, when skin is prone to hyperpigmentation.

IF YOU HAVE DRY SKIN: Reduced sebum production (our natural waterproofer) combined with a decreased ability to retain water pretty much guarantees dry, thirsty skin. Without proper hydration, dryness can lead to sensitivity, so pay close attention to your skin's condition, Dr. Sadick advises.

WHAT HELPS:

- Before bed, seal in moisture with Dove Pro Age Rich Night Cream, \$13.99, which is packed with emollients and glycerin.
- Use an eye treatment that targets all your eye woes, such as Befine Eye Brightening Treatment, \$21.99, with avocado oil and seaweed peptides to reduce fine lines and dark circles.
- Exfoliate regularly to remove that dry upper layer. Try Avon Anew Clinical Advanced Dermabrasion System, \$28, with customizable buffing crystals.

WHAT HURTS:

- Bar soap can disrupt the skin's natural pH balance, which affects the skin's comfort level.

IF YOU HAVE SENSITIVE SKIN: In your 40s you may notice that your delicate skin is becoming inflamed, red, irritated or flaky more easily than ever. That's because as the skin's barrier becomes drier and weaker, it is more vulnerable to outside irritants, including the environment and the wrong skin-care products.

WHAT HELPS:

- Try a product with sun protection and moisturizer, such as Neutrogena Anti-Oxidant Age Reverse Day Lotion SPF 20, \$19.99, with Feverfew and vitamin E.

WHAT HURTS:

- Excessive skin cleansing can do more harm than good, so feel free to wash just once at night.