

We asked **350 women** to test the year's best anti-aging products, then had top doctors measure their results. Here, the best of the best. Let the anti-aging begin!

Prevention
Beauty
Awards
2011

The Dynamic Dozen

Getting older may be inevitable, but how you look as you age is controllable. "Genetics predetermines only about 20% of how your looks change over the years," says dermatologist Heidi Waldorf, MD. "The rest is affected by daily habits, your lifestyle, and products you use."

That's where *Prevention* steps in: For part two of the Defy Your Age Challenge, we're unveiling 12 anti-aging products

scientifically proven to change your skin, body, and hair for the better.

4
PART
Special
Series

How We Picked The Winners

Prevention reviewed more than 900 products launched between April 2010 and April 2011 and selected 61 finalists. The shampoos and conditioners were then blind-tested at TRI/Princeton, an independent lab; the hair treatments were tested on 5 to 10 women



over the course of 4 weeks under the supervision of a cosmetic chemist. The face and body products were used by 5 to 10 women for 6 weeks, and our dermatologist judges determined the winners by analyzing testers' skin before and after, reviewing their written evaluations, and using complexion analysis machines, such as the Visia Complexion Analyzer by Canfield, to calculate changes in the number of wrinkles and spots.

YOUR PERSONALIZED PRODUCT PROGRAM

How do you know which of the 12 winners is right for you? Find the anti-aging goal(s) you identified in the quiz from part one of the Challenge below (you can take the quiz again at prevention.com/defy), then look for the products marked with the corresponding colored symbols. Next month, we'll share more detailed instructions on how and when to use the products.

- Improve Your Complexion Tone
- Smooth Your Skin Texture
- Get Younger-Looking Hair
- Better Your Body

BY **KATIE BECKER** PHOTOGRAPHS BY **TIMOTHY HOGAN**
STILL LIVES BY **KENJI TOMA**

+defy your age

●● **L'Oréal Paris** Youth Code Day Lotion SPF 30 **\$25**; drugstores

With sunscreen, hydrating ingredients, and peptides that boost collagen production, this lotion is the ultimate multitasker. Women who used it had more vibrant complexions after 6 weeks and saw bigger decreases in the number of spots and wrinkles than those testing other products, according to judge Tina Alster, MD. The lotion also prevents future damage with adenosine, which fuels healthy cell function, and biolsat, a good bacteria that helps skin fight off environmental damage.

●● **Origins** Plantscription Anti-Aging Serum **\$55**; origins.com

Some anti-agers are irritating, but this serum won with a gentle combo of collagen-stimulating botanicals and an extract from the West African *Anogeissus* tree that boosts production of fibrillin, a glycoprotein “that makes skin elastic and springy,” according to judge David J. Goldberg, MD. Testers using it saw up to a 30% improvement in the number of fine lines they had—results that rival using a prescription anti-ager for a similar time period.

Day
Moisturizer



●● **Clarins** Bright Plus HP Gentle Renewing Brightening Peel **\$38**; clarins.com

This goes on like a toner but does the job of a scrub, dissolving dead skin cells with glycolic and salicylic acids for a smoother, more even-toned complexion. On average, testers who used it saw a 33% improvement in texture and a reduction in pore visibility. Judge Heidi Waldorf, MD, says the peel works best used before an anti-aging moisturizer or treatment because “it boosts other products’ effectiveness by allowing them to penetrate deeper.”

Exfoliating
Treatment



Night
Treatment





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**Eye
Cream**

● ● **Dr. LeWinn by Kinerase Lift & Resculpt**
Anti-Wrinkle Eye Cream **\$28**; Walgreens

Featuring dill extract—an antioxidant that reduces wrinkles, according to a study in the *International Journal of Cosmetic Science*—this cream decreased the length and depth of lines around testers' eyes up to 40% and, in some cases, reduced spots and redness. The peptide-rich formula also stimulates collagen production, "which can improve the look of dark circles," according to judge Marina Peredo, MD.

OUR JUDGES*

Tina Alster, MD, clinical professor at Georgetown University

David Bank, MD, assistant professor at Columbia University/Presbyterian Hospital

Alastair Carruthers, MD, clinical professor at the University of British Columbia

David J. Goldberg, MD, clinical professor at Mount Sinai School of Medicine

Ranella Hirsch, MD, past president of the American Society of Cosmetic Dermatology and Aesthetic Surgery

Mary Lupo, MD, clinical professor at Tulane University School of Medicine

Marina Peredo, MD, associate clinical professor at Mount Sinai School of Medicine

Heidi Waldorf, MD, associate clinical professor at Mount Sinai School of Medicine

Ni'Kita Wilson, cosmetic chemist and vice president of research and innovation at Englewood Lab in Englewood, NJ

*ALL MDS ARE BOARD-CERTIFIED DERMATOLOGISTS.



