



# 17 AND UNSTOPPABLE LORDE

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# FOREVER YOUNG

ELLE's annual roundup of age-defying breakthroughs will have you looking better than your #flashbackfriday from head to toe. By Katherine Kluznik Rentmeester

## HAIR RAISERS

### TURN UP THE VOLUME

"It's easier to hold on to hair than to regrow it, so I get patients into treatment as early as possible," says dermatologist Nicole Rogers, MD. Minoxidil, the derm world's favorite OTC hair-loss medication, can now be found in more than just Rogaine. "Major hair product companies are realizing how important minoxidil is to women," says Rogers of the ingredient, which works by making the hair follicle wider and sparking regrowth within six months of use. Meanwhile, we can thank the car industry for a short-term fix. L'Oréal Paris Volume Filler Fiber Amplifying Concentrate contains a thickening agent inspired by the technology used to fix cracked windshields. The brand's patented Filloxane molecule changes from a liquid to a solid, penetrating the hair fiber and immediately plumping it from within.

### SELF-SERVICE

Platelet-rich-plasma (PRP) hair-growth treatments—during which a patient's blood is processed via centrifuge to concentrate the plasma, then shallowly syringed into the scalp—are getting a boost with human placental tissue. In

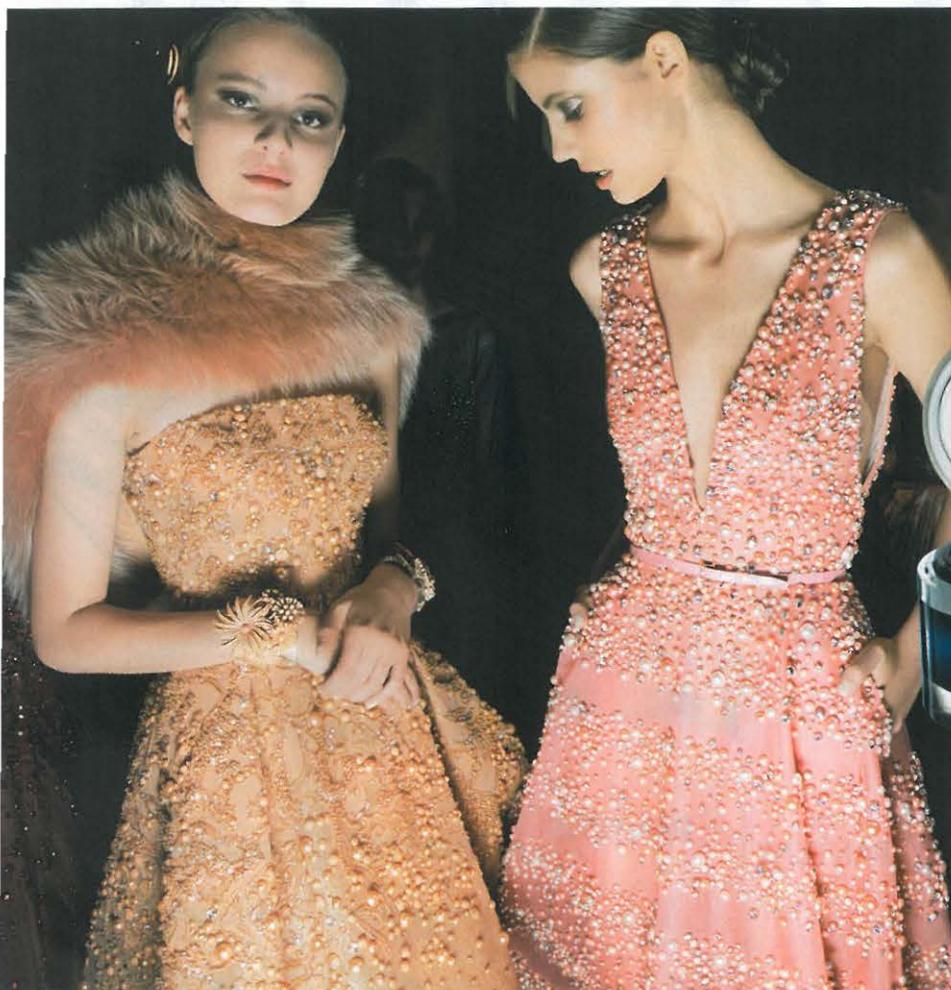
an hour-long session, Alan J. Bauman, MD, injects a custom cocktail of a patient's own stem-cell-rich plasma combined with placenta from a medically screened donor into target areas, then follows with microneedling. On average, 90 percent of patients with early-stage hair loss will experience a 20 percent increase in volume and coverage, Bauman says. And unlike traditional PRP, which requires patients to return for treatment every 90 days to six months, placenta-enhanced PRP results last up to two years.

