

THE NEW COZY, STYLISH SWEATERS

allure

THE BEAUTY EXPERT

NOVEMBER 2010

The Surprising NEW SECRET for

YOUNGER SKIN

PLUS: A Kooky Wrinkle-Fighting Gadget

THE SINGLE BEST MAKEUP COLOR

It's Cool, Flattering, and Works for Everyone

16 CELEBRITY HAIRSTYLES

The Sexiest Looks—Ever!

JULIANNE MOORE

Poster Child for Sunscreen
(Seriously, try guessing her age!)

DIET ALERT!

28

WAYS TO AVOID PACKING ON THE HOLIDAY POUNDS

\$3.99US \$4.99FOR 11>

08429
0 484955 1

BEAUTY REPORTER

BEAUTY REPORTER



SMELL THIS

MIST Demeanor

Gucci describes its new fragrance—a mixture of mandarin, lilac, and patchouli—as “the very scent of defiance.” We asked women outside New York City’s Supreme Court for their verdict on the scent that proclaims itself Guilty. —VICTORIA LAND



“It smells so sweet, I think Innocent would be a more appropriate name for it.”

—Alison Wayne, underwriter



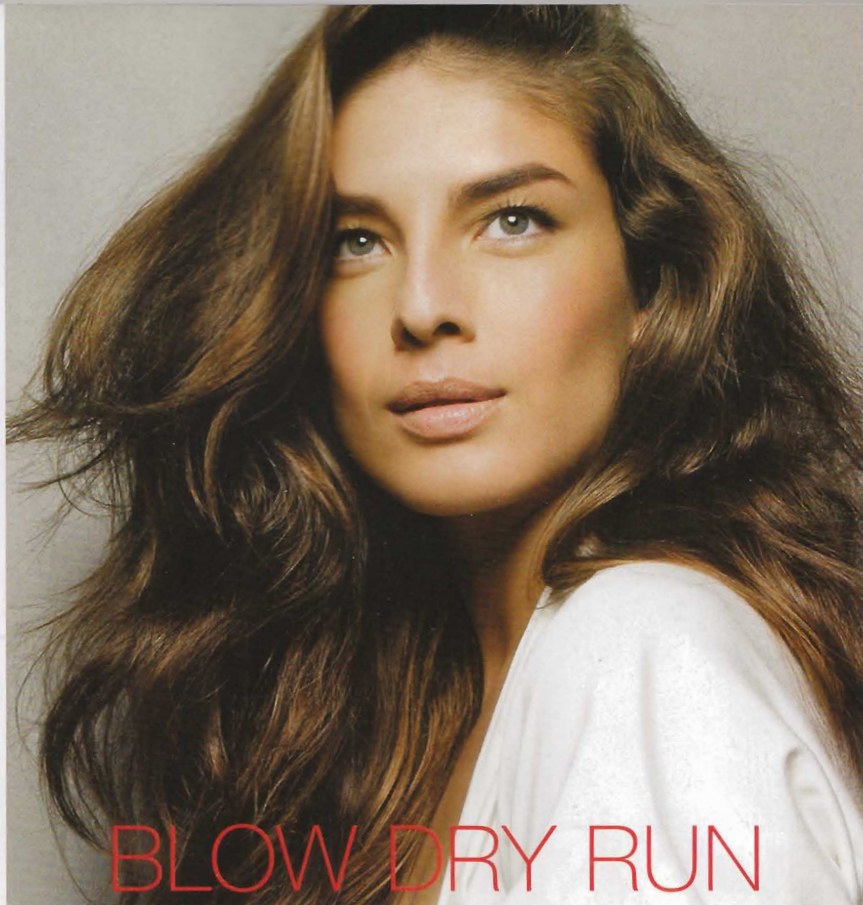
“I think it smells sexy and naughty. I would wear it out to dinner with my boyfriend.”

—Laury Slama, student



“With a name like Guilty, you would expect it to be spicy, not so sweet and flowery.”

—Jayme Tichauer, social worker



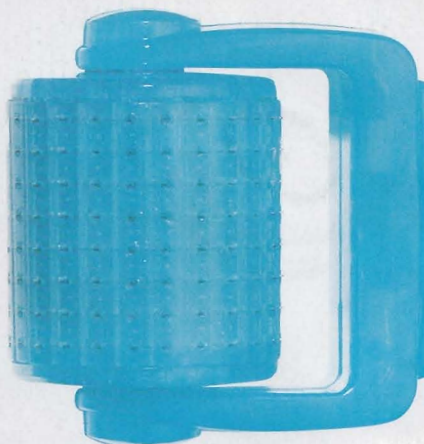
BLOW DRY RUN

New hair products claim to speed up a blowout. We tested one each day of the workweek to see if they slashed our usual 12-minute drying time. —SOPHIA PANYCH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>Catwalk by TIGI Sleek Mystique Blow Out Balm</p> <p>We raked a dime-size amount of this serum through our hair, and in about half the time it usually takes us to blow-dry, we had smooth, shiny hair.</p> <p>Dry time: 7 minutes</p>	<p>Hair Rules Blow Out Your Waves</p> <p>We spent almost as much time as we would have if we had used no product—plus, our natural waves ended up fuzzy, not perfect as promised.</p> <p>Dry time: 11 minutes</p>	<p>Blow Express Blow Dry Lotion</p> <p>This light lotion left our hair bouncy, but as our morning caffeine buzz wore off, so did our hair’s height—it looked flat and stringy for the rest of the day.</p> <p>Dry time: 9 minutes</p>	<p>Biologie Thermal-Active Repair Cream Light Hold</p> <p>This cream only saved us two minutes, but we liked how voluminous and glossy it made our hair look.</p> <p>Dry time: 10 minutes</p>	<p>Sally Hershberger Go With the Blow Thermal Styler</p> <p>We were worried this serum would feel heavy, but it didn’t. Our hair had body—so much so, a friend asked if we’d been to the salon.</p> <p>Dry time: 8 minutes</p>

87% of women heat-style their hair.

—GOODY SURVEY



Poke Her Face

Skin-needling devices, which prick tiny holes, injure the skin and force it to produce more collagen. Rodan + Fields Anti-Age AMP MD System is an at-home version of a professional treatment called microneedle therapy. The roller is covered with 200 mini needles and comes with a peptide-and-retinol serum that penetrates faster and deeper because “you’ve created a pathway for it to travel into the skin,” says dermatologist Ranella Hirsch. “It looks scary but is pretty user-friendly.” Hirsch recommends lightly running the roller all over your clean, dry face (we tried it and felt a slight pricking that wasn’t painful), not going over the same area twice, then applying the serum. In machine-measured clinical tests, 89 percent of subjects who used the system for eight weeks saw an improvement in fine lines, and 68 percent saw an increase in firmness. —ERIN QUINN

SHOPPING GUIDE: Biologie, biologie.com. Blow, blowny.com. Gucci, gucci.com. Hair Rules, hairrules.com. Rodan + Fields, rodanandfields.com. Sally Hershberger, ulta.com. TIGI, tighaircare.com.