

NEW BEAUTY

THE INNOVATIONS ISSUE!

CONQUER AGING!

20 NEW BREAKTHROUGHS

the next generation of products and treatments

HAIR + SKIN

ANTI-AGING INGREDIENTS THAT WORK FOR BOTH

YOUR SKIN ISN'T THE ONLY PART OF YOUR BODY THAT SHOULD BE TREATED WITH ANTI-AGING INGREDIENTS LIKE ANTIOXIDANTS, PEPTIDES AND ESSENTIAL VITAMINS TO STAVE OFF THE EFFECTS OF TIME. THE HOTTEST HAIR-CARE PRODUCTS INTEGRATE TRIED-AND-TRUE ACTIVES WITH TRADITIONAL FORMULAS TO FORTIFY HAIR AND MAKE IT IMPERVIOUS TO AGE-RELATED CHANGES LIKE DRYNESS, FRIZZ AND BREAKAGE.

antioxidants



HOW THEY WORK ON THE SKIN

Sun, smoke and pollution cause oxidation (changes to cell makeup that cause cell death). Impossible to be completely void of free radicals, since the body produces them, antioxidants (natural protectors from plants, fruits and vitamins) limit their effect.



HOW THEY WORK ON THE HAIR

Neutralize free radicals to keep hair healthy and strong. Some say that flooding the hair with antioxidants prevents hair loss, since certain ones, like green tea and vitamins, are thought to promote hair growth and prevent the follicle from shrinking. No scientific studies have yet been able to validate the theory.



What the expert says:

"Antioxidants are extremely beneficial in the prevention of hair loss as well as stimulating new, healthy hair growth," says Sheri Román of Román Salon in Los Angeles. "Some of the most powerful ones are green tea, blueberries and grape seed extract."



FIND THEM IN
Giovanni Eco Chic Hair Care
Wellness System Shampoo,
\$9, target.com

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BODY

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COURTENEY COX REVEALS HER ANTI-AGING SECRETS