### LIGHT SHOW

Small enough to hide under any Eugenia Kim beret, the diode-laced Laser-Cap delivers a low-level laser light proven to increase the cellular energy produced in mitochondria, enhancing growth. "It's virtually identical to the treatments we used to give in the office using a \$100,000 machine," Bauman says of the effective (but pricey, at \$3,000) chapeau. After 30-minute sessions every other day, "most people will have a 15 to 30 percent improvement in hair mass in the weaker zones within 90 days."



Clockwise from top left: Instantly amp up body with OSCAR BLANDI Hair Lift Serum; ALTERNA Caviar Clinical Daily Denaturing Foam lessens daily strand loss; L'ORÉAL PARIS Volume Filler is like Restylane for hair; RENESSENCE Follicle Forever Serum prevents loss with a patented peptide; PANTENE Expert Hair Regrowth Treatment stimulates follicles with minoxidil; BIOLOGIQUE RECHERCHE Complexe Cegaba+Bioproline tonic works to boost hair density.



From top: BAKEL Jalbody Radical Lifting Treatment serum firms the décolleté with hyaluronic acid and peptides; CHANEL Le Lift harnesses a breakthrough resveratrol complex to boost suppleness; formulated for the face and neck, DIOR Capture Totale Night Crème accelerates cell regeneration; AMOREPACIFIC Line Revolution Neck Creme stimulates collagen production for a contoured jaw and neck.

## CHIN UP

The same molecule used by our digestive system to break down dietary fat is being injected into double chins to melt away neck fat. The long-awaited ATX-101 has concluded phase three FDA trials and could join derms' arsenals within a year. "It destroys fat cells and increases local collagen production," New York-based dermatologist Francesca Fusco, MD, says, making loose flesh—a side effect of some fat-removal methods—less of a worry. While some doctors are concerned that the product might not cause the fat to dissolve uniformly, Brandt says that any unevenness "is all resolved" after several treatments spaced a month apart.

## JAW AND ORDER

Derms have long adhered to the "triangle of youth" principle when restoring volume to the face with fillers, but an unbalanced approach to restoring plumpness to cheeks can actually have an aging effect. "Most young women do not have a huge contrast between their cheek and the lower face," says Joshua Zeichner,

MD, assistant professor of dermatology at New York's Mount Sinai Hospital. Instead, "young faces are full, with an even distribution of fat." He recommends injections of carefully targeted chin and jawline filler to counterbalance overvolumized cheeks. Brandt concurs, with the caveat that too much filler in the lower face could make the jaw look masculine, so it's essential to respect the patient's original natural contours. "When you replace volume in the areas where it's supposed to be replaced, you really can't tell you've been filled," Brandt says. "But it makes a big difference."

## SPOT CHECK

"In two treatments I can get rid of 85 to 90 percent of someone's sun damage," says New York-based Paul Jarrod Frank, MD, of the Fraxel Thulium, which has become his go-to laser for erasing spots on the chest and body. "With prior technologies like photofacials and IPL, you would need eight treatments to accomplish the same thing." The fractionated laser's wavelengths blast away melanin

with minimal penetration. "It's a very superficial treatment, almost like where chemical peels go," Frank says. "When you have a lot of brown spots, that's the appropriate target point." Light shedding and four days of sunburnlike redness will follow each session.

## ULTRASONIC SMOOTHING

When it comes to skin-tightening technologies, "the holy grail is treating the body," says Frank, who is employing face-favorite Ulthera (which uses ultrasound waves to heat deep layers of the skin to spark the creation of new collagen) to target crepey skin on the décolletage. With just one treatment, the skin becomes more taut, "like you're pulling a sheet from the corners," Frank says. And while the current small size of the device's head makes treating yourself from head-to-toe with Ulthera the dermatological equivalent of using La Mer eye cream as body lotion, there's good news on the horizon: The company is currently testing larger options ideal for full-scale rejuvenation.