

NEW BEAUTY

THE INNOVATIONS ISSUE!

CONQUER AGING!

20 NEW BREAKTHROUGHS

the next generation of products and treatments that will change how you age forever...

melt fat in minutes! the newest way to eliminate extra pounds and tighten skin.

PROVEN WRINKLE ERASERS
experts reveal what the celebrities

SEXY BODY

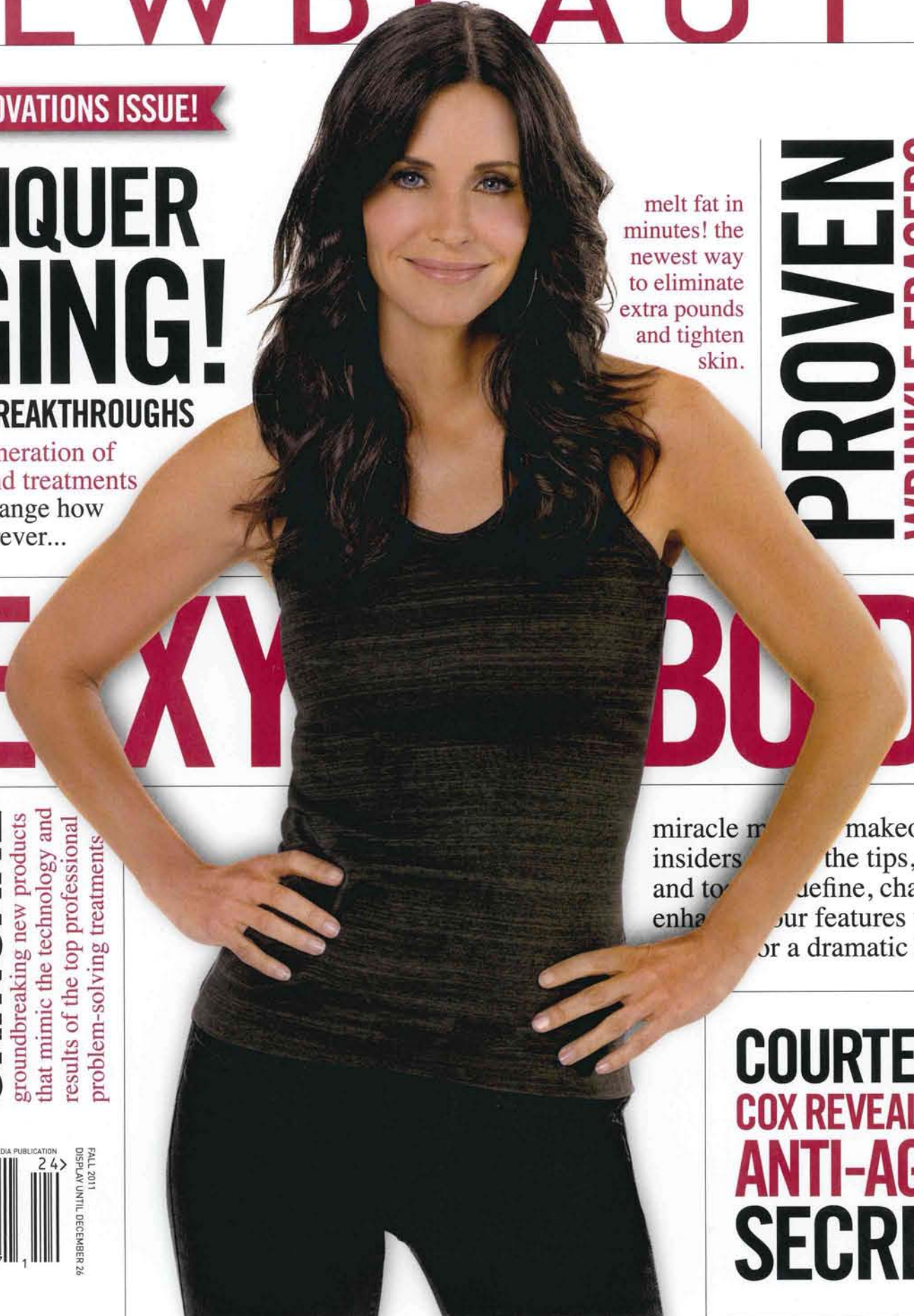
HIGH-TECH SKINCARE

groundbreaking new products that mimic the technology and results of the top professional problem-solving treatments

miracle makeovers, insiders on the tips, tricks and tools to define, change & enhance your features without a dramatic look.

