

★ BIGGEST ISSUE EVER!

allure

THE BEAUTY EXPERT

OCTOBER 2008

AMAZING BREAKTHROUGHS!

- Frizz-Preventing Formula
- Dark-Spot Solution
- At-Home Hair-Removal Gizmo
- Quick, Healthy Hair Dye
And More

TEAR-OUT BEAUTY GUIDE

12 Step-by-Step Lessons for
Sexy Hair, Makeup, Skin

Grey's Anatomy's

ELLEN POMPEO

"People love to watch a train wreck."

SPECIAL ISSUE!

BEST OF BEAUTY

THE 182 WINNING PRODUCTS

Volumizing Shampoo, Rich Conditioner, Undereye Concealer, Wrinkle Fighter,
Soft Pink Lipstick, Zit Cream, Long-Lasting Lip Gloss, Clump-Proof Mascara, and More



New Juice Fasts

Do They Really Work?

SKIN

There's nothing we like better than playing amateur dermatologist—here's what we'll be prescribing to all our friends.

Cleanser

NORMAL SKIN. MD Skincare All-In-One Cleansing

Foam cleans without leaving skin stripped.

OILY/ACNE-PRONE SKIN. The fruity-lavender

scent of Bioré Blemish Fighting Ice Cleanser

is refreshing, and the gel gets the job done with 2 percent salicylic acid.

DRY SKIN. Lancôme Galatée Comforting Milky

Cream Cleanser is a soothing, moisturizing lotion.

SENSITIVE SKIN. Purpose Gentle Cleansing

Wash is so delicate that you won't even blink if it gets in your eyes. Yet it's remarkably tough at removing dirt and even waterproof makeup.

Cleansing Wipes

Pond's Clean Sweep cloths keep skin soft—even if, like us, you use them 20 times a day.

Facial Moisturizer

NORMAL SKIN. It has a high SPF, but

Neutrogena Healthy Defense Daily Moisturizer

SPF 45 is still lightweight, and it sinks right in.

OILY/ACNE-PRONE SKIN. Proactiv Solution Oil

Free Moisture SPF 15 Moisturizer reduces

shine, wears well under makeup, and doesn't encourage new breakouts.

DRY SKIN. Patricia Wexler M.D. Skin Brightening

Daily Moisturizer SPF 30 targets dehydration, sun damage, and dull skin—three of the biggest dry-skin woes. The rich texture is not at all greasy.

SENSITIVE SKIN. Aveeno Ultra-Calming Daily

Moisturizer SPF 15 contains flush-reducing feverfew extract but, unlike most anti-redness creams, no unappealing green tint.

Anti-aging Treatment

FOR MORNING. Our dermatologist panel raved about Aveeno Positively Radiant Daily

Moisturizer SPF 30. We love the soy-based free-radical fighter for its texture—not too thick, not too matte—under makeup.

FOR NIGHT. RoC Retinol Correxion Deep Wrinkle

Night Cream smooths and softens lines in about

a month. If you have sensitive skin, Kinerase

Cream works like retinol, without potential inflammation. And its super-hydrating formula feels so luxurious. All of which explains why dermatologists and celebrities adore it.

Night Cream

To repair sun damage, the moisture-retaining RevaléSkin Night Cream has a high concentration of CoffeeBerry, the most potent antioxidant to date.

Eye Cream

ANTI-WRINKLE. Relastin Eye Silk is amazing at building elastin. We love its satiny texture.

DEPUFFING. Patricia Wexler M.D. Instant De-Puff Eye Gel takes down bloat with just a few dabs.

FOR DARK CIRCLES. Olay Definity Illuminating Eye Treatment has glucosamine to fade circles over time, and mica to brighten immediately.

Facial Sunscreen

NORMAL SKIN. What has broad-spectrum sunscreen, won't make you break out, and is so lightweight you don't even know it's there? Easy:

Neutrogena Ultra Sheer Dry-Touch Sunblock SPF 55.

SENSITIVE SKIN. Blue Lizard Australian

Suncream SPF 30 for Sensitive Skin is made exclusively of physical blocks that are gentle on touchy skin.

