

Beauty Call!

SPRING, THE SEASON OF REJUVENATION, INSPIRES A SECOND LOOK AT OUR WORN-OUT BEAUTY ROUTINES. TO HONOR THE IDEA OF REVIVAL, MANHATTAN ASKED A TEAM OF BEAUTY EXPERTS WHAT STEPS—IN ADDITION TO THE BASICS OF HEALTHY LIVING—TO TAKE TO SUSTAIN A YOUTHFUL BLOOM. THIS DECADE-BY-DECADE GUIDE BREAKS DOWN THEIR ADVICE. (TIP: MAINTENANCE WINS THE DAY—AND YEARS.)

By Beth Landman

Thank you to our experts: Dr. Daniel Baker, MD; Dorit Baxter, Licensed Esthetician; Dr. David Colbert, MD; Dr. Paul Jarrod Frank, MD; Dr. Gervaise Gerstner, MD; Dr. Sharon Giese, MD; Dr. Gerald Imber, MD; Dr. Robert Jetter, MD; Paul Labrecque, Hair Expert; Dr. Lana Rozenberg, DDS.

30s

Aging gracefully doesn't mean what it used to, when all

we had was face cream and hair dye. Now women marshal an artillery of anti-aging weapons and know the value of starting the battle early. After the 20s, signs of sun damage and fine lines show up, along with the occasional deeper furrow.

THE MUST-DO

Resurfacing The natural process of cell rejuvenation starts to slow down at this age, and stimulating cell turnover is essential. Cosmetic dermatologist Dr. Gervaise Gerstner (730 Park Ave., gerstnermd.com) offers laser resurfacing (\$500 to \$1,500 for full face) but says, "because many women in their 30s are pregnant or trying to become pregnant, laser is off-limits, and a skincare routine is a more universal solution." She recommends using 20 percent glycolic pads and in-office microdermabrasion or glycolic peels (\$275).

ALSO CONSIDER

Botox Lines first develop in our 30s and only deepen as we continue to use our muscles to smile, frown and form other expressions. Starting Botox (\$450 to \$1,250) early can stop them before they etch deeper into our faces. "It'll postpone the need for surgery," says plastic surgeon Dr. Daniel Baker (65 E. 66th St., danielbakerm.com).