COURTENE COX REVEALS HER ANTI-AGING SECRET

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VITAMIN D

FACT VS. FICTION

A PILL OR
THE SUN:
WHAT'S THE
BEST WAY TO
GET YOUR
VITAMIN D?

IT'S A WELL-KNOWN FACT THAT THE SUN IS BAD FOR YOUR SKIN. EXCESSIVE EXPOSURE LEADS TO WRINKLES, LINES AND, IN SOME CASES, CANCER. BUT, ON THE FLIP SIDE, OUR BODIES NEED SUNLIGHT TO FUNCTION PROPERLY, AS IT HELPS US PRODUCE ESSENTIAL VITAMINS THAT WE NEED TO THRIVE. COULD THE OTHER SIDE OF THE COIN, BLOCKING IT OUT COMPLETELY, BE EVEN MORE DANGEROUS THAN THE RECOMMENDED 10 TO 15 MINUTES OF DAILY EXPOSURE, ESPECIALLY IN RELATION TO VITAMIN D PRODUCTION—OR ARE RECENT WARNINGS MERELY MISINFORMATION?

DID YOU KNOW?

According to the American Academy of Dermatology, one person dies from melanoma, the most serious form of skin cancer, almost every hour in the United States.

what the experts are saying

DERMATOLOGISTS ARE AT THE FOREFRONT OF PROTECTING SKIN AND MAINTAINING ITS HEALTH, WHICH IS WHY WE ASKED THEM: "IS IT BETTER TO PROTECT YOUR SKIN AND POSSIBLY LIMIT VITAMIN D PRODUCTION, OR SHOULD YOU EXPOSE YOUR SKIN TO THE SUN, POTENTIALLY RISKING PREMATURE AGING?"

EAT THE RIGHT FOODS, TAKE THE PROPER SUPPLEMENTS Fullerton, CA, dermatologist Julie A. Hodge, MD, says you should be getting vitamin D from foods and supplements. "Most of us don't apply sunscreen correctly, so you are likely to be getting some sun-produced vitamin D every time you go outside." Celebrity nutritionist Paula Simpson adds, "Most multivitamins provide vitamin D at the suggested intake." Calcium supplements usually provide vitamin D as well.

DON'T USE VITAMIN D AS AN EXCUSE FOR UNNECESSARY SUN EXPOSURE Washington, DC, dermatologist Tina S. Alster, MD, says it takes only 10 minutes of sun exposure to produce enough vitamin D for the day. "Unless you live in Siberia, you don't need to purposely lay out in the sun or avoid sunscreen to get your vitamin D—and no doctor should be telling you to do any differently."

the benefits of vitamin D

Vitamin D is a fat-soluble vitamin (it dissolves in fat, and the excess is stored in the liver, which is why it doesn't need to be taken every day) that is essential for maintaining normal calcium metabolism. It is responsible for several body functions, but its main role is to support proper bone health. Vitamin D3 (the usable form of vitamin D) can be synthesized by humans in the skin through UVB exposure from sunlight, but it can also be obtained through diet. "When you don't get enough vitamin D through sun exposure, it's essential to get it through diet or supplementation," says Simpson.

the role of vitamin D



NECESSARY FOR THE FORMATION OF STRONG, HEALTHY NAILS



PLAYS A VITAL ROLE IN CELLULAR METABOLISM AND NEW SKIN CELL GROWTH



STAVES OFF THE EFFECTS OF SKIN DISORDERS LIKE PSORIASIS

who is in danger of being **DEFICIENT?**

While the link between staving off sun damage and producing vitamin D is not a solid one, there is a growing concern in regard to vitamin D deficiencies. "There's a lot of debate about what the 'optimum' level is," explains Dr. Hodge. "If you are concerned, get your levels checked with your doctor." Here, the top groups mainly targeted as being in danger of having a deficiency:

THE OBESE Obesity increases the risk of vitamin D deficiency. "Once vitamin D is synthesized in the body, it is deposited in fat stores, making it less available to people with large stores of body fat," Simpson says.

