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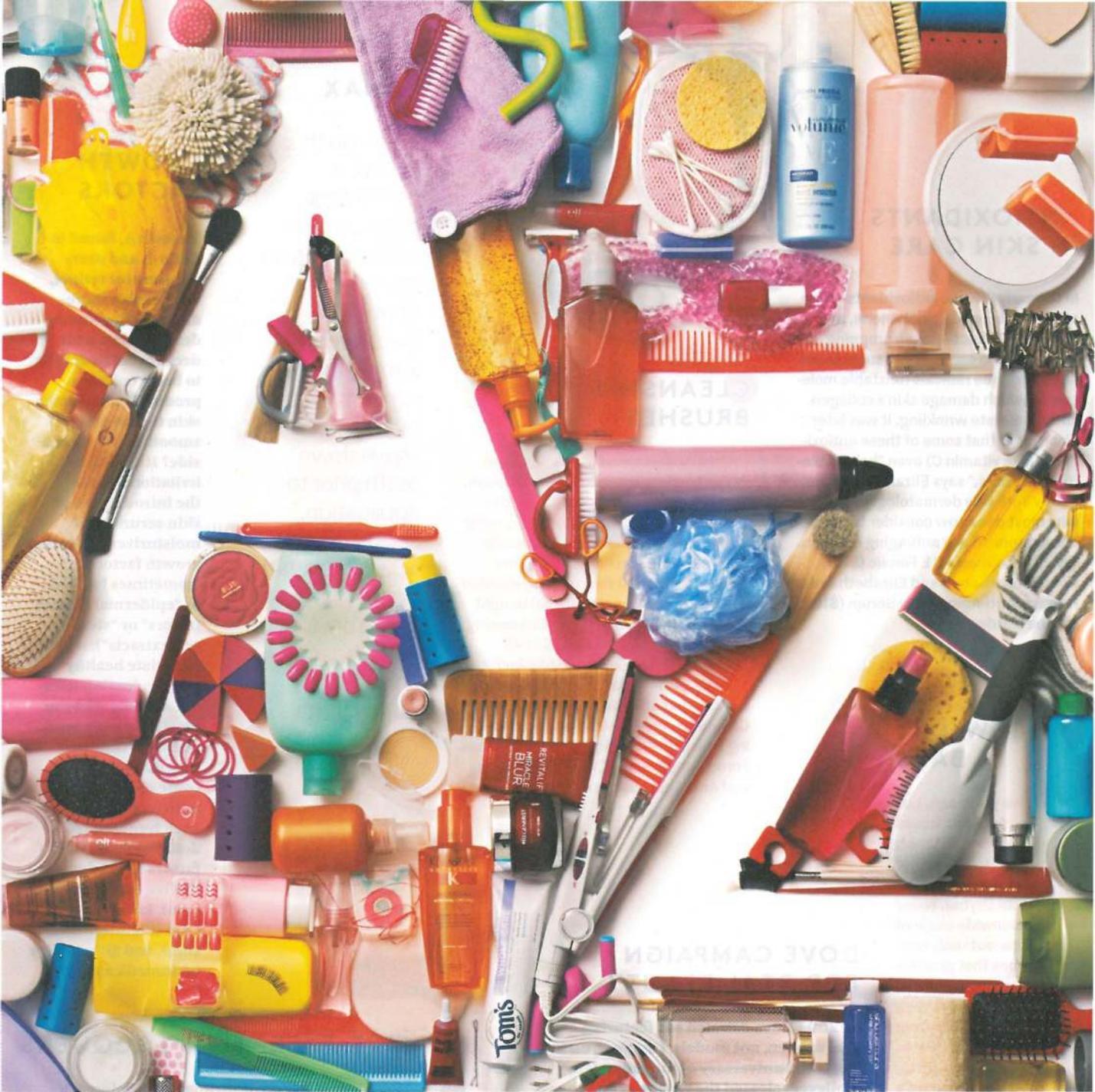
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15 YEARS OF BEAUTY BREAKTHROUGHS— AN A-TO-Z GUIDE

Written by Genevieve Monsma
Photographs by Yasu+Junko

HYALURONIC ACID

Craving instant gratification from your skin-care routine? Few ingredients provide it more effectively than the currently hot hyaluronic acid. "Hyaluronic acid improves the skin's ability to retain moisture, making it appear plumper and less lined immediately," says Kathleen Jennings, a beauty blogger and the founder of the BeautyNow app. Two hyaluronic acid-based moisturizers to try: Ling Dual Moisture Emulsion (\$68, lingskincare.com) and Peter Thomas Roth Viz 1000 (\$65, peterthomasroth.com).

INJECTABLES

Needle-based noninvasive procedures have exploded in popularity over the past 15 years. The first type, neuromodulators, which include Botox and Dysport, have been injected about 700 percent more than they were in 2000 and have "changed the face—pun intended—of cosmetic surgery, by being able to relax wrinkles without downtime," says Paul Jarrod Frank, a cosmetic dermatologist in New York City. The second type, fillers, such as Restylane, Juvederm, and Belotero, which often contain hyaluronic acid, "allow us to literally fill in wrinkles and revitalize and lift skin on contact," says Frank.

KERATIN TREATMENTS

For women who wake to a headful of frizz daily, "keratin treatments have been a lifesaver," says Los Angeles celebrity stylist Marcus Francis. How they work: A keratin (protein) solution is applied to the hair, then sealed into strands with a flatiron. The result: hair that's shinier and smoother, easier to blow-dry, and far less vulnerable to humidity. The effects typically last up to four months. While the treatment is not without detractors, due to its unproven but possible toxicity, many stylists maintain that for those who grapple with fierce frizz, there is no better remedy.

JERGENS NATURAL GLOW DAILY MOISTURIZER

Points for being first—and still great after all these years! Introduced in 2005, this glow-getting lotion is applied like regular body moisturizer, but it produces a subtle tint within days, minus much mess. Why it works so well: It contains erythrolucose and DHA, two tinting agents that work together to produce a more realistic and gradual color than traditional tanners, and it has an emollient base to ensure a smooth and even application. Fun fact: Jergens calculated that during year one in stores, an average of 11 bottles were sold per minute.

LATISSE

Introduced in 2009, this lash-enhancing solution is "revolutionary in its ability to grow lashes and eyebrows," says Francesca Fusco, a New York City dermatologist. The active ingredient, bimatoprost (first used to treat people with glaucoma or ocular hypertension), works by extending the growth cycle of lashes so that they stay put on the lids longer, creating a fuller effect. "What really excites me about this ingredient, though," says Fusco, "is that ongoing clinical studies indicate that it's promising for growing scalp hair, which would be a game changer for anyone with hair loss."

MAKEUP THAT LASTS (AND LASTS)

"Volatile silicones and oils have given us greatly improved long-wear makeup," says celebrity makeup artist Troy Surratt, who learned a lot about cosmetic chemistry while developing his recently launched line. These ingredients work by allowing for a smoother, less flaky application that leaves behind loads of glorious pigment. Find them in: Giorgio Armani Maestro Foundation (\$64, giorgioarmanibeauty-usa.com) and Maybelline New York Eye Studio Color Tattoo Cream Gel Shadow (\$7, drugstores).

