

products may have great packaging and marketing, but they do not necessarily have more science backing them up," Waldorf says. Case in point: "A clinical study in the February 2006 issue of *Dermatologic Surgery* showed that Aveeno's Soy Moisturizer is a more effective anti-aging treatment than StriVectin"—a stretch-mark cream turned wrinkle reducer—says Jeanine Downie, a Montclair, New Jersey, dermatologist. One guideline is to "stick to labels that you know," Waldorf says. "An obscure product might say it contains certain ingredients, but you can't be sure of what you're getting or how effective it will be."

## #7 THE MORE ANTI-AGERS YOU LAYER ON, THE BETTER.

Smearing on product after product might make you think you're doing the utmost for your skin, but it isn't worth the effort—or the money. "The more treatments you use, the more likely you are to develop an allergy or irritation and have no idea which product caused it," Waldorf says.

level decreases, and the protective barrier is weakened. These ingredients work best under these conditions." Other anti-agers are crucial during the day. "Antioxidants and SPF are key for daytime," Graf says.

you first start using them," Waldorf says. And to a lesser degree, vitamin C products and anything in a gel base can be irritating, too. We used to think that irritation meant it was working, but

## THE DOUBLE STANDARD

Mary-Kate and Ashley taught us a thing or two about Boho chic, but there are more valuable lessons to be learned from twins. Using identical twins, doctors have long conducted scientific research to show just how dramatically sun exposure and smoking affect the aging process. Now, a recent comparison demonstrates the effects of Botox on preventing—not just relaxing—forehead lines. One twin had Botox injections in her forehead for 13 years, starting at age 25. The result at 38 was almost no deep wrinkles—just a few fine lines. Her twin, who'd had only two treatments in that time, had deeper and permanently etched wrinkles in the forehead, says William J. Binder, assistant

clinical professor at UCLA Medical Center and the study's author. Binder hopes this arresting finding will resonate with patients. "I'd never tell a woman she must get Botox, but it's good that we now have examples of what happens with long-term usage to help her make her decision." —HANNAH MORRILL



With minimal Botox



With regular Botox