Scrub

St. Ives Elements Microdermabrasion has tiny mineral crystals to exfoliate without scratching.

Peel

The glycolic acid in Avon Anew Clinical Advanced Retexturizing Peel comes in one simple pad and makes tired skin gleam in as little as two weeks.

Mask

OILY/ACNE-PRONE SKIN. A thin layer of Proactiv Solution Refining Mask dries out and prevents zits.

DRY SKIN. The whipped Fresh Black Tea Mask feels like cool silk—and moisturizes intensely.

DEEP CLEANSING. Malin + Goetz Detox Face Mask turns into a foam that crackles as it works. In minutes, skin feels exceptionally clean.

Serum

Use SkinCeuticals C E Ferulic Antioxidant

Treatment (for dry skin) or SkinCeuticals

Phloretin CF Antioxidant Treatment (for oily skin)

for several weeks, and you'll start getting compliments on your radiant skin. We have.

Zit Cream

Sonya Dakar Drying Potion, a sulfur-based liquid, is one of the only products we've found that can stop a pimple in its tracks.

Acne Treatment

Talk about comprehensive—Neutrogena Advanced Solutions Complete Acne Therapy System has a cleanser, an SPF 15 day lotion, and a night lotion to treat acne around the clock with alpha hydroxy acids, salicylic acid, and benzoyl peroxide.

MASTER LIST

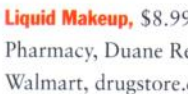
Macy's (macys.com),
Sephora (sephora.com);
elizabetharden.com

 **Pureology NanoWorks Condition**, \$50, pureology.com

 **Shu Uemura Art of Hair Moisture Velvet Hair Nourishing Treatment**, \$60, select salons (shu-uemura-usa.com)

CHEAP THRILLS

 **Cover Girl Outlast All-Day Liquid Makeup**, \$8.99, CVS/Pharmacy, Duane Reade, Walmart, drugstore.com

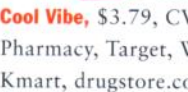
 **E.L.F. Shimmering Facial**

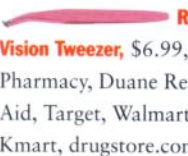
 **Whip in Toasted**, \$1, eyeslipsface.com

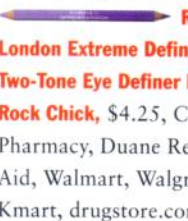
 **Garnier Fructis Style Brilliantine Shine Glossing Spray**, \$3.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com

 **Mark Just Pinched Instant Blush Tint**, \$6, meetmark.com

 **Milani Nail Art Polish in Cool Vibe**, \$3.79, CVS/Pharmacy, Target, Walgreens, Kmart, drugstore.com

 **Revlon Vision Tweezer**, \$6.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com

 **Rimmel London Extreme Definition Two-Tone Eye Definer Pencil in Rock Chick**, \$4.25, CVS/Pharmacy, Duane Reade, Rite Aid, Walmart, Walgreens, Kmart, drugstore.com

 **Sonia Kashuk Hidden Agenda Concealer Palette**, \$9.99, Target (target.com)

 **Tresemmé Tres Two Extra Hold Hair Spray**, \$3.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com

NATURAL SELECTIONS

 **Aveda Pure Abundance Volumizing Shampoo**, \$14, 800-328-0849, aveda.com

 **Burt's Bees Lemon Butter Cuticle Creme**, \$6, CVS/Pharmacy, Walgreens, Ulta (ulta.com); burtsbees.com

 **Clark's Botanicals Deep Moisture Mask**, \$72, Saks Fifth Avenue (saks.com), C.O. Bigelow (bigelowchemists.com); clarksbotanicals.com


 **Jane Iredale Circle Delete Concealer**, \$29, 800-762-1132, janeiredaledirect.com

 **Josie Maran Mascara**, \$20, Barneys New York (barneys.com); josiemarancosmetics.com

 **Nude Moisturising Body Cream**, \$48, Barneys New York (barneys.com); nudeskincare.com

 **Dr. Andrew Weil for Origins Plantidote Mega-Mushroom Eye Makeup Remover Pads**, \$21, Nordstrom (nordstrom.com), Bloomingdale's (bloomingdales.com), Dillard's (dillards.com), Macy's (macys.com); origins.com

