

01

**CROW'S-FEET**  
These small fine lines are easy to prevent and even easier to correct.

# STOP THE FIRST SIGNS

AS EARLY AS YOUR MID- TO LATE-20s AND INTO YOUR 30s, YOU MAY START TO NOTICE THE VERY FIRST SIGNS OF AGING, WHICH ARE USUALLY SUBTLE BUT STILL BOTHERSOME. WHAT WAS ONCE A SMOOTH COMPLEXION MAY NOW BE HOME TO SMALL SUN SPOTS, CROW'S-FEET, DARK UNDER-EYE CIRCLES AND UNEVEN TEXTURE. INSTEAD OF LETTING THE SIGNS OF AGING GET THE BEST OF YOU, TAKE MATTERS INTO YOUR OWN HANDS AND CORRECT THE CHANGES THAT YOU'RE SEEING—YOU MAY EVEN BE ABLE TO PREVENT THEM FROM PROGRESSING AS YOU GET OLDER WITH THE PROPER PLAN OF ATTACK.

02

**UNDER-EYE BAGS, DARKNESS AND PUFFINESS**  
With age, the area under the eyes becomes dark and puffy. Makeup can help camouflage bags and circles, but injectables and proper skin care can reverse them.

04

**HYPERPIGMENTATION**

Discolored skin can result from a variety of factors. Protecting your skin from the sun is important, but in-office procedures and prescription-strength ingredients can make a difference, too.

01

"I'm noticing tiny lines at the corners of my eyes. I want to prevent them from becoming any deeper and get rid of them for good."

The eyes are usually the first area of the face to age, and crow's-feet can develop as early as your late 20s. These small, deeply indented lines start at the outer corner of the eye and extend outward and can cause you to look older than you really are. Prevention is key: Make sure to limit sun exposure and wear sunglasses and sunscreen every day.

# OF AGING

**NASOLABIAL FOLDS**

If you're starting to notice lines around your mouth that start at the corner of your nose and extend downwards, those are nasolabial folds, which, if not addressed, may worsen with time.

**+ HOW YOUR DOCTOR CAN TREAT IT**

"Crow's-feet are more apparent on fair complexions with sun damage," says Dallas-Fort Worth, TX, facial plastic surgeon Yadro Ducic, MD. To reduce their appearance and prevent new ones from forming, your dermatologist or plastic surgeon can inject the area with **Botox** or **Dysport**. "In your early 20s, you should use Botox as a way to prevent crow's-feet and soften any lines. It's fantastic for preventing wrinkles from expressions, but not those from sun damage," says St. Augustine, FL, facial plastic surgeon Deirdre Leake, MD. A good skin-care regimen with retinol is important, too. *Starting at \$400*

**🏠 HOW YOU CAN TREAT IT AT HOME**

Regular use of a highly moisturizing eye cream helps keep the delicate eye area supple and less prone to lines and wrinkles. **Kinerase Restructure Firming Eye Cream** strengthens, hydrates and firms the eye area, purportedly erasing expression lines. *\$55, [sephora.com](http://sephora.com)*

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## 02



#### HOW YOU CAN TREAT IT AT HOME

Designed to smooth away the signs of aging, **NeoCutis Lumière** contains the brand's exclusive PSP concentration, a mix of growth factors, cytokines and interleukins, which reduces under-eye darkness. The daily-use cream also contains other anti-agers like caffeine to fight puffiness and decrease fluid accumulation, bisabolol to soothe the skin and sodium hyaluronate to retain moisture. **\$80, neocutis.com**

"I tend to go out a lot and I am always up late. In the morning, my eyes look tired—they're plagued with dark circles and bags that makeup won't cover."

Dark circles and under-eye bags develop when the fat beneath the lower lids protrudes and the muscle becomes loose. When you add in excessive drinking, sun exposure, lack of sleep and eating too much salt, it can only make matters worse. Whether the result of genetics, a medical condition or allergies, the best way to combat dark circles and under-eye bags is by replacing lost volume and using products that reduce pigmentation.

#### HOW YOUR DOCTOR CAN TREAT IT

"When I see a young patient with dark circles and bags, and surgery isn't an option, the best mode of treatment is with **hyaluronic acid fillers**, which fill in hollows to give the illusion of fewer bags. Now, there are no shadows, and the dark pigmentation is diminished," says Dr. Leake, adding that you'll also want to use Retin-A and a product with growth factors to thicken thinning skin around the eyes. Another method of treating dark circles is with conservative use of **hydroquinone**, which may be irritating to some. **Chemical peels, Intense Pulsed Light (IPL) or fractional CO<sub>2</sub> lasers** can also help tighten the under-eye area. "If your under-eye bags are excessively poochy, they need to be dealt with surgically with **lower blepharoplasty**," says Dr. Ducic. **Fillers starting at \$500; laser treatments starting at \$200 per treatment, depending on technology used**



#### STOP WRINKLES BEFORE THEY START

Once a wrinkle has made even the faintest emergence on your skin, it's harder to get rid of than if it were treated while it was forming. According to Barrington, IL, dermatologist Amy Derick, MD, Botox and Dysport can be used to inhibit wrinkles from occurring, especially in wrinkle-prone areas, like around your eyes and forehead. It's never too early to start taking preventative measures. "I have patients in their early 20s that use Botox because they notice resting lines beginning to form. There's really no cutoff for age when it comes to stopping the aging process," she adds.

