

LARGEST WEEKLY CIRCULATION IN THE HAMPTONS PLUS SPECIAL MANHATTAN DELIVERY

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MAY 21, 2004

ART BY WILLEM DE KOONING

HEALTH, BEAUTY & FITNESS

Skin deep with Samantha Altea

Behind the Lines

Last time my Mum came to visit, she brought me a present. I was thrilled when she rifled through her bag to retrieve it – at first, that is. But when she handed me, with gleeful flourish, a tube of StriVectin-SD, I was confused, to say the least. What was StriVectin-SD in its very non-descript looking package, anyway? Upon closer inspection, I discovered, to my absolute horror, that StriVectin-SD is, and I quote, “intensive repair for existing stretch marks.” And it said it was “ultra concentrated,” to boot. What was Mum trying to tell me?

Was she being cruel to be kind? I'm a size 2 – haven't yet had children – nor have I suddenly lost major amounts of weight and therefore have the need of stretch mark therapy, or was I, thus far, happily oblivious to something? But before Mum had the chance to tell me the reason for this, this...so called gift, the phone rang and I was left wondering. A couple of days later, after I'd almost had a nervous breakdown, she finally explained that she'd heard me complaining how I was, at 34 years young, beginning to get wrinkles and that StriVectin-SD was the new miracle cream that was going stop my crow's feet in their tracks. That sounds great. But was she aware that she'd just given me stretch mark cream, I asked? Turns out she was, convinced that this StriVectin was the new elixir that worked wonders on wrinkles, even, she boasted, as good as Botox. Yeah, right. I wasn't convinced. I was the beauty expert, not her. What did Mum know? Stretch mark therapy, indeed! But after doing a little more research, I discovered that she just might be on to

something. By all accounts StriVectin-SD is flying off the shelves these days because of a simple fluke in market research. The story goes that studies for StriVectin-SD were being carried out and during the research participants were given a tube of the cream simply labeled “topical cream.” Somehow the instructions for what to do with this cream became unclear and so people began to use it on their faces and, much to the surprise of Klein-Becker, StriVectin SD's exclusive distributor, began reporting breakthrough miracle results on fine lines and wrinkles. Before long, the word was out and StriVectin-SD was hailed the new wonder anti-aging cream. But how does it work and what is the appeal of such creams over new crazes like Botox?

Dr. Nathalie Cevereau says that, “Many researchers believe less invasive cosmetic alternatives are more effective than Botox. That's because “cosmeceutical” creams and gels offer gradual, continual results, while the effects of Botox and facial peels begin to wear off the very next day.”

So if needles aren't your bag, you might want to get yourself a tube of StriVectin-SD. But act fast, because pharmacies are finding it hard to keep up with the demand for this \$130 miracle elixir.

StriVectin-SD certainly seems like a great alternative to Botox, but I decided to look into a couple of other anti-wrinkle options, because let's face it – none of us is getting any younger.

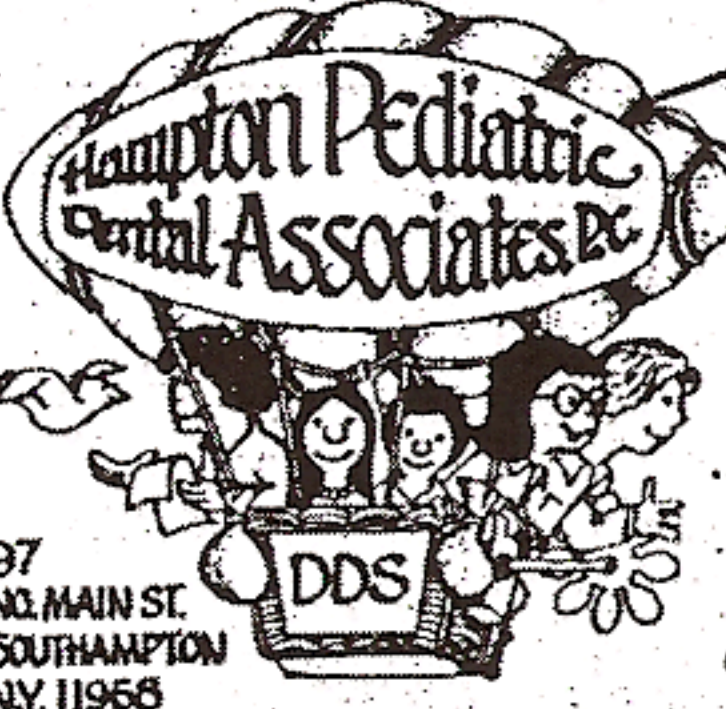
Ever hear of frownies? Well, they've been around since 1889. Back before times of the scientific approach to age defying, Margaret Kroesen invented frownies, when noticing, like my Mum, that her

daughter was developing wrinkles and frown lines. Frownies are an all-natural remedy for the aging process and one that has been used in Hollywood and with those in the public eye for over 100 years. Rene Russo is the latest poster girl for them, quoted in *Good Housekeeping* saying, “I have a really bad crease in my forehead. So I go to the drugstore, and get these things that have been around forever, called Frownies. They have adhesive on one side, like a glue. You lick that side, separate your crease, put it on the crease, and sleep with it. And the next morning you look better. I swear by them.”

So, how do Frownies work? It's simple. They're little sticky tabs that you wear around your eyes and on your forehead while you're sleeping. While you snooze, the stickers pull back and retrain your muscles so that they're in an uplifted position. Remove the Frownies in the morning and after a few weeks, you'll only have to worry about smile lines. Now that's what I call getting some beauty sleep. Another reason to smile is that Frownies are only \$16.99 for a box of 144 tabs. See www.frownies.com for more info.

DDF's Wrinkle Relax cream, \$75, was first known as Faux Tox. This non-toxic cream contains an ingredient that actually blocks muscle contractions, those that happen when you move your face, therefore preventing lines before they even appear. It's never too late to start.

So if you're worried about getting older, before you go under needle or knife, try this week's suggestions. Taking care of wrinkles doesn't always have to be “cut” and dry.



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“Not a week goes by where I don't run into a friend or acquaintance and they ask me what I did to my face because I look so fabulous!”
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