

18

NEWYOU | SUMMER 2012

TRENDS & IDEAS



ANTI-AGING MAKEUP?

One of the culprits that ages women's faces is the very stuff that's supposed to make them look better: Makeup. One reason is that it cuts off oxygen (think of the gold-painted corpse in *Gold Finger*). Now comes a makeup that lets the surface breathe. Originally developed for surgical patients in recovery, Oxygenex is designed to let oxygen in—about 80% of what's out there—rather than keep it out (regular makeup keeps out 90%, according to the company.) So breathe easier.

BEAM UP THAT HAIR

When your hair follicles suffer from poor blood flow or a hormone byproduct called dihydrotestosterone (DHT), the hair inside that follicle progressively gets smaller until it's permanently gone.

Coming to the rescue is a therapy called laser phototherapy. When applied to the scalp, laser energy encourages the production of living cells in the hair root, which can overcome DHT. Laser light also increases blood flow, for more nutrients and healthier cells. Want to give it a spin? Try the HairMax LaserComb, the only FDA-cleared medical laser device for home use. Research shows that 15 minutes a day three times a week will thicken your hair.

