

THE HEALTH THREAT that's causing women to gain weight, p. 106

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SOMETIMES ALL IT TAKES IS A FEW SIMPLE TWEAKS TO KEEP
YOU LOOKING GORGEOUS. START NOW, AND IN NO TIME
YOU'LL BE LOVING WHAT YOU SEE—WELL INTO THE FUTURE.

BY DIDI GLUCK
PHOTOGRAPHY BY KEN BROWAR



1 GET A CUT THAT SUITS YOUR LIFESTYLE

"Be realistic about how long you have to do your hair in the morning, then work with your stylist to find a look you can re-create in that amount of time," says Gretta Cole, owner of the eponymous Boston salon. Two low-fuss options: If your hair is straight, go for a layered cut that will dry with plenty of volume whether or not you use the dryer. If you have curls, consider growing them long. Their weight will prevent puffiness even when you can't blow-dry.



2 SPLURGE ON THE RIGHT TOOLS If you're still carrying around those tiny applicators that often come in compacts, you're not using your makeup to its fullest potential. Stock your cosmetics bag with a powder brush (use it for loose powder, bronzer, and blush), a "crease" brush that concentrates color on your lids, a concealer brush for applying cover-up under your eyes and around your nose, and a short angled brush to perfectly place gel eyeliner and brow powder.

3 GO FOR THE BRONZE

Thanks to fluctuating hormones and the sun's UV rays, our complexion becomes increasingly mottled as we age. The easiest way to even out discoloration? Use a big fluffy brush to swipe powder bronzer over your whole face (layer blush on top). "The tannish tint camouflages dark spots on any complexion, giving you a uniform, younger look," says Eugenia Weston, a makeup artist in Los Angeles. For the most natural effect, pick a bronzer no more than one shade deeper than your skin color. Try *Terre d'Été* by T. LeClerc (\$55; 888-222-7639 for Barneys stores).

4 NEVER STEP OUT SANS PROTECTION

"Regardless of how much damage you've accrued, using a high-SPF sunscreen every day, year-round, is key to preventing wrinkles from forming. Keep it in the bathroom next to your toothbrush so it becomes a habit," says dermatologist Jody Levine, M.D., of Plastic Surgery & Dermatology of NYC, who also suggests choosing a formula with free radical-fighting antioxidants like green tea or vitamins C and E, which have been proven to enhance the efficacy of your sunscreen. Aim for an SPF of 20 to 70; most people under-apply, so the higher you go, the better chance you have at getting adequate protection. Editors' pick: Neutrogena Anti-Oxidant Age Reverse Day Lotion with SPF 20 (\$20; at drugstores).

5 TAKE A MAKEUP LESSON

"Trends change quickly these days, and technology is evolving so rapidly that it's wise to have a professional show you how to make the newest colors and textures work for you—once a year if possible—so you never end up with a dated look," says Weston. In general, department store makeup artists are more than happy to demonstrate ways you can update your look—for

free. Most beauty companies introduce new collections for the spring and fall, so drop by their counters in February or August.

6 BOOK A BROW APPOINTMENT WITH A PROFESSIONAL

"With time, our natural brow line begins to droop, particularly at the outer corners," says Sue Ellen Gifford, an aesthetician at the Pierre Michel Salon in New York City. "A well-groomed brow opens up the eye area and can give your whole face a lift without needles or surgery." Visit a pro for shaping every six to eight weeks; like the hair on your head, brows grow and require maintenance. Expect to pay anywhere from \$20 to \$60 for the service.

7 USE LESS FOUNDATION

"When applied in excess, foundation can actually emphasize fine lines and wrinkles," says Weston. To determine the amount you need, follow this guide: For liquids, a dime-size dollop will cover your face and neck; for powders and creams, a thin layer or two is sufficient. Weston recommends always using a primer underneath your base to help the makeup you put on top spread more evenly (i.e., not settle into creases) and adhere to skin all day long. Best bet: Lorac AquaPrime (\$30; sephora.com), an oil-free formula that won't clog pores.

