

ARE YOU Ready FOR YOUR Close-up?

How to save face—and look your very best—as technology ushers in a new level of beauty perfection.

We all want to look as fabulous as the folks on TV. But in the real world, without make-up artists and hair stylists, it's not easy. And it's about to get even harder for those who make their living on the small screen: By January old-school analog televisions will have been replaced by digital and high-definition machines—meaning every single blemish will be visible to millions of viewers.

This new, harsher view has half of Hollywood and many of New York's talking heads rushing to dermatologists, spas and cosmetic stores to obliterate tiny wrinkles and small spots of redness. "It's shocking when you first see yourself on HDTV," says 34-year-old Amy Palmer, host of NYC TV's behind-the-scenes entertainment show, *New York 360*. "If you have a little laugh line, or a flyaway hair, it shows. You have to take care of your skin and hair on a higher level."

Jen Falik, who appears regularly as a style and beauty expert on the *Today* show and *The View*, says that she stays away from any makeup with oil, because it looks too shiny on HDTV. Without fail she uses a primer (like Stila Hydrating Primer, \$34, or Benefit That Gal Brightening Face Primer, \$28) under foundation to keep her make-up in place. She also uses Kevyn Aucoin's Sensual Skin Enhancer (\$45), diluting it with a little moisturizer, as a foundation, and using it straight as a concealer, or on lids, to keep her shadow from creasing. "In HD, creasing is so evident. I've learned that the hard way," the 29-year-old says. Finally, Jen recommends a non-clumping mascara, like the Japanese import Kiss Me (Sephora, \$25), which covers each lash like a rubber tube, and never clumps. That way, she says, you avoid looking like a "spider lady."

Read on for other ways to make the most of the latest procedures and products that can get your face HDTV-ready—even if you're going nowhere near a camera. —Beth Landman



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TOP TV-STAR TREATMENTS

THE NEW LASERS

Lasers have been used for years to even out skin tone by removing the top layers to reveal a pristine dermis below. But the new generations of lasers are nonablative, meaning they don't destroy the top layers, instead targeting layers beneath the surface. New collagen growth is stimulated so that younger-looking skin appears with no evident burning or excessive peeling.

Fraxel, one of the newest options, delivers lasers in a fractionated beam, rather than one solid stream. It is gentler on skin tissue, but still results in diminished fine lines and evened-out tone. Three to six monthly treatments (\$1,500 per session) are recommended at first, and the results should last a year. And, there are no visible side effects.

Dr. Neil Sadick, 911 Park Ave. (between 79th and 80th Sts.); 212-772-7242

The Titan, another laser, is a skin-tightening tool that improves sagging skin by using infrared heat to shrink old collagen fibers. As with Fraxel, there is no recovery time. Three sessions (\$800 each) are recommended, two weeks apart, each year.

Dr. David Colbert, 119 Fifth Ave. (at 19th St.); 212-533-8888

OTHER MEDICAL MARVELS

To get rid of broken capillaries that cause redness, try intense pulsed light treatment. Pulses of light from a laser absorb the pigment in blood vessels and cause the

vessels to seal up in the short 30-minute treatments (\$500 each). Three sessions are recommended and can be done monthly. Bruising can occur afterward, but it fades after a few days.

Dr. Ellen Gendler, 1035 Fifth Ave. (between 84th and 85th Sts.); 212-288-8222

Even more precise and efficient than microdermabrasion, dermaplaning is done by hand with a sharp blade, and creates a smooth, even look and feel to the face by removing the skin's top layer. And it causes no trauma, so you can head back to work or out to lunch immediately after a session (\$250). The treatment, which includes a light chemical peel, takes 45 minutes and can be done monthly.

Michele Sabino, 1009 Fifth Ave. (at 82nd St.); 212-472-0082

HAIR HELPERS

Get your mane under control with new treatments like the intensive keratin and collagen treatment (\$200) at Ishi. The procedure includes a shampoo and a micro-misting of water onto sections of hair to hydrate it. The result is a smooth, shiny mane—and no strays. Six to nine sessions are suggested, one a week, to get hair shipshape for four to six weeks.

Salon Ishi, 70 East 55th St. (between Madison and Park Aves.); 212-888-4744

The Nigelle hair and scalp detox (\$65) eliminates build-up and increases shine with a three-step process, beginning with a scalp

exfoliation followed by a cleansing mousse, and finishing with a deep conditioner. The treatment gives fine hair more body and should be repeated every six weeks.

Simadi Salon, 154 East 64th St. (between Lexington and Third Aves.); 212-751-5739

FACE FIXERS

Facialists are also formulating treatments to meet the demands of super scrutiny. The aestheticians at Yasmine Djerradine deliver sprays of pure oxygen, infused with hyaluronic acid and vitamins, during a treatment that plumps skin to baby-faced perfection (\$285 and up, depending on the infusion). The skincare spa offers the treatment, which takes about 90 minutes, in conjunction with mild electronic muscle stimulation for extra lift, and can be done weekly.

Yasmine Djerradine, 30 E. 60th St. (between Madison and Park Aves.); 212-588-1771

During a light therapy treatment at Dorit Baxter, infrared light is targeted at skin imperfections, sun damage, fine lines and dark spots to dissolve them. A soy-based brightening serum is used too, to further reduce the appearance of dark spots, and tone down the redness that is accentuated on HDTV. The treatment (\$195) finishes with an enzyme peel to improve tone and smooth the skin surface and should be repeated every six weeks.

Dorit Baxter, 45-47 W. 57th St. (between Fifth and Sixth Aves.); 212-371-4542

HDTV-WORTHY COSMETICS



Cargo's Blu_ray High Definition Mattifier is a three-in-one HDTV wonder: 1) It contains fine particles that help fill in lines; 2) It has pigments that have both red and yellow undertones to adjust to various types of light; 3) It produces what is called "optical blurring"—using micronized light diffusers that reflect light to help camouflage skin's imperfections. \$24; cargocosmetics.com.

S Solutions' Eyclight with Light Refractor is packed with ingredients designed to keep the eye area taut. The product's gamma amino butyric acid tightens skin, peptides reduce lines and wrinkles, and soy proteins reduce puffiness. \$65; s-solutionsouthbeach.com.



Smashbox's Photo Finish Foundation Primer SPF 15 & Dermaxyl contains a peptide complex that promotes collagen regeneration, while oil absorbers in the water-based cream keep skin matte all day. \$42; smashbox.com.



Make-up artist Joseph Reilich suggests an oil-free foundation like Youngblood Natural Mineral Foundation. "Apply with a thick brush, and then spray your face with a mist of Evian water so the camera won't show the baby-fine hairs on your face," he says. \$38; ybskin.com.

