

NEWBEAUTY®

THE INNOVATIONS ISSUE!

CONQUER AGING!

20 NEW BREAKTHROUGHS

the next generation of products and treatments that will change how you age forever...

melt fat in minutes! the newest way to eliminate extra pounds and tighten skin.

PROVEN WRINKLE ERASERS
experts reveal what the celebrities are doing to look 10 years younger

SEXY BODY

HIGH-TECH SKINCARE

groundbreaking new products that mimic the technology and results of the top professional problem-solving treatments

miracle makeovers, insiders reveal the tips, tricks and tools to define, change and enhance your features without surgery for a dramatic look.

COURTENEY COX REVEALS HER ANTI-AGING SECRETS

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DOUBLE-DUTY DOCTOR TREATMENTS

Oral pills can offer multiple benefits, as can in-office treatments. Take photodynamic therapy (PDT) for example, which first made its mark as a way to treat precancerous skin cells. Noting the anti-aging benefits it offered—not to mention the extra boost it gives to anti-acne light and laser treatments—the concept of PDT has extended even further to include the recently released Allumera, an in-office procedure that utilizes the technology to rejuvenate the skin. The same type of principle applies to Brain-Body Calibration, a type of sports medicine that modifies the way the brain processes information through small amounts of precise resistance. It initially started as a remedy for those suffering from pain, but is now also often used for its anti-aging benefits like improved ability to focus and even enhanced physical appearance. *For more on Allumera, turn to page 127.*

**INSIDE
tip**

Pure extracts of green tea, used topically, have been shown to inhibit the activity of reductase, enzymes produced in hair follicles and skin cells that convert testosterone into dihydrotestosterone (DHT) and result in hair loss.

BIOCELL COLLAGEN II

THE INTENDED USE: THOSE WITH POOR JOINTS

THE BEAUTY BENEFIT: RAISING INTERNAL HYALURONIC ACID LEVELS

HOW IT WORKS: A loss of connective tissue, which is common in those with joint disorders is a cause of aging. Decreased levels of hyaluronic acid contribute to the degradation of connective tissue. "BioCell Collagen has been recognized for having dual benefits on both the joints and skin," says Asma Ishaq, president of Jusuru International, which produces Jusuru, a drink laden with antioxidants, resveratrol and an exclusive form of BioCell Collagen. "It caught on for anti-aging purposes when joint patients, who were taking it regularly, started to notice that their skin looked better since it significantly improves hydration levels, generates new collagen and inhibits the production of hyaluronidase, preserving natural levels of hyaluronic acid and reducing deep creases, wrinkles and fine lines," says Ishaq. For the most part, BioCell Collagen is usually taken in capsule form but Jusuru is the first liquid supplement that contains it and claims to offer as much potency as what's found in supplements.

ORACEA, a low-dose version of doxycycline

THE INTENDED USE: TO TAKE DOWN INFLAMMATORY BUMPS, BLEMISHES AND REDNESS ASSOCIATED WITH ROSACEA

THE BEAUTY BENEFIT: FIGHTING THE EFFECTS OF AGING

HOW IT WORKS: Despite the fact that Oracea contains doxycycline, Marini says it is considered very low dose and is therefore classified as an anti-inflammatory, not an antibiotic. "Aging is considered to be an inflammatory disorder and anything that's considered to be anti-inflammatory may help to slow down the aging process," she says. "Some people take Oracea because the pill isn't known to cause bacterial resistance or produce side effects that are common with other antibiotics." Marini also adds that Oracea's anti-aging purposes aren't limited just to the skin. "It helps with every facet of aging and some say that it even reduces dental plaque, too." Metrogel, a topical anti-inflammatory gel also used to treat rosacea, is sometimes used for anti-aging purposes as well.