+defy your age

● Elizabeth Arden

Ceramide Plump Perfect Ultra All Night Repair Moisture Cream for Face and Throat **\$62**; elizabetharden.com

Many women neglect the skin below their chin, a difficult area to treat, but testers using this cream found it is possible to make a difference. The peptides, ceramides, and hibiscus extract helped plump fine lines and slightly reduce their appearance. Judge Ranella Hirsch, MD, also liked that it has “vitamins C and E, which can protect against free-radical damage and hyperpigmentation.”

Neck Cream

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Hand Cream

● Avon Anew Clinical Luminosity Pro

Brightening Hand Cream SPF 15 **\$15**; avon.com

Give signs of aging the one-two punch with this cream's combo of retinol and glycolic acid, which softens lines and fades discoloration. Testers loved how it improved the look of thin, crepey skin and even lightened age spots in some cases. “I used to tell patients they could only get these benefits from laser treatments,” says judge Alastair Carruthers, MD.

+defy your age

● **Blistex** Five Star Lip Protection SPF 30 **\$2**; drugstores

This balm smooths lips and moisturizes with calendula extract, glycerin, and safflower and coconut oils to reduce the appearance of fine lines. Testers gave the “nongreasy,” “hydrating” formula better ratings than other products in the category—including a \$38 lip plumper!—but a key reason it scored the top spot was its high SPF level, says judge **Mary Lupo, MD**.

Lip
Treatment



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● **Specific Beauty** Skin Brightening Serum **\$25**; specificbeauty.com

Ever wish you could take an eraser to your brown spots? Now you can: This paraben- and fragrance-free serum has “a killer combo of retinol and licorice extract that faded brown spots, as well as anti-inflammatory gingerroot extract and niacinamide, which prevents new flecks,” according to judge **David Bank, MD**. On average, testers had 25% fewer brown spots after using it—and one tester had 50% fewer (results that will last if they’re vigilant about wearing sunscreen).

Spot
Fader



SPECIFIC
beauty™
for multi-hued skin tones

Skin Brightening Serum

STEP 2 HELPS EVEN SKIN TONE
DERMATOLOGIST DESIGNED RESURFACER
5 FL OZ (15 mL)



Body
Moisturizer

● **Super by Dr. Nicholas Perricone** Superhero Body Sculpting Serum **\$35**; sephora.com

This lotion, which works well under sunscreen, packs anti-agers once found only in face products, such as polyphenols to protect against environmental damage and glycolic acid, which helps smooth rough patches. Dr. Carruthers noticed it faded spots on several testers’ arms, and almost all of the testers commented on the lotion’s skin-firming effect, a benefit of the caffeine, which decreases water content in fat cells beneath the skin.

+defy your age

Hair Treatment

● **Redken Time Reset Corrective Defense** \$20; redken.com for salons

This leave-in lotion features "a rare, superlight silicone that forms an undetectable web around strands to make them more full and shiny, while protecting against breakage and split ends," according to judge Ni'Kita Wilson. Testers said the "weightless formula" left their hair "softer and more manageable," with one noting, "Styling takes less time and effort now that I'm using this."

20 Readers Will Win All 12 Winners!

Beginning on June 29, 2011, go to prevention.com/winbeauty for a chance to win all 12 beauty award winners (a \$322 value). No purchase necessary to enter or win. A purchase will not improve your chances of winning. You are not a winner yet. To enter, go to prevention.com/winbeauty. Void where prohibited. Sweepstakes begins 12:01 a.m. ET on June 29, 2011, and ends at 12:01 a.m. ET on September 2, 2011. Must be legal resident of the 50 United States or DC or Canada (excluding residents of the province of Quebec), age 18 or older, to enter. For official rules, go to prevention.com/winbeauty. Rodale Inc., 400 South Tenth St., Emmaus, PA 18098-0099 is the operator of the Sweepstakes.

● **Garnier Fructis**

Pure Clean Fortifying Conditioner
\$4; drugstores

Not only did this conditioner protect hair from breakage during repeated grooming experiments, it did so with the earth in mind. "What's novel about this formula is a primary conditioning ingredient that's more readily broken down in the environment," says Trefor Evans, PhD, director of measurement services at TRI/Princeton.



Conditioner

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Shampoo

- **Wella Professionals Age Restore Shampoo**
\$13; wella.com for locations

"This shampoo eliminates product buildup that can make strands dull and limp," says Dr. Evans. And that cleansing action also boosts effectiveness of products used afterward, like conditioner and stylers. Another reason it's a youth booster? The vitamin B5 softens strands—a bonus, as hair can become coarser with age. 