8 HYDRATE, HYDRATE, AND HYDRATE SOME MORE

Perpetual lack of moisture makes your face more likely to develop lines. That's why consistent moisturizer use is a must, whether your complexion is dry or oily. If you have normal skin, apply an antiaging formula like Estée Lauder Re-Nutriv Ultimate Youth Creme (\$250; esteelauder.com)—which is packed with resveratrol, a powerful antioxidant—morning and night. If your face tends to be greasy, use an oil-free moisturizer in the morning only,

advises Levine. And if you're really dry, "rub Vaseline Petroleum Jelly over your night cream," she says. "This traps in hydration without clogging pores. By the time you wake up, your skin is super-smooth."

9 DON'T CLIP YOUR CUTICLES

"They're essentially the only living part of your nail; trimming can traumatize them and trigger defects and ridges as your nails grow," says Loretta Cirialdo, M.D., a dermatologist in Miami. To keep cuticles neat and discourage future growth, Kristi Marie Jones, a celebrity manicurist in Los Angeles, recommends soaking them in a bowl of warm water with a squirt of Blue Cross Cuticle Remover (\$5; sallybeauty.com), then using a fairly rough nail file to rub the dead skin off the nail bed. Finish by conditioning and nourishing the area with a thick hand cream or pure shea butter like Narayan Shea Butter in Joyful Spirit (\$23; narayanbeauty.com), which contains mood-boosting essential oils.

10 STOCK UP ON SPONGES

Blending is the cornerstone of a flawless makeup look devoid of noticeable lines, and nothing gets the job done like a makeup sponge. "It's the ideal tool for spreading liquid foundation, but you can also dampen it, squeeze it out, and press it gently onto your face to smooth and freshen hours-old makeup," says Sandy Linter, a makeup artist at the Rita Hazan salon in New York City. Her favorites: Alcone sponges (\$3 for eight; alconeco.com). Dip into any formula and swipe onto skin in long strokes.

11 INDULGE IN MORE THAN ONE FRAGRANCE

"The idea of one signature scent is outdated," says Ellen Molner, senior vice president of Givaudan Fragrances, which creates perfumes for many top beauty companies. It's more



CHLOÉ PERFUME is a timeless floral blend that wears well in winter



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LANCÔME AND CHANEL RED LIPSTICKS give you a classic look. Apply with fingers to create a sexy stain



SENNA CLEAR LIP GLOSS makes your lips look fuller and pinker (read: younger)



SOOTHYS EYE CREAM plumps lines and lessens the severity of crow's feet



modern to rotate your fragrances throughout the year depending on the season. "Save the refreshing, citrusy scents for summer, when your skin is hot and intensifies the perfumes you wear, and use the richer fragrances with spicy or musky notes for winter, when they won't overpower," says Molner. For cooler temps, try Chloé Eau de Parfum (\$80; saksfifthavenue.com), with heady magnolia and warm amber. As spring begins, spritz on Clinique Happy (\$38; clinique.com), laced with ruby red grapefruit.

12 START USING A RETINOL PRODUCT EARLY ON

"Once a patient hits 20—unless she's pregnant or nursing—I tell her to incorporate retinol [a vitamin A derivative] into her regimen," says Levine. "It's the only ingredient that's been consistently proven to improve discoloration, wrinkles, and even pimples over the long term. Every woman can benefit from it." Smooth onto your face and neck at night (retinol can make your skin sensitive to UV light, so it's best not to use it while the sun's out). Some good choices include Boots No. 7 Restore & Renew Beauty Serum (\$22; target.com), a light emulsion that also tightens pores, and RoC Retinol Correxion Deep Wrinkle Night Cream (\$18; at drugstores), a thicker formula with pure retinol and a mineral complex, which work in tandem to lessen lines.

