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# Finding the Fountain of Youth:

## Ten Hot Trends in Putting Your Best Face Forward

If age were just a number, then looking and feeling youthful through the years would be an easy equation to solve. Right? Well, thanks to modern medicine, tons of new technology and a little less "taboo" about getting treated, men and women alike are embracing the unconventional and finding new ways to turn back the clock.

We tapped into three New York City skin care experts to find out just how you can build a better version of yourself.

### 1. "Nice and Natural"

Gone are the days of too-tight facelifts and always going under the knife to shave off the years.

"People want to recapture what they used to look like," says Dr. Lenora Felderman. "They want to keep a natural look to their face *without* altering their appearance. You never want people to look at you and say 'she's been done.'"

In fact, the natural look is so "in," Felderman says surgical procedures are down and in-office treatments like Botox and fillers like Restylane are on the up.

And because there's no surgery involved, she says the only risk is being the only one not getting injected.

"The women who aren't doing it are starting to look old around their friends who are," Felderman says. "We are much more honest about what we're having done than we used to be."

Felderman says a pinch around the problem areas, whether it's those crows' feet, frown lines or wrinkles across the forehead, is enough to earn you a well-rested look and youthful glow without looking overdone.

"It's you," Felderman says, "only better."

### 2. "Made In The Shade"

Here's another reason to stay under that umbrella and away from the rays. You may love the bronzy just-off-the-beach look, but that big ball of fire is a serious skin scorcher.

"A good skincare routine starts with sunscreen," says Dr. Debra Wattenberg.

Forget about dabbing on a dollop of sun protection only when you're sunning at the shore. Dr. Kevin Tehrani recommends slathering on a daily moisturizer with SPF 35 or better every morning.

And the sun doesn't have to be beating for your skin to soak in the harmful rays.

"Use sun protection even on rainy, cloudy and winter days," Tehrani says. "Your skin can get damaged at all times."

If you're wondering just how important SPF is when comes to keeping your skin from searing, here's some advice for sun soakers.

"You can come in here looking for the best age reversal treatment we have to offer," Wattenberg says, "but if you're not wearing sunscreen, you are wasting your time."

### 3. "Lifetime Guarantee"

A face is like a car or a home, the experts tell us. And without a warranty, maintenance is the key to keep your mug looking good as new.

"You wear your face every day," Felderman says, "so take care of it."

There's no manual for perfect skin, but Tehrani tells us starting early helps.

"I'm seeing people who are much younger—as young as 21-years-old—coming in for Botox injections," he says.

Tehrani says they're using the treatment as a preventative measure. It's sort of like stopping the wrinkles from forming in the first place by relaxing the muscles.

"When someone in their 50s comes to me for the first time, I can make them look younger with the injectables,"





he says. "But by that point, there may be an actual deep indentation in the skin that's hard to erase."

Another beam of hope that doesn't involve hospital time is a new round of non-invasive laser treatments. Tehrani says the rays tighten, thicken and tone the skin and can even delay an eventual facelift.

#### 4. "Oldies but Goodies"

With a slew of new trends and technologies hitting the market, promising a new you in minutes, Felderman warns patients to be wary.

"Stick with the tried and true methods," she says.

A 20-year dermatology veteran, Felderman says she's seen new products peek and fall off the shelves fast.

She says the surefire way to make sure you know the safest options available is to wait at least a few years for manufacturers to work out the kinks.

"Like people, technology gets better with age," Felderman says. "I stick to the standards until the latest and greatest can prove themselves. She recommends reading up before signing up.

#### 5. "What Nature Intended"

A new crop of skin creams stocked with vitamins, minerals, herbs and homeopathic ingredients is all the rage.

"People love vitamins," Wattenberg says, "and they feel better about using products containing them."

Flaxseed oil, green tea and Vitamins C, D and E are just a few of the foods feeding the skin with natural goodness.

Even popular acne treatments containing retinol find their roots in Vitamin A. Today, the supplement is also making its way into anti-aging creams and topical treatments.

And you don't have to dig deep to get a good glow.

"There are tons of great skin care products at every price point," Wattenberg says. "If you're a savvy shopper you can find them in your local drug store."

#### 6. "A Dermatologist's Office and a Gentleman"

Ladies, look around the waiting room in your doctor's office and you just might see a few more males thumbing through magazines. "We get a lot of middle-aged guys looking to switch careers who need an extra edge to boost their confidence so they can perform better," Tehrani says.

And it seems some gents are getting injected just to keep up with the ladies.

"Most men come in because they want to look as good as the women in their lives," Wattenberg says, "but they do opt for a more low-maintenance routine."

That, Tehrani tells us, does not include sampling skin care lines, getting facials or even trying the highly popular microdermabrasion treatment.

"They are also not as willing to go under the knife."

#### 7. "Pucker Up!"

A la Angelina Jolie, plumping up those puckers is a popular way to get a sexy pout, and Felderman agrees. She says injecting collagen into your upper and lower lip can also make you look years younger. "A fuller lip is fabulous at any age," she says. "It gives you back the youthful look that fades with the aging process."

#### 8. "Scrub a Dub"

Giving your face a good exfoliation not only sloughs away dead skin, but it also allows fresh, new cells to emerge.

"Whenever you exfoliate the skin, it sends a message to the body to send more collagen to the area," Tehrani says. "This helps keep the face energized and renewed."

Tehrani suggests a gentle scrub at least once a month to inspire the regeneration process.

#### 9. "Kick the Habit"

Looks like lighting up not only subtracts years from your life, but it also adds years to your face.

Besides being beyond bad for your overall health, Felderman tells us smoking also causes the skin to lose its elasticity. From fine lines around your mouth and eyes to a sallow complexion and even premature sagging, puffing can really stick it to your skin.

"When you smoke, the quality of your skin rapidly decreases and the rate it ages increases," Tehrani says.

And you needed another reason to snuff out that cigarette?

#### 10. "In and Out"

More men and women are opting off the operating table, and experts say that trend has to do with turnaround time.

"People love it when you can do more with less downtime," says Dr. Wattenberg.

Instead of being laid up for weeks wrapped up in gauze, Wattenberg says patients are losing years worth of wrinkles on their lunch break.

"With something like Botox, you're done in 15 minutes and you can go right back to work," she says.

Sorry, no drive-thru. 🚗

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