

**SPECIAL ISSUE**

THE BEAUTY EXPERT

# allure

JUNE 2011

## READERS' CHOICE AWARDS

ALL YOUR WINNING BEAUTY PRODUCTS



The Mascaras, Shampoos, Concealers, and More YOU VOTED THE BEST

PLUS: YOUR BEAUTY QUESTIONS ANSWERED

January Jones

"I need to go away...and kiss other men."

See page 4 for article on AWT (Acoustic Wave Therapy) to treat cellulite.

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## HOT SUMMER BEAUTY

- Supersexy Beachy Hair
- Fast, Meltproof Makeup Looks
- New Cellulite Strategies
- Doctors' Best Skin Tricks for Oil, Redness, and More

# 25

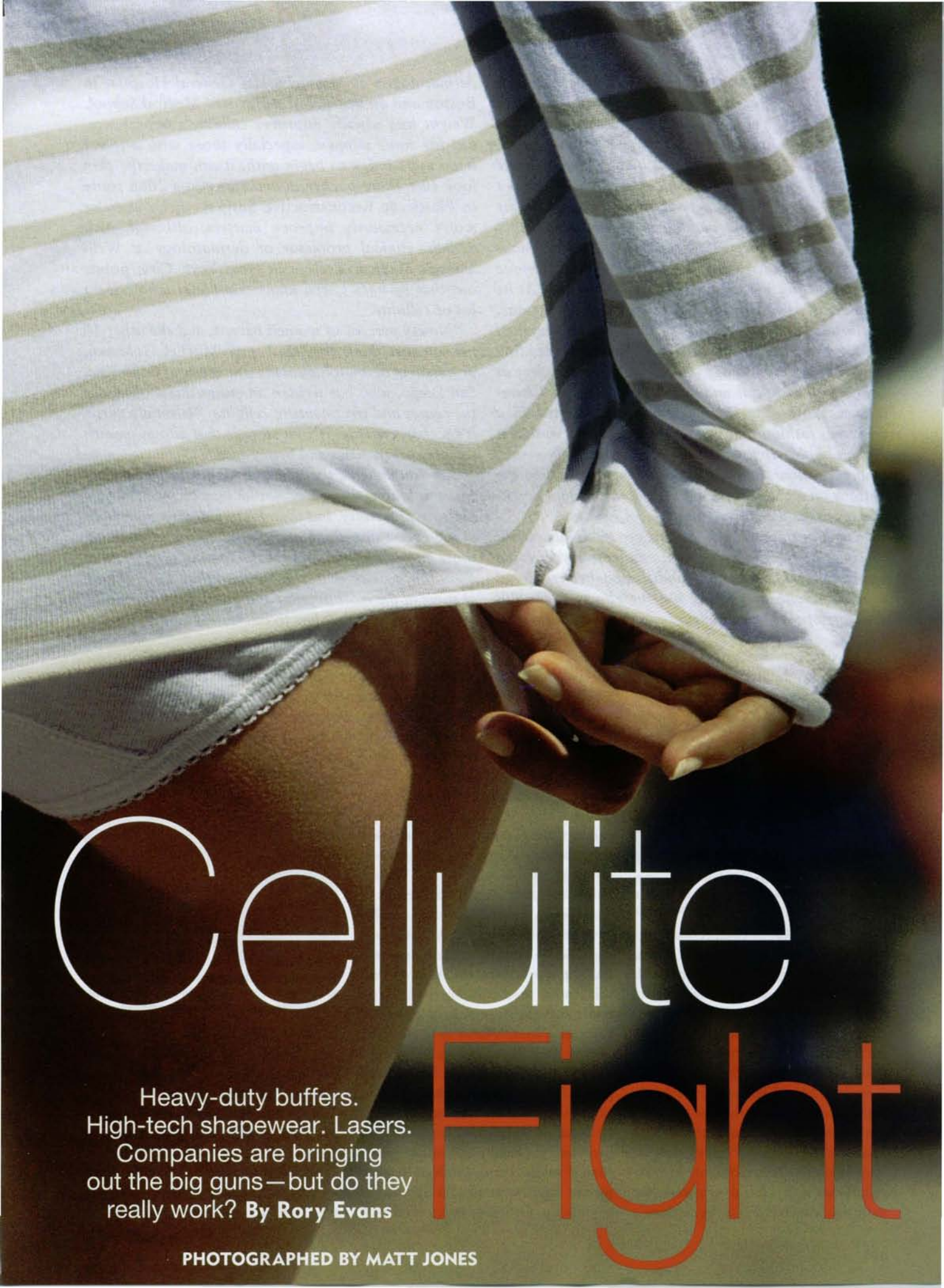
## DIET TIPS From SKINNY CHICKS



West LA MS Inc.  
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**Show some skin:** Doctors say certain treatments can smooth and tighten the skin on the legs and buttocks.



# Cellulite

Heavy-duty buffers.  
High-tech shapewear. Lasers.  
Companies are bringing  
out the big guns—but do they  
really work? **By Rory Evans**

# Fight

PHOTOGRAPHED BY MATT JONES

**P**eau d'orange. Somehow, the French manage to make even cellulite sound chic and romantique. Of course, its English translation is "orange peel," but that's still better than "cottage cheese," which is—depressingly—a shockingly accurate way to describe this anatomical phenomenon that occurs to some degree in the vast majority of women (and in some men with hormone imbalances) on the thighs, butt, and stomach. "At its simplest, it is protrusions of fat through the septae, or fibrous bands, that hold the subcutaneous layer of fat together," says Howard Sobel, clinical attending physician in dermatology and dermatologic surgery at Lenox Hill Hospital and Beth Israel Medical Center in New York City. Men's septae are oriented in a crisscross fashion that supports the fat layer so that it doesn't bubble up toward the skin (figures!). Women's, however, allow the fat to pop through. "It's like the buttons on a chesterfield sofa. The buttons pull down, and it pushes the stuffing up," Sobel says.

Female hormones such as estrogen probably play a role in cellulite's production—it usually starts cropping up in adolescence—and the condition has been reported to worsen with pregnancy, but the effects of the Pill and menopause aren't clear, says Molly Wanner, a

dermatologist at Massachusetts General Hospital in Boston and an instructor at Harvard Medical School. Weight loss usually improves cellulite's appearance, but for some women, especially those with a lower body mass index to begin with, it can make the skin look even more puckered, according to a 2006 study in *Plastic & Reconstructive Surgery*. Even exercise won't necessarily improve matters, although Neil Sadick, clinical professor of dermatology at Weill Cornell Medical College in New York City, points out that he hasn't seen many triathletes who have a lot of cellulite.

"Ninety percent of women have it, and the other 10 percent just think they do," says Mitchel Goldman, professor of dermatology at the University of California, San Diego, who has written an entire textbook about the causes and treatments of cellulite. "It's not a curse; it's a characteristic. It's fat storage that allows women to carry pregnancies and breast-