

THE BEAUTY EXPERT

allure

MARCH 2012

Hollywood **Beauty Insiders**

**32 Tips From Hair Pros,
Body Shapers, Makeup
Artists, and More**

Brand-New Makeup

Bright, Happy Colors for Spring

16 Great Stress Busters

**Surprising
Ways to Relax**

(Like #5: Kiss Someone!)

PAGE 170

*Kim
Kardashian*
Reinvents Herself
(Without the TV Cameras)

**Do Doctors'
Skin Lines
Really Work?**

**We Investigate the Best—
And the Worst**

NEW SECTION!
A User's Guide to Style
Real Women, Real Clothes

\$3.99US \$4.99FOR

03>



The Rx Factor

A **doctor's name** on a jar of face cream can do wonders for sales. But are you really getting **better and stronger** products? A look at what's really **behind the labels**.

By Brooke Le Poer Trench

Louise*, a 35-year-old mother of two, buttoned up her blouse in the examination room of her dermatologist's Manhattan office following her annual routine mole check. She'd taken the opportunity to raise some concerns about her smile lines, so the doctor was scratching out a prescription for Renova, a topical retinoid, as Louise gathered her coat and handbag. "You just have to promise me that you'll wear sunscreen every day," the doctor ordered, handing over the script. "I mean it." Then, as Louise was leaving, the dermatologist casually added: "I have a new SPF 50 available. Just ask the receptionist to show you on your way out."

At the front desk, Louise examined the facial sunscreen. It came in a simple white bottle with a black-and-white label that listed her doctor's name, the office address, and a basic description of the contents. Cost: \$60. Despite the fact that she'd recently bought one at the drugstore (for \$12.99), she handed over her credit card. After all, her doctor had prescribed it...sort of. And therein lies the quandary: Dermatologists comb our body for melanomas, tell us the unvarnished truth about our aging skin, and help us tackle embarrassing problems like hair thinning (on our head), sprouting (on the chin), and stretch marks wiggling across our hips. So when they suggest that patients buy their own skin-care products, it feels like the ultimate endorsement.

"I don't make recommendations to my patients lightly for that very reason," says Eric F. Bernstein, a Philadelphia dermatologist and clinical associate professor of dermatology at the University of Pennsylvania. "As a doctor, your name is the most valuable professional asset you have—so if I'm going to sell a product, I'm going to make sure it offers something that doesn't exist off the shelf, and make sure it works." However, not every doctor necessarily shares that view. When she arrived home, Louise compared the list of ingredients in her new sunscreen to the one on her drugstore brand. They were virtually identical. "I just assumed the one from my doctor was better," she recalls, even though she also couldn't tell the difference when she slathered them on.

Louise isn't the only one attracted to those two little letters—"M.D."—on a bottle. "There's so much choice in skin care that people lower their guard when they see a doctor's name," says cosmetic chemist Jim Hammer. "It lends authority to the formula's claims." Doctors and scientists have always worked behind the scenes for cosmetic companies—for example, Clinique was developed with Park Avenue dermatol-

ogist Norman Orentreich in 1968 for Estée Lauder, but his name wasn't on the packaging or advertising, because back then, the New York Medical Society didn't allow doctors to identify themselves in the media.

Clearly, times have changed. "These days, people assume that doctor-developed lines are one notch down from a prescription," says cosmetic chemist Ni'Kita Wilson. "And while it's true that some of the strongest over-the-counter skin care is formulated by doctors—and gets results that are impressively close to some in-office treatments and prescription topicals—there's a huge spread in quality. Some of these lines may not do much more than a basic drugstore cream."

To spot the difference, we need to address a fundamental question: How do doctors develop these lines in the first place? At one end of the spectrum is the dermatologist who simply wants

within months." Dr. X isn't the only one. Another top dermatologist, when pressed, admits, "I've seen colleagues do this. It's simple and cheap and not necessarily a bad thing. Sometimes the doctors can tweak the formula with ingredients they want to add. And they figure if the venture is a success, then they'll spend more money on developing better technology later. It's expensive to make a whole line on your own." These lines are small, and many have no rigorous testing to prove they work. The product formulator adds: "These creams will fulfill basic skin-care requirements, but they won't be strong enough to produce impressive anti-aging results."