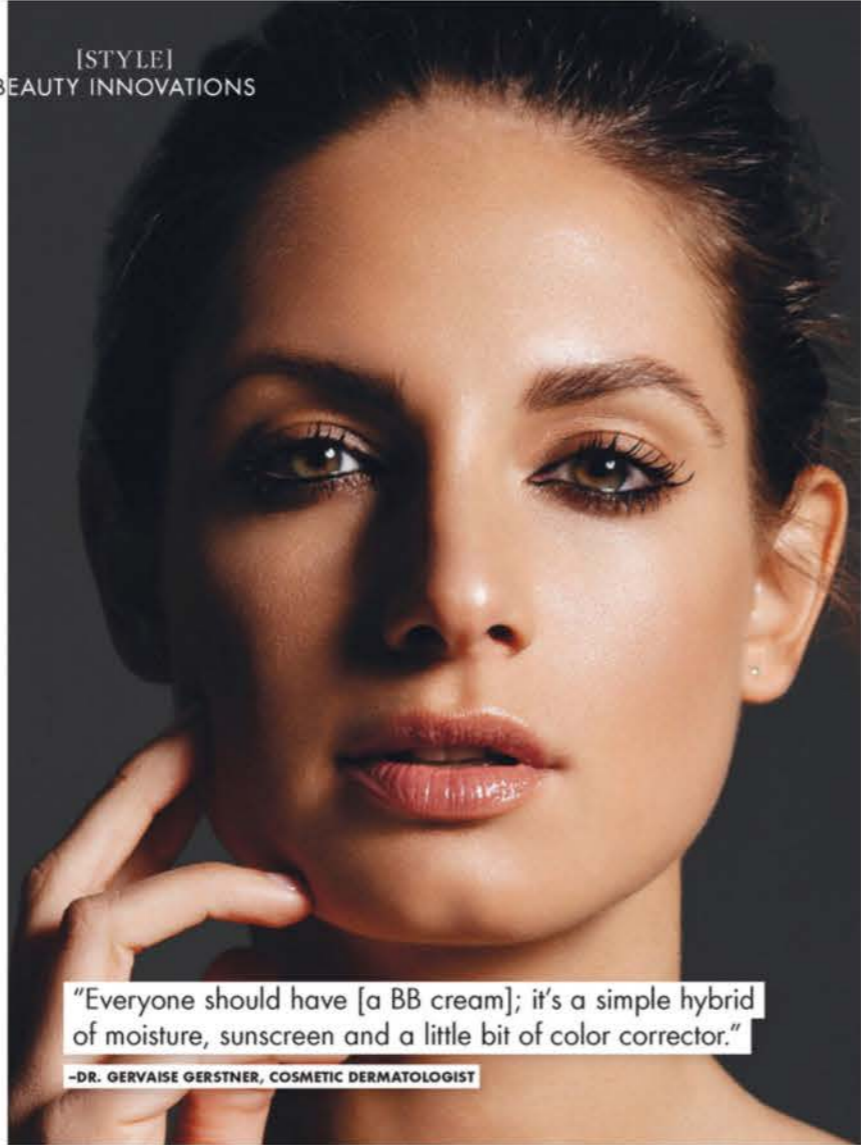
V-Beam Laser Broken blood vessels are another unsightly addition, which Dr. Gerstner can zap via the V-Beam laser (\$375 to \$500). She also suggests using a BB cream in the morning—"Everyone should have one; it's a simple

hybrid of moisture, sunscreen and a little bit of color corrector"—and, for women who aren't pregnant, retinol once a week, plus a night product with growth factor to repair sun damage.

Clear + Brilliant Laser Cosmetic dermatologist Paul Jarrod Frank (1049 Fifth Ave., pfrankmd.com) recommends the Clear + Brilliant laser (\$500 to \$600), which he refers to as "Fraxel Light." "It induces cell turnover but with a lower degree of heat than Fraxel, so you're only red for eight to 12 hours afterward," he says. "People in their 30s complain that their skin is getting dull, and this really brightens it up."

PHOTO BY MELISSA MURPHY/ISTOCK

[STYLE]
BEAUTY INNOVATIONS



"Everyone should have [a BB cream]; it's a simple hybrid of moisture, sunscreen and a little bit of color corrector."

—DR. GERVAISE GERSTNER, COSMETIC DERMATOLOGIST

40s

As women move into this decade, some of the vital components that keep us looking young—like collagen, elastin and hyaluronic acid—begin to diminish. There's more wrinkling; fat and muscles around the cheek area begin to descend; and there's loss of a well-defined jawline and development of nasolabial folds, aka laugh lines.

THE MUST-DO

Fillers It's time to correct wrinkles. "2015 is the injectable era," says cosmetic dermatologist Dr. Paul Jarrod Frank (1049 Fifth Ave., pfrankmd.com). "There are now three different types of botulinum toxin, and the hottest new thing is Restylane Silk (\$800), which allows us to fill fine lines around the lips, eyes and neck. It's FDA approved, very soft and lasts a good amount of time."

ALSO CONSIDER

Blepharoplasty "The eyes age you most rapidly," says Dr. Gerald Imber (121A E. 83rd St., drimber.com), a plastic surgeon who feels many people in their 40s are candidates for blepharoplasty (\$6,500), an eyelid surgery sometimes referred to as an eye-lift.

Natural Lift Plastic surgeon Dr. Sharon Giese (114 E. 61st St., sharongiesamd.com) has also introduced the Natural Lift (\$3,650 to \$9,500). Performed without any surgical incisions, the procedure uses micro-internal ultrasound, which melts fat in the jowls and tightens muscles and skin along the

neck. She then recycles the fat, injecting it into the cheeks and nasolabial folds. "Jowls and loosening of skin in the neck area are big giveaways of age," she says. "This tightens them up for two to five years."

