

THE BEAUTY EXPERT

# allure

SEPTEMBER 2014

## Gorgeous Fall Makeup

21 Cool, Colorful Looks  
For Eyes, Lips & Nails

## Shiny, Glossy Hair

Easy Shortcuts, Megawatt Results

## SUPERPOWERED SKIN MASKS

Minus the Mess

## Chloë Grace Moretz

"I stand up for myself  
every day of my life"

## Secrets From The Red Carpet

Bulletproof Lipstick, Windproof Hair, and Exactly  
What to Wear Under a Sheer Dress

\$3.99US \$4.99FOR

09>



08429



# Allure's Experts

*This month in Allure, dermatologists tell us the science behind skin-care trends—and makeup artists and more share their tricks. Some top sources in this issue:*

## Ellen Marmur



Marmur, an associate clinical professor of dermatology, genetics, and genomic research at Icahn School of Medicine at Mount Sinai in New York City,

tells us why new skin masks are worth the time in "Mask Marvels."

**Why did you want to be a dermatologist?** "I was going to be an ob-gyn, but I changed my path when I found out how visual dermatology is. You can understand so much about someone just from looking at her skin, without any machines or gadgets."

**What is your biggest breakthrough so far?** "I recently did a study on 90 women looking at the effects of topical products on the aging process of DNA. These products actually do affect what's going on at the genetic level. It's not all a placebo effect."

**What is your favorite mask?** "I still do homemade ones. I'll make an aspirin-and-honey mask for a pimple. The aspirin, a form of salicylic acid, dissolves the keratin that's clogging the pore and calms the redness, and the honey kills the bacteria."

## Amy Wechsler



In "Mask Marvels," Wechsler, an assistant clinical professor of dermatology at SUNY Downstate Medical Center and adjunct assistant clinical professor of psychiatry at Weill Cornell Medical College in New York City,

explains why she thinks face masks are worth revisiting.

**What drew you to dermatology?** "I started in psychiatry, but I realized that I wanted to take care of bodies as well as minds. And I saw a dermatologist as a kid for acne and eczema."

**How do you combine psychiatry and dermatology?** "I spend time with my patients asking questions not just about their skin but also about sleep, stress, work, relationships,

sex. Some patients refer to it as one-stop shopping."

**What has been your career highlight?** "Publishing my book *The Mind-Beauty Connection* in 2008, about the combination of dermatology and psychiatry. Some people thought I was crazy. But now the trend is definitely going that way. There's a lot of science to back it up."

"You can understand so much about someone just from looking at her skin."

## Michael Apa



A clinical assistant professor of cariology at NYU College of Dentistry, Apa is a cosmetic dentist who works with supermodels and royalty. He

shares his stain-fighting tricks in "Go On, Smile."

**How did you get into cosmetic dentistry?** "When you go to dental school and you're an overachiever, you want to be an oral surgeon. But then I heard about this new thing called cosmetic dentistry, and I was sold."

**What's been the best part of your job?** "[Members of] the royal family of Dubai were my patients in New York, and they helped me build a 5,000-square-foot center [in Dubai]. I often work in Dubai on the weekends—I can fly out on Thursday night after a full week and be back in the New York office by Monday afternoon."

**Are people in Dubai as obsessed with teeth as we are?** "Some of the local population want that big, white, Hollywood-type smile, but the Europeans there want more natural colors and character to their teeth."

## Christopher Brosius



For "Earthy Delights," Brosius, a perfumer and the owner of CBIHatePerfume, tells us how a "little bit of nasty" improves a fragrance.

**Why do you call your company "I Hate Perfume"?** "I loved the idea of perfume, but too many were a disappointment. A lot of the industry is trapped by tradition. I wanted to make something that I would wear."

**What sets your fragrances apart?** "Most perfumes explore an abstract beauty, whereas mine are designed to capture the experience of particular things or places. Like *In the Library*, which has a key note of old books."

**Which of your scents are you most proud of?** "Cradle of Light. I worked with real floral absolutes, which are difficult and very expensive—the narcissus in it costs \$18,000 a kilo—but I've never been so pleased with a scent when I finished it."

## Kate Young



Young shares the secrets she uses to dress Michelle Williams and Natalie Portman, among other clients, in "The Magic Carpet."

**Have you ever had a red-carpet mishap?** "I'm too OCD for that. I do everything possible to prevent disaster. I check the tailoring multiple times and always bring backup dresses."

**What's the most challenging thing about your job?** "The criticism is really intense. During awards season, I don't read any of the weeklies or watch any of those shows. After the Oscars, I catch up."