 **Pür Minerals 4-in-1 Pressed Mineral Makeup SPF 15**, \$24.50, Ulta (ulta.com); 866-954-4000, purminerals.com

 **SamyPure Colorcare Shampoo**, \$5.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walgreens

MEN'S STUFF

 **Jonathan Product Dirt Texturizing Paste**, \$26, Sephora (sephora.com)

 **Molton Brown Re-Charge Black Pepper Body Wash**, \$28, Saks Fifth Avenue (saks.com); moltonbrown.com

 **Neutrogena Oil-Free Moisture SPF 15**, \$12.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com

 **Nivea for Men Energizing Face Scrub**, \$5.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com

 **Proraso Shaving Cream with Eucalyptus Oil and Menthol**, \$11, C.O. Bigelow (bigelowchemists.com)

 **Redken for Men Mint Clean Invigorating Shampoo**, \$10.95, select salons (800-REDKEN-8, redken.com)

SKIN

CLEANSER

Normal Skin

 **MD Skincare All-In-One Cleansing Foam**, \$36, Nordstrom (nordstrom.com), Saks Fifth Avenue


(saks.com), Bergdorf Goodman (bergdorfgoodman.com), Ulta (ulta.com); mdskinicare.com

Oily/Acne-Prone Skin
 **Bioré Blemish Fighting Ice Cleanser**, \$5.99, CVS/Pharmacy, Duane Reade, Rite Aid, Target, Walmart, Walgreens, Kmart, drugstore.com; biore.com

Dry Skin

 **Lancôme Galatée Confort Comforting Milky Cream Cleanser**, \$30 to \$47, depending on size, Nordstrom (nordstrom.com), Saks Fifth Avenue (saks.com), Macy's (macys.com), Neiman Marcus (neimanmarcus.com); lancome-usa.com

Sensitive Skin

 **Purpose Gentle Cleansing Wash**, \$5.99, CVS/Pharmacy, Duane Reade, Walmart, drugstore.com

Cleansing Wipes

 **Pond's Clean Sweep Original Clean Wet Cleansing Towelettes**, \$5.07, CVS/Pharmacy, Walgreens, Duane Reade, drugstore.com; ponds.com

FACIAL MOISTURIZER

Normal Skin

 **Neutrogena Healthy Defense Daily Moisturizer SPF 45**, \$12.99,



We try most lipstick shades on the backs of our hands before anyone puckers up.



Testing, Testing

For five months, thousands of products flood into *Allure* for Best of Beauty consideration. Here's how we pick the winners. By Alyssa Kolsky Hertzig

The American woman has an average of 4.5 products in her shower. At the height of Best of Beauty testing, *Allure* beauty director Amy Keller Laird had 59.

And that was only a fraction of the 2,478 total products we tested this year. When the creams, cleansers, and lipsticks started arriving in February, a team of staffers logged them in, then divided them up into shopping bags for each tester. Before long, our cubicles were piled high with

bags upon bags of products...and our managing editor/fire warden was barking about how we'd be trapped if there were a fire. If you saw our shins, you'd notice the bruises we got from tripping over the heaps (sadly, the bags held no remedies). Even turning on our overhead light became a feat (one editor figured out how to poke the switch with a long umbrella). But as the months passed and we slathered our way through the bags, the piles dwindled—and certain creams (and lipsticks and shampoos) rose to the top.

By the Numbers

- 1996: *Allure*'s first beauty awards.
- 251: Lipsticks tried this year.
- \$18: Dry-cleaning bill to remove lipstick-testing stains from one editor's dress.
- 39: Scented candles sniffed.
- 1: Scented candle that smelled like one editor's grandmother's house.
- 54: Beauty products submitted by one company, the most of all contributing companies.
- 66: Body washes lathered on.
- 1: Body wash that claimed, on its packaging, to be "life-changing."
- 0: Lives changed by body wash.