13 RETHINK YOUR STIFF-HOLD HAIR SPRAY

"Hair that's shiny and moves freely projects youth; just picture a little kid's locks," says salon owner Gretta Cole. If you require hold, try a spritz labeled "flexible," which typically means it contains polymers that bend and move with your hair rather than plastering it to your scalp. Try Dove Flexible Hold Hairspray with Natural Movement (\$4; at drugstores); it dries in seconds.

14 KEEP A TUBE OF CLEAR GLOSS IN YOUR BAG

As we age, our lips lose collagen and pigment, making them appear thinner and less rosy. "Applying clear gloss adds instant dimension and sheen," says Weston. The latest versions feature collagen-boosting ingredients like dermaxyl and maxi lip, and with continual use they can make your pout plumper. Try Senna Triple Lips Glossy Lip Enhancer (\$22; sennacosmetics.com), with both ingredients.

15 MASTER MAKEUP HANDIWORK

"Like paint on a paintbrush, the first swipe of any makeup color—lip, cheek, or eye—always comes out darkest," says Weston. To ensure you look glam, not garish, control your application by using the back of your hand as a palette, applying cream formulas to it before smoothing them onto your face. When dusting on powders, be sure to tap the brush first on the edge of the sink to remove excess product.

16 WHITEN YOUR TEETH

"The more you drink staining beverages like red wine, coffee, tea, and cola, and eat foods with marinara or soy sauce or blueberries, the dingier your teeth will become," says Debra Glassman, D.D.S., a cosmetic dentist in New York City. To get yours in top form, see your dentist for a Zoom 2.6 procedure—the latest incarnation of the highly effective in-office brightening treatment (cost: approximately \$500). For more gradual, but also impressive, results, try at-home whitening strips or gels; use gels for larger teeth and strips for smaller ones. Expert picks: Crest Whitestrips Daily Multicare (\$40; at drugstores) that work in just five minutes a day, and the Rembrandt Professional Treatment Kit (\$30; drugstore.com), which comes with easy-to-apply single-use doses of gel.

17 BE GENTLE TO YOUR EYES

"The skin around your eyes is thin and delicate and has no oil glands to keep it supple," says Sonya Dakar, a Los Angeles aesthetician who has worked with Debra Messing and Drew Barrymore. When applying eye makeup, cream, or concealer, use a light touch to avoid pulling at, and eventually breaking down, the collagen and elastin fibers that keep your under-eye skin firm. Dakar suggests patting in eye cream with your ring finger, which is weakest and exerts the least amount of pressure on the skin, and making sure to extend it toward your hairline, where expression lines crop up first. A top choice: Sothys Active-Contour Age Defying Cream (\$46; skinstore.com), which has a yeast derivative that firms skin.

18 ACCEPT THAT LESS IS MORE

As your face loses elasticity and moisture—a by-product of age—color can appear less flattering than it once did (think of how bright paint would look applied to a wrinkled canvas as opposed to a taut one). To guarantee continued elegance, Weston suggests playing up only your best feature after age 30—whether it's your lips, cheeks, or eyes—and minimizing the rest. If you have great cheekbones, for example, bring them out with a moisturizing highlighter (for hydration and a hint of tint), then pair with a nude lip color and a coat or two of mascara.

19 LEARN TO LOVE YOUR LOOKS

The more you fight what you were given, the less beautiful you appear. "People who are unhappy with their looks tend to overcompensate with makeup or plastic surgery, which can ultimately yield an unnatural effect," says Rita Hazan's Sandy Linter, who adds that beauty is a self-fulfilling prophecy. "When you believe you're beautiful, you become more beautiful."



20 FIND THE RIGHT RED

"Red lipstick is a classic; it's always feminine and beautiful," says Linter. Every woman should have one in her makeup arsenal, as unlike trendier tones, reds never go out of style. If you have a warm, golden complexion, choose an orange-red like **Lancôme Color Fever in Hot Stuff Rouge** (\$24; lancome-usa.com); if your skin is paler, opt for a blue-red, such as **Chanel Rouge Allure in Passion** (\$30; chanel.com).