**What was your favorite job?** "The Miss Dior commercial with Natalie Portman directed by Sofia Coppola. There were millions of roses on the shoot and a vintage car and a cute guy. It's beautiful and romantic."



# 4 Problems Masks Can Solve

(And One They're Still Working On)

Face masks are a lot like duct tape. They can fix almost anything (for a while).

**Problem:**

## Breakouts

You want to get a little muddy. "As a clay mask dries, whatever is in your pores gets pushed out, absorbed by the clay, then rinsed away," explains Wilson. The single-serve Bioré Self Heating One Minute Mask uses kaolin clay, which tends to be less dehydrating than green clay.

**Problem:**

## Dryness

Sheet masks are usually infused with hydrators, like glycerin and hyaluronic acid, and really push them into the skin. But some soften better than others. Those made of cellulose and hydrogel adhere best to the skin; paper sheets let ingredients evaporate more quickly. We like the snug fit of the Karuna Luxe Skin Regenerating Face Mask.

**Problem:**

## Dullness

Get a quick kick of exfoliation from a glycolic or lactic acid mask. "Because they're not in contact with your skin for very long, masks can use a higher amount of alpha

hydroxy acids than other topicals," says cosmetic chemist Randy Schueller. "You get a glow—without any irritation." Algenist Algae Brightening Mask combines lactic and fruit acids.

**Problem:**

## Redness

Masks with a cooling effect can soothe flushed skin and even more serious conditions like rosacea or dermatitis. Store the Freeman Cucumber Peel-Off Mask in the fridge to enhance its benefits.

**Problem:**

## Wrinkles

Lifting masks try to shrink-wrap the skin by leaving an invisible film behind. On wrinkled skin, though, they're pretty much useless. If you have very fine lines, you may see some (albeit subtle) results. One of the best we've tried, the new RoloXin Lift mask, is a lotion that dries to leave behind a superfine layer of silicon particles. Our testers didn't notice any tightening, but their skin did feel softer, and makeup went on more smoothly.

—JENNA ROSENSTEIN

## Bit by Bit

A neck mask? Really? We had a similar reaction—until experts revealed the value of part-specific formulas.

**EYES** Most eye masks are crescent-shaped patches. Like eye creams, they usually have a low concentration of potentially irritating ingredients, like retinol, and tend to be hydrating. Many also contain anti-inflammatories and brighteners. We like Shiseido Benefiance WrinkleResist24 Pure Retinol Express Smoothing Eye Mask.

**T-ZONE** Oil and clogged pores usually plague the forehead, nose, and chin. "Deep-cleaning clay masks make amazing treatments for those areas," says Jeannette Graf, an assistant clinical professor of dermatology at Mount Sinai Medical Center in New York City. Never let a clay mask dry to the point of flaking, though, or you risk irritating the skin. The mask should still feel a little tacky when you rinse it off. The Origins Clear Improvement mask combines clay with active charcoal, which is used medicinally to treat overdoses and poisoning—toxins bind to it inside your body; dirt binds to it on your skin.

**NECK** "Ingredients that your face tolerates just fine can be too irritating for the thin skin on your neck," says Shamban. Neck masks—both creams and contoured sheets—coddle the area with moisturizers and gentle anti-agers. Try Rodial Glamtox Neck Mask.

**LIPS** Yes, there is now a sheet mask for your lips. The TonyMoly Kiss Kiss Lovely Lip Patch (born in—of course—South Korea) is a gel mask that soothes and hydrates. "It's a good, but temporary, fix for dryness and flaking," says Wilson.



**Liquid Ice Mask**

"You pour the liquid, which has aloe and vitamin C, into a fiber tablet. As the tablet absorbs the liquid, it expands into a sheet mask. It chills my skin, and I always get compliments after using it." —dermatologist Ava Shamban



**Lierac Comfort Mask**

With shea butter and apricot oil, "it gives my skin incredible moisture. I'm someone who studies her skin in a magnifying glass, and after using this mask, I really see a difference." —dermatologist Debra Jaliman



**SkinCeuticals Biocellulose Restorative Masque**

"It's full of calming antioxidants and hydrating ingredients. I use it on myself and also on patients following chemical peels or laser procedures." —dermatologist Ellen Marmur

**TIP**  
FOR THE MOST RADIANT RESULTS, DOUBLE UP: USE A PORE-CLEARING MUD MASK FIRST, THEN A SHEET MASK TO REHYDRATE THE SKIN.