Other products are the result of a marriage of sorts with a large cosmetics company. One high-profile dermatologist told us about several offers that had come his way: "The marketing people show you the product line, which their

"If you make something that's mild enough for everybody, it's not going to work as effectively."

products with his name on the bottle. "They don't have the money to formulate a line that goes out to consumers, but they still want skin care to sell to their patients," says one chemist, who works for a research and development company. "As part of our business, we have premade cleansers, sunscreens, moisturizers, and anti-aging creams and serums, so a doctor can tick off the ones he wants, buy a couple hundred units, and then label and sell them."

One product formulator we spoke to recalls her interactions with a dermatologist we'll call Dr. X. "He wanted his name on a bottle, fast—he'd been on a few television shows and thought he could be the next Perricone or Murad" [two doctors who have had significant success with their own products for decades]. "So we showed him a skin-care line sitting in our inventory, and he licensed it and had it out there

R&D team has developed, and explain the science. Sometimes they'll let you pick and choose the formulas you like and don't like. But mostly, the deal is 'Take what we've made and pretend it's your own.'" Again, the formulas might be OK—even good—but they're a little misleading, since they weren't always developed by the person whose name is on the bottle. "There are many companies in the skin-care field that look for doctors to endorse lines they have made. There's nothing wrong with that, although a distinction should be made between 'doctor-endorsed' and 'doctor-created,'" Bernstein says.

Sometimes this union with a big company comes later. Dermatologist Howard Sobel developed and founded a successful line, DDF, that was sold to Procter & Gamble in 2007, and he remains a consultant to the line. "The purchase of DDF by Procter & Gamble

made available the vast research and development that other small skin-care lines don't have," Sobel says.

Before you start wondering if any dermatologist lines are worth their price tag, here's the good news: There are plenty of great lines out there, too. One chemist describes collaborating with "Dr. Y" in the following way: "She was a top-flight scientist and dermatologist, so she was in the lab for years researching the active ingredients to

When doctors suggest that patients buy their own skin-care products, it feels like the ultimate endorsement.

ensure they were in high enough concentrations and stable," the chemist recalls. "She had the formula clinically tested by one of the strictest independent labs out there to make sure it achieved results and didn't cause irritation. And this doctor also owned the formulation and patented some of the technology—another way you know it's something totally new."

In terms of the role even the most scientifically minded doctors play in product development, "they're not necessarily mixing them in a beaker themselves, but they are extremely hands-on," the chemist explains. "They are researching ingredients, working closely with a chemist until the formula is strong and stable enough and has all the other qualities

Dr. Who? With lasers, syringes, and a prescription pad at their disposal, doctors can fix flaws in their offices. But can they make a difference with an over-the-counter cream? Here, the best dermatologist lines and their standout products. —SOPHIA PANYCH AND BROOKE LE POER TRENCH

LaseResults

THE BACKSTORY Bernstein, a top dermatologic laser surgeon, heads two advisory boards for laser companies and has a research lab for developing ingredients.

THE LINE Bernstein's products mimic many of the skin-smoothing and brightening benefits of laser surgery. All six products contain a version of his CRV-8 complex, made up of antioxidants, AHAs, peptides, and lightening agents.

THE STANDOUT LaseResults PM Intensive Focused Repair Lotion. "It's rare that you see a formula with 10 percent citric acid—it will do a similar job as AHAs at this strength, but with less irritation," says Wilson. Over time, the lotion repairs cell damage, improves skin tone, and makes pores look smaller.

Dr. Macrene Skin Results

THE BACKSTORY

A dermatologist and molecular biologist, Macrene Alexiades-Armenakas has a New York City clinic and a lab where she tests ingredients and researches cellular repair.