Microsuction Plastic surgeon Dr. Daniel Baker (65 E. 66th St., danielbakerm.com) suggests microsuction to remove fat from under the chin and to help redefine a strong jawline (\$6,500). "There's minimal to no bruising and very little swelling," says Dr. Baker. "The skin automatically contracts, and the neck contour is markedly improved."

50s

At the half-century mark, women lose estrogen and the effects of gravity are more pronounced. There's more skin laxity, less fat in the cheeks and temples, and a loss of bone and definition. More wrinkles appear as skin becomes thinner; folds deepen; and crepiness around the eyes and neck is pronounced.

THE MUST-DO

Nonsurgical Face Tighteners These are a quick alternative to the knife, and while they won't give you as dramatic a result as surgery, they will help in defining a firmer, more youthful appearance. "If you're well-maintained, they're the icing on the cake," says cosmetic dermatologist Dr. Paul Jarrod Frank (1049 Fifth Ave., pfrankmd.com), who uses ultrasound-based Ultherapy (\$3,500 to \$4,500) and a new radiofrequency device called Exilis Elite (\$400 to \$1,500), which uses heat to stimulate the production of collagen and elastin. "It's about using technology to get the body to do what it's no longer able to do," he says. While there's no downtime, Ultherapy is painful, but Exilis, which isn't quite as strong, is easier to tolerate. "Exilis is great for the lower neck and around the eyes, areas most other machines can't reach," he says.

ALSO CONSIDER

Short-Scar Face-Lift For those not averse to the

scalpel, the most efficient way to tighten skin at this stage is with a limited-incision face-lift.

"A short-scar face-lift (\$17,500) corrects jowls, gets cheekbones back and corrects laxity in the neck," says plastic surgeon Dr. Daniel Baker (65 E. 66th St., danielbakerm.com). With this technique, scarring is minimal.

Fat Transfer Filling is as important as lifting in the 50s. "Loss of volume and angularity is loss of beauty," says Dr. Gerald Imber (121A E. 83rd St., drimber.com), who uses patients' own fat as filler. "Fat transfer (\$4,500 to \$6,500) gives angularity and builds up facial structure. It also takes up slack, so it's tightening."

60s

In the seventh decade, there's a more pronounced dropping of the cheek, jowls and neck, in addition to increased skin laxity and wrinkling. But the good news is that women can keep a vibrant appearance. Look at Christie Brinkley, Meryl Streep and Susan Sarandon, and you can see why people are saying, "60 is the new 40."

THE MUST-DO

Fraxel Repair Cosmetic dermatologist Dr. Paul Jarrod Frank (1049 Fifth Ave., pfrankmd.com) says Fraxel Repair (\$5,000), an aggressive laser resurfacer, will do the most to eradicate wrinkling. "It takes 15 years off but requires anesthesia, and you need to hide at home for a week," he says. The fractional CO2 laser dramatically tightens skin, diminishes wrinkles and improves skin texture without the months-long downtime and risks of previous lasers.

ALSO CONSIDER

Volume Continuing Botox to stop furrows is a staple at this stage, along with fat and fillers to maintain volume. The latest filler, Voluma, is good for larger areas. "It's best in the cheek area (\$1,200) and lasts longer," says cosmetic dermatologist Dr. Gervaise Gerstner (730 Park Ave., gerstnermd.com).

Updated Face-Lift Those who haven't had a face-lift could benefit from one in their 60s, and plastic surgeon Dr. Daniel Baker (65 E. 66th St., danielbakerm.com) says that women who've had short-scar face-lifts (\$17,500) can have a second one at this point because the forehead doesn't appear to grow as with some other techniques. "With a short-scar lift the hairline doesn't move up," says Dr. Baker. "I have patients in their 60s who I've done a second lift on, and they look better than when they first came to me in their late 40s."

