

EXPERT A'S TO YOUR BEAUTY Q'S

Dr. Goldberg says:

A. First, the buzz-killing fact of life: As we age, we start to lose fatty tissue, and skin-plumping collagen production slows, revealing fine lines. But certain ingredients in makeup products can make your skin look and feel more supple and hydrated.

You're used to reading the labels on your skin care products, and it's just as important to do the same with your cosmetics, especially if you're seeing signs of aging. The zinc oxide and titanium dioxide in **Jane Iredale PurePressed Base Mineral Foundation** (\$49.50) provide UVA/UVB sun protection for wrinkle prevention.

Hyaluronic acid, which is infused in **L'Oréal Visible Lift Line-Minimizing & Tone-Enhancing Concealer** (\$11.95), plumps up fine lines by enhancing the skin's ability to retain more moisture. Antioxidants like the vitamin E and soy in **Neutrogena Healthy Skin Custom Glow Blush & Bronzer** (\$12.49) help block wrinkle-causing free radicals from seeping into pores.

To prevent caking, apply makeup to freshly exfoliated and moisturized skin. Try an all-in-one product like **Aveeno Positively Radiant Tinted Moisturizer SPF 30** (\$14.99), which is infused with light-reflecting minerals to lighten the appearance of sun spots.

And avoid using makeup that contains talc, a common filler that can clog pores and increase the appearance of fine lines.—Ayren Jackson-Cannady

David Goldberg, MD,
clinical professor, Mount
Sinai Department of
Dermatology, New York City



Tricks of the Trade

If you want...plumper lips

Due to fat loss, lips get thinner over time. Fill out your kisser by using a lip pencil to slightly overdraw your lip line, says makeup artist Sonia Kashuk. Also, steer clear of dark lipstick shades, which will instantly shrink your pout. After you apply your lipstick, dab a dot of clear gloss in the center of your lips to visually puff them up.

If you want...fuller cheeks

As you age, the cheek area hollows out. Use a cream blush on the apples of your cheeks and on your cheekbones to plump them up. "Add a hint of shimmer on your cheekbones to make them look higher," Kashuk says.

If you want...brighter eyes

Lashes tend to straighten as you get older, Kashuk says. To instantly open up the eyes, always use an eyelash curler after you've applied eye shadow.

1 Girl Powder

Get natural coverage and UV protection with **Jane Iredale PurePressed Base Mineral Foundation**.

2 Under Line

Hide fine lines with the plumping **L'Oréal Visible Lift Line-Minimizing & Tone-Enhancing Concealer**.



4 Sweet Cheeks

Neutrogena Healthy Skin Custom Glow Blush & Bronzer fights free-radicals and brightens.

3 Tint Condition

Soften your skin and get glowing with **Aveeno Positively Radiant Tinted Moisturizer SPF 30**.

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Overhaul your makeup bag with more **anti-aging products**.



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