To help combat under-eye hollowness, this patient had a hyaluronic acid filler injected in the tear troughs. Procedure performed by Mary P. Lupo, MD; New Orleans, LA.



BEFORE



AFTER

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The essential guide to help you make the right choices. Turn to page 193.



**03**

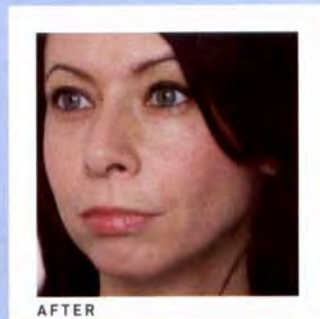
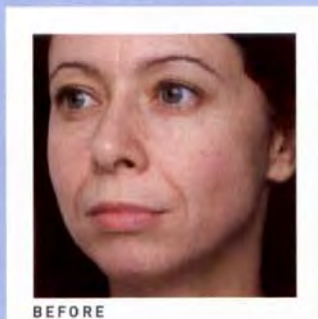
“I’ve noticed these lines that stretch from my nose to my mouth that are making me look older. What can I do about them?”

**HOW YOU CAN TREAT IT AT HOME**

The next best thing to injectables that doesn’t necessitate the use of a needle is a topical product that claims to add volume. **Osmotics LipoFill Non-Surgical Filler** works to plump up lines and firm the skin with southerwood extract to swell fat cells; rye seed extract, which tightens and tones; and oat kernal extract for immediate lifting. **\$85, [skinstore.com](http://skinstore.com)**

**+ HOW YOUR DOCTOR CAN TREAT IT**

Known as nasolabial folds, these unpleasant lines result when fat is lost from the area around the mouth. Although nasolabial folds don’t tend to become really dramatic until your 40s or even later, some women are affected by them as early as their 30s. With age comes changes in facial fat, and this loss of volume results in nasolabial folds. “The more fat that’s lost, the more prominent they are,” explains Dr. Derick. Hylauronic acid fillers like **Juvéderm** and **Restylane** are best for filling in these lines, especially among women in their late 20s and early 30s. “For patients that complain of somewhat deeper folds, I inject the cheeks with a bit of filler, too, to lift the fold,” she says. **Starting at \$500**



To diminish the appearance of nasolabial folds, this patient was injected with Restylane. Procedure performed by Dr. Layne Nisenbaum; Palm Beach, FL.



**IS IT WORTH THE MONEY?**

SINCE A LOT OF WOMEN IN THEIR 20s AND 30s MAY NOT BE PRIVY TO THE SAME DISPOSABLE INCOME AS THOSE IN THEIR 40s, 50s AND BEYOND, COST CAN BE A FACTOR IN ANTI-AGING TREATMENTS.

- > “Younger patients sometimes need less product used, so the overall cost is less,” says Dr. Derick. “I haven’t noticed a difference between different ages and what they are willing to spend.”
- > If a series of treatments is needed, they may be broken up and not performed all in one visit.
- > Most doctors view early intervention as an investment. “Younger women are aware that they need to take preventative measures to prevent or postpone the need for more extensive procedures later on,” says Dr. Ducic.

MORE >



# 04

“It seems as if the day I turned 30, I also inherited small brown spots on my cheeks.”

Sun spots, which are more common on the left side, or driving side, of the face, are caused by damage incurred from years spent in the sun—the amount of sun your skin was exposed to is probably showing up now. “It seems like sun spots may appear all of a sudden, but it takes years for the damage to accumulate,” says Dr. Ducic. If not addressed, they may turn darker and may one day be accompanied by crepey skin.

## HOW YOU CAN TREAT IT AT HOME

New from Clinique comes the **Even Better Clinical Dark Spot Corrector**, a botanical- and vitamin C-based serum that fades dark spots caused by the sun, past acne breakouts and environmental damage sans the irritation associated with other pigment-reducing ingredients. \$49.50, [clinique.com](http://clinique.com)

## HOW YOUR DOCTOR CAN TREAT IT

When treating sun spots, the first line of defense is almost always **hydroquinone**, which stops the production of pigment in its tracks. “Hydroquinone-free gels like kojic acid or vitamin C are options, too. They help disperse melanin evenly,” says Dr. Leake. In order to reap the benefits, a retinoid must be used to remove the top layer of skin. If your skin is still discolored, your doctor may choose to use a **light laser, like IPL, or a fractional laser** for more severe spots. “When the pigment is diffuse, hydroquinone is a good option. But sometimes a laser or IPL is needed to treat individual spots that are stubborn,” says Dr. Derick. **\$200-\$500 per treatment cycle, depending on size of area treated**



## THE ROLE GENETICS PLAYS

Sure, the way you choose to care for your skin plays a role in how quickly you will age, but there's one aging factor that there's no controlling: your genes. Just like how they determine your appearance and your overall health, your genes also dictate at what rate you will age and what areas of the face will age first and be most affected. Even though there is nothing currently available that can be done to genetically alter how you will age, there are many skin-care products that purportedly analyze your DNA and use that information to prescribe a solution to stave off the signs of aging. Keep in mind that most of us tend to age similarly to our parents.



This patient used the at-home Obagi Condition & Enhance System to help eliminate brown spots caused by sun damage. Treatment administered by Amy Derick, MD; Barrington, IL.