30s

In this age group, women are in the prime of life and have lots of stamina, but the aging process is quietly underway. Teeth and hair aren't quite as dazzling as in the 20s, and regular dermatologist visits are essential to check for troublesome moles and dangerous effects of sun exposure at a younger age.

THE MUST-DO

Male Checkup and Removal

Dermatologist Dr. David Colbert (119 Fifth Ave., colbertmd.com) says that moles start to change at this age, so regular body checks are important. "Depending on your screening, if we find abnormal moles or other lesions that are concerning, a biopsy would be recommended, and the results would be available within a week," he explains. "Treatments outside of biopsies include removing them with liquid nitrogen, or burning them off with electrodesiccation (each \$800 to \$1,600), depending on the findings. The treatments are quick and simple and leave minimal scarring."

ALSO CONSIDER

Radio Frequency Body Treatment

To keep skin on the body youthful, Joanna Vargas (501 Fifth Ave., joannavargas.com) suggests her eponymous salon's new radio-frequency treatment called The Burn (\$400 with an esthetician; \$550 with Vargas). "It uses heat and radio waves to push collagen fibers back together and trigger collagen production for increased

elasticity over time," says Vargas. "It also helps to melt fat."

Laser Teeth Whitening

To maintain a youthful smile, cosmetic dentist Dr. Lana Rozenberg (8A E. 63rd St., rozenbergdds.com) suggests laser whitening (\$650)—in which a bleaching product is painted onto a patient's teeth and subjected to a bright light—which takes only half an hour.

"Detoxifying our bodies is a crucial step in maintaining a healthy lifestyle and preventing disease, particularly in NYC."

—JAMIE AHN OF TOWNHOUSE SPA



PHOTO BY JEFFREY MAYER/STUDIO

40s

Skin becomes drier in your 40s, particularly on the arms and legs. Muscle mass is also diminished, and the body tends to hang onto pockets of fat. Most women have reached the end of their childbearing years, and the effects of breastfeeding become evident.

THE MUST-DO

Estrogen Replenishment When women hit their 40s, they start to lose estrogen and collagen, which causes the skin to become dry. To replenish estrogen, skincare expert Dorit Baxter (47 W. 57th St., newyorkdayspa.com) suggests using soy cream, which is naturally rich in estrogen, and light therapy to stimulate collagen production. At her Midtown spa, Baxter offers the one-two punch of a soy wrap topped with a heating blanket (\$350).

ALSO CONSIDER

CoolSculpting "If we start to tackle fat in our 40s, we'll be ahead of the game," says dermatologist Dr. David Colbert (119 Fifth Ave., colbertmd.com), who suggests freezing troublesome areas like the thighs and belly with CoolSculpting (\$1,200 per

session). "CoolSculpting tightens skin and minimizes fat," he explains. "There's no cutting and no downtime."

Liposuction According to plastic surgeon Dr. Robert Jetter (737 Park Ave., 212.517.5200), this is also a good time to consider liposuction (from \$5,000 per

area)—because skin still has enough elasticity—and far from mommy makeovers. "For women who decide they aren't having any more children, an augmentation (\$7,500 to \$10,000) is helpful to correct early signs of sagging and loss of volume associated with pregnancy," he says.

Breast Lift "In the past, breast lifts have been challenging because they haven't lasted as long as we would like," says Dr. Jetter. Today, there's acellular dermal matrix, a reinforcing mesh made to create an internal bra, which gives a longer lasting lift (\$7,500 to \$10,000 for the lift; \$2,000-\$4,000 for the matrix).

50s

Laxity of the skin progresses in our 50s. Breasts battle with gravity, and there's wrinkling around the knees. Thinning of hair from a reduction of estrogen continues. Teeth lose 1 to 3 millimeters in height, and thinner enamel makes them more prone to discoloration.

