

beauty

marie claire

BEAUTY ALMANAC

2010's TOP 10

From WiFi skincare to stem cell face-lifts, the most cutting-edge innovations that'll shape the new decade in beauty

By Ning Chao Photographed by Sarah Silver

Beauty Apps

With plastic surgeons now providing Skype consultations and Crest's 3D White photo-retouching Facebook tool (brightening your smile with one click), it's no surprise that there's a new Pandora-like site for face and body products: myskin.com. After you enter information about your beauty history (e.g., lotions you've liked or loathed, genetics, lifestyle, diet, and environment), mySkin recommends skin-care from a database of 4500 brands and shows what other users with a similar skin type prefer. Next up: mobile mySkin (for iPhone or Windows Mobile), with Beauty4Me and Beauty Store Buddy apps to help you pick and purchase products when you're on the go.

Pale Is Pretty

Natural, bronzer-free complexions stormed the spring 2010 runways, showing a new trend toward healthier, tanless skin tones. Another sign that we're entering more sun-savvy times: This year, the FDA is requiring that sunscreens change their labels to include UVA protection ratings, not just the usual SPF levels (which measure UVB filtering only).

Blood Fillers

Move over, collagen and hyaluronic acid, there's a new filler in town. Used by surgeons over the past seven years to speed up soft-tissue healing from sports injuries, Selphyl is now being used cosmetically—to plump cheeks, wrinkles, and even acne scars. In a 20-minute procedure, 9 cubic centimeters of blood (about one vial) is drawn, then centrifuged to collect the fibrin and platelets, which are injected back into the body to stimulate collagen growth. And because this filler is made from your own blood, there's no risk of an allergic reaction. Full plumping happens in three weeks and lasts for 18 months or more. The procedure is pricey (about \$1100), but such long-lasting results make it comparable to other injectables, which require fill-ups every six months or so.

Lash-Growth Makeup

Rx lash serums are last year's news—now liquid liners and mascaras have built-in growth-stimulating ingredients, too. Just like the clear serums that are applied at night, LashFood and Ageless Lashes' tinted formulas contain lash-sprouting peptides. Follow up with moisturizing DiorShow Extase Mascara (\$28) or L'Oréal Double Extend Mascara (\$12.95) with its special, protein-fortified base coat, and you'll have a fuller set of fringe in only four weeks. **mc**