DARKER SKIN TONES Darker skin synthesizes less vitamin D when exposed to sunlight than those with light-colored skin. "The risk of vitamin D deficiency is particularly high in dark-skinned people who live far from the equator," explains Simpson.

THE ELDERLY The elderly have reduced capacity to synthesize vitamin D when exposed to UVB radiation. "This is mainly due to diet, but it also has to do with the kidneys working less efficiently," explains Simpson.

SKIN CANCER PATIENTS New York dermatologist Dennis Gross, MD, says that vitamin D deficiencies are common in those with skin cancer. "Studies show that skin cancer patients avoided sun exposure, resulting in vitamin D deficiencies. That's kind of where the whole concept of this topic stemmed from," he says.

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5 NEW WAYS TO GET YOUR DOSE OF VITAMIN D

THESE PRODUCTS CLAIM TO PROVIDE VITAMIN D, BUT AS DR. GROSS POINTS OUT, "IN ORDER FOR A PRODUCT TO WORK TOPICALLY, THE VITAMIN D IN IT HAS TO BE ACTIVE, WHICH COSTS MORE TO MANUFACTURE. THE INGREDIENT ERGOCALCIFEROL DENOTES THAT THE VITAMIN IS ACTIVE. IF NOT, THEN THE SUN IS STILL A NECESSARY COMPONENT." HE ADDS THAT TOPICALLY USING A PRODUCT WITH VITAMIN D ONLY DELIVERS THE VITAMIN TO THE AREA WHERE YOU APPLY. "THERE'S USUALLY NOT A HIGH ENOUGH CONCENTRATION FOR IT TO CIRCULATE THROUGH THE BLOOD STREAM LIKE A SUPPLEMENT FOR TOPICAL APPLICATION."

[WHAT THE EXPERT SAYS]

"This may protect against some of the sun's harmful effects. The unique ingredient protects against oxidative damage while allowing for vitamin D protection," says Dr. Hodge.

[WHAT THE EXPERT SAYS]

"The vitamins in this formulation are all active, so you are getting an efficient dose. The product also has a good combination of UVA and UVB sunscreen actives," says Kao Brands cosmetic chemist Kelly Dobos.

[WHAT THE EXPERT SAYS]

"Between the ages of 20 to 70, the skin loses about 75 percent of its ability to produce vitamin D. The Glow Pad is the first anti-aging, exfoliating self-tanner with active vitamin D," says Dr. Gross.



SERUM

THE BREAKTHROUGH

Offering protection from UVA and UVB rays, **Supergoop! SPF 30+ Save Face Serum With Uniprotect** is an ultralight, broad-spectrum sunscreen-serum that can be worn under makeup. According to the company, Uniprotect PT-3 not only allows for the natural production of vitamin D, but helps repair the skin from existing sun damage. **\$32, spalook.com**



MOISTURIZER

THE SKIN DEFENDER

Infused with a concentration of vitamins, **Malin + Goetz's new SPF 15 Face Moisturizer** boosts hydration—without leaving the skin feeling greasy—with a mix of moisture-replenishing shea butter and chamomile extracts. **\$48, malinandgoetz.com**



SELF-TANNER

THE VITAMIN-PACKED SELF-TANNER

A unique alternative to traditional self-tanners, **Dr. Dennis Gross Alpha Beta Glow Pad** combines a high concentration of topical vitamin D, antioxidants and glycolic acid that leaves behind natural-looking color while reducing pore size, speeding up cell renewal and kick-starting collagen production. **\$32, qvc.com**

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