THE LINE Alexiades-Armenakas's simple but lofty goal: to develop one cream for numerous skin problems. "She has a deep understanding of cell-ingredient interaction and has sourced ingredients that are proven to work," says Wilson.

THE STANDOUT Dr. Macrene Skin Results 37 Extreme Actives contains ferulic acid, peptides, caffeine, and plankton to smooth lines and repair cell damage—"at high enough levels to produce visible results," says Wilson.

Sadick Dermatology Group

THE BACKSTORY Neil Sadick is the dermatologist to ask about the next big thing (he runs clinical trials for the FDA and has a clinic in New York City).

THE LINE Sephora asked Sadick to develop an easy-to-use anti-aging regimen. He included the ingredients that have proved most impressive in his research (peptides, retinols, AHAs) and formulated a line with just three products: a day cream, a night cream, and a serum.

THE STANDOUT Sadick Dermatology Group PM Reversal Serum. "The combination of retinol and AHAs should provide significant anti-aging results," says cosmetic chemist Ron Robinson. Those ingredients have been shown to smooth lines, reduce blotches, and boost firmness.

Dr. Dennis Gross Skincare

THE BACKSTORY For years, Dennis Gross, a New York City dermatologist and skin-cancer researcher, mixed gentle anti-aging treatments for his patients to use between visits. In 2002, he bottled the most popular ones. **THE LINE** Gross is known for innovation. For example, "he took the in-office glycolic peel—which is effective but so irritating—and formulated a two-step at-home peel that most people could tolerate," says Wilson.

THE STANDOUT Dr. Dennis Gross Skincare Extra Strength Alpha Beta Peel is "still the best over-the-counter peel because it's the strongest, yet doesn't irritate," says dermatologist Doris Day. This fast-acting formula speeds up cell turnover, smooths wrinkles, and minimizes pores (the original version is mild, for sensitive skin).



Dr. Brandt

THE BACKSTORY New York City and Miami dermatologist Fredric Brandt was in medical school, specializing in leukemia research, when he found that natural antioxidants could fight free-radical damage in skin.

THE LINE "Now everyone formulates with antioxidants, but Brandt's skin-care line was ahead of its time," says Wilson. He later developed products based on in-office procedures, such as Dr. Brandt Microdermabrasion.

THE STANDOUT Dr. Brandt Pores No More Vacuum Cleaner Blackhead Extractor is an *Allure* Best of Beauty-winning mask that truly reduces clogged pores.

it needs to be an effective treatment—perhaps it requires additional moisturizers or calming botanicals—and then testing it on longtime patients and monitoring the clinicals.”

The challenge is to identify lines by the Dr. Y's of the world—and to avoid buying the basic formula in the M.D.-labeled bottle. Fortunately, it is possible to make an informed decision.

1. SCHOOL YOURSELF. Not surprisingly, the doctors who develop the best skin-care lines usually have serious academic credentials or a history of dividing their time between their medical practice and a laboratory. “As a general rule, you can type their first initial and last name into a medical site called pubmed.org, and you should see references in numerous research papers,” says Bernstein. Even if you don’t understand the content, the fact that the doctor publishes his work in peer-reviewed journals is a good thing—and suggests

that he knows about true clinical testing and scientific standards.

2. READ THE FINE PRINT. The small box on the back of the packaging titled “Drug Facts” is a good place to start: “FDA-controlled active ingredients, such as benzoyl peroxide, will be listed there, so at least you know they’re in the formula, and at what strength,” says Hema Sundaram, a Washington, D.C.-area dermatologist and the author of *Face Value: The Truth About Beauty* (Rodale). Then, “look for the words (continued on page 241)

DermaDoctor

THE BACKSTORY Dermatologist Audrey G. Kunin noticed patients were researching skin conditions online—and getting misinformation. So in 1998 she set up dermadocor.com to answer questions and distribute established products. A year later, she launched her own line.

THE LINE Kunin’s products address specific problems. “She helped women treat overlooked issues, like keratosis pilaris [tiny red bumps that appear on the arms] and facial hair,” says Wilson.

THE STANDOUT DermaDoctor KP Duty Dermatologist Moisturizing Therapy helps treat keratosis pilaris. “Urea and dimethicone help the skin retain moisture, and glycolic acid sloughs away dead cells,” says Wilson.

Patricia Wexler M.D.

THE BACKSTORY Famous for her expertise with fat injections, Patricia Wexler is the New York City dermatologist behind many Grammy- and Oscar-winning faces.

THE LINE Wexler had consulted on several big skin-care lines when Bath & Body Works asked her to create her own. She based it on a new ingredient that blocks collagen-degrading enzymes (called MMPs), becoming the first to use MMP inhibitors in an anti-aging system.

THE STANDOUT Patricia Wexler M.D. Intensive Retinol Eye Treatment with MMPI-20. “Retinol can be irritating around the eyes, but the anti-inflammatories and moisturizers in this formula prevent redness and drying,” says Wilson.

Murad

THE BACKSTORY Howard Murad, a dermatologist and pharmacist, has spent 30 years researching the connection between appearance and internal health.

THE LINE Murad was one of the first to formulate products with AHAs, vitamin C, and pomegranate. “He was a real pioneer when it came to using AHAs,” says Sobel.

THE STANDOUT Each single-use packet of Murad Pomegranate Exfoliating Mask leaves combination skin refined and refreshed with a blend of fruit enzymes and AHAs.

DDF

THE BACKSTORY Sobel was an early proponent of combining traditional dermatology with emerging cosmetic procedures, such as lipo and injectables.

THE LINE Sobel didn’t agree with the traditional skin-care mantra of cleanse, tone, moisturize, so he developed his own: cleanse, protect, treat, and moisturize. His goal: to make sunscreen a daily habit and find natural extracts that deliver results. Sobel was also one of the first to blend sunscreens with antioxidants.

THE STANDOUT The DDF Sulfur Therapeutic Mask is “an effective, soothing treatment, especially for people with rosacea and acne-prone skin,” says Day. It absorbs oil and clears blemishes with sulfur, eucalyptus oil, and kaolin clay.

Rodan + Fields

THE BACKSTORY Katie Rodan and Kathy Fields met fresh out of medical school in the mid-’80s. Their Proactiv system “changed the way we think about acne by telling us it was preventable,” says Wilson.

THE LINE In 2002, the doctors developed Rodan + Fields to treat complex skin problems—such as dullness plus sun damage, or wrinkles and enlarged pores—with one simple regimen.

THE STANDOUT Rodan + Fields Anti-Age Night Renewing Serum. Each capsule has one dose of peptides and retinol—“proven ingredients in a very clever delivery system,” says Wilson. “The capsules preserve the retinol so you get the right amount every time.”

Super by Dr. Nicholas Perricone

THE BACKSTORY Nicholas V. Perricone first linked inflammation with aging in the ’80s, then went on to create topical anti-inflammatories to address wrinkles, sagging, and acne.

THE LINE Perricone’s first line, now called Perricone MD, launched in 1997 with three anti-inflammatory ingredients: vitamin C ester, alpha lipoic acid, and DMAE. In 2010, he introduced Super, a line that utilizes antioxidants from foods such as açai and ginger to fight free radicals and reduce inflammation.

THE STANDOUT Super by Dr. Nicholas Perricone Moisturizing Activator boosts the efficacy of other products by exfoliating with glycolic acid and hydrating with ceramides and oat proteins—increasing the penetration of the active ingredients that follow.



@allure.com/beauty-products/beauty-product-finder: For more dermatologist-created skin-care lines—and help finding the creams and serums that are perfect for your complexion—check out the *Allure* Beauty Product Finder.

THE RX FACTOR

(Continued from page 164)

'clinically proven' on the box, and read the box insert to see what they've shown," says dermatologist Patricia Wexler, an associate clinical professor at Mount Sinai School of Medicine in New York City, who also has a respected line of skin-care products. "You cannot put that on your product unless the formula has been tested by an independent lab."

3. LOOK FOR PRODUCTS THAT AREN'T ONE-SIZE-FITS-ALL. The best doctor lines usually don't promise that their "hero product" (the centerpiece of the line) will work for every skin type. "Not a lot of people talk about this, but in order to see a major change in most skin problems with a topical cream, the formula will dry out and irritate some people," says Bernstein, adding that products with the most powerful active ingredients should come with detailed instructions about proper usage. "If you make something that's mild enough for everybody, it's not going to work as effectively."

4. RETURN TO SENDER. Fortunately for consumers, those generic lines any doctor can slap his name on can be easy to spot. "These products aren't marketed or available in any stores—they're very small," a New York-based doctor told us. "Whether they come in plain bottles or have more elaborate labels, they're only available from that one clinic." One giveaway: The clinic's address is right there on the label. As one chemist explains, they're not necessarily bad products, "because they have been created by formulators who know what they're doing." But they're not going to be cutting-edge. Not the end of the world—but probably not worth your money, either.

5. CHECK FOR A MONEY-BACK GUARANTEE. "If a doctor believes in his line and there's real science behind the claims, he should have a refund policy for consumers who don't see improvement," says Katie Rodan, an adjunct clinical associate professor of dermatology at Stanford University School of Medicine and cocreator of the Rodan + Fields product line. "No formula works for everyone in the same way." But you don't need an "M.D." after your name to know that. ♦

16 WAYS TO DE-STRESS

(Continued from page 172)

14 Surround yourself with beauty.

Admiring a photo of a model or a movie star just as you would a work of art could relieve tension. **HALF A GROUP OF PEOPLE WHO VIEWED PHOTOS OF FEMALES WEARING MAKEUP SAID THEY WERE LESS STRESSED AFTERWARD,** according to a study at the University of Louisville in Kentucky. The other half did not report the same benefit, but they didn't feel any worse, says Patrick Pössel, a professor of psychology who conducted the study.

15 Be a pescatarian.

Battling stress can be as simple as ordering fish at a restaurant. On *The Truth About Food*, a program on the Discovery Health Channel, researchers measured hormone levels in London cabdrivers, who have highly stressful jobs. When put on a diet of four portions a week of oily fish like mackerel, a source of omega-3 fatty acids, the drivers produced less of the stress hormone cortisol and more of another hormone, DHEA, that the body cranks out to combat stress. "When the body sees omega-3 fatty acids, it feels calm," says Oz. Walnuts, flaxseeds, and tofu are other excellent sources.

16 Play a video game.

The hours your boyfriend and his slacker buddies spend hooked up to an Xbox may have an actual benefit. According to researchers at East Carolina University in Greenville, North Carolina, **PLAYING NON-VIOLENT VIDEO GAMES CAN DECREASE STRESS AND IMPROVE YOUR MOOD.** "Getting absorbed in games provides a distraction and relaxes the nervous system," explains Carmen Russoniello, a professor at the university. "It allows you to shut everything out." Skip World of Warcraft, even if you love walloping trolls, and choose something like Peggle instead. "The challenge should be difficult enough, but not an added pressure," says Russoniello. ♦

ADVERTISEMENT

SHOP | allure

The Pimple Healer



The Pimple Healer Mario Badescu's famous Pink Drying Lotion dries out pimples overnight and helps prevent breakouts.

Order: 1-800-BADESCU (223-3728). In New York, 212-223-3728. Or send check or money order for \$17 plus \$4.95 s/h to: Mario Badescu, Dept #FAL0312 320 East 52nd Street, New York, NY 10022. Get a **FREE** skin analysis and shop online at

mariobadescu.com

SHOP | allure

BEAUTY AT ITS BEST
ADVERTISE NOW

FOR INFORMATION
Rebecca Volk | 914.468.8489

To inquire about advertising contact Rebecca Volk at 914.468.8489 | CNDirect@mediamaxnetwork.com