THE MUST-DO

Hair Treatments According to hair expert Paul Labrecque (paullabrecque.com), who owns four Manhattan salons and spa locations, a growth stimulant can do wonders to combat thinning hair that comes with aging. "We use ReGenesis which has a BioPeptin complex similar to the technology used in Revitalash," says Labrecque, who has just introduced his "antiaging hair and scalp treatment" (\$75) that incorporates heat and scalp massage. "It rebuilds elasticity and renews thickness. I've seen it make a huge difference in the volume and luster of clients' hair."

ALSO CONSIDER

Porcelain Inlay Veneers Enamel on the teeth thins along with hair, so this is a good time to consider veneers. "New porcelain inlays (\$1,200 to \$1,800 per tooth) are made of materials that don't wear down opposing teeth structure," says Dr. Lana Rozenberg (8A E. 63rd St., rozenbergdds.com).

Infrared Body Treatments "Detoxifying our bodies is a crucial step in maintaining a healthy lifestyle and preventing disease, particularly in NYC, and infrared is one of the best ways to do this," says Jamie Ahn, who now offers the therapy (\$250) at her Townhouse Spa (39 W. 56th

St., townhousespa.com). Infrared rays, which are shorter than visible light but longer than radio waves, have the ability to penetrate human tissue and have been said to demonstrate a number of health benefits, including lowering blood pressure, detoxing metals and chemicals, improving circulation and helping with weight loss.

True Sculpt For sagging skin around the knees and thighs, dermatologist Dr. David Colbert (119 Fifth Ave., colbertmd.com) recommends performing the procedure (from \$5,000) on small areas. "Due to hormonal changes the body wants to retain fat," says Dr. Colbert, who adds that microliposuction can have a tightening effect on the skin because the cannula from the procedure causes the skin to contract. He suggests Ulthera (from \$3,800) to get rid of crepiness, especially on the décolletage, because it tightens the connective tissue on the chest.

60s

For women in this decade, laxity in the extremities results in

sagging skin under the arms and on the inner thighs. Localized areas of fat appear in the hips and abdomen, as well as fat deposits in the flank and back.

THE MUST-DO

Lymphatic Drainage Massage

Lymphatic drainage, a gentle method of massage well established in Europe, helps eliminate waste and toxins by guiding the lymphatic fluid through the body. "It purifies the skin and enhances its appearance," says Yasmine Djerradine, who offers the treatment (\$150) at her Institut de Beauté (30 E. 60th St., yasmindjerradine.com). "It's a great therapy for postmenopausal women who see a slowing of their metabolisms, and it also helps with healing after surgeries."

ALSO CONSIDER

High- & Arm-Lift Plastic surgeon Dr. Robert Jetter (737 Park Ave., 212.517.5200), who focuses on body contouring, says that a thigh-lift (\$9,000 to \$12,500) or an arm-lift (\$8,000 to \$10,000) is the best way to deal with loose skin at this age. "It has to be approached with caution because there can be significant scarring," he says. "In your 60s it's best to do either operation in two stages, which helps to limit scarring while achieving good results."

No-Prep Laminates For teeth that have lost length and become chipped or discolored, there are now no-prep laminates (\$2,200 per tooth) that don't require drilling or shaving down of the natural tooth. "They're reversible and can be easily removed with a laser," says cosmetic dentist Dr. Lana Rozenberg (8A E. 63rd St., rozenbergdds.com).

Microliposuction & Ultherapy

Liposuction on larger areas will exacerbate loosening of skin, but both Dr. Jetter and dermatologist Dr. David Colbert (119 Fifth Ave., colbertmd.com) recommend performing the procedure (from \$5,000) on small areas. "Due to hormonal changes the body wants to retain fat," says Dr. Colbert, who adds that microliposuction can have a tightening effect on the skin because the cannula from the procedure causes the skin to contract. He suggests Ulthera (from \$3,800) to get rid of crepiness, especially on the décolletage, because it tightens the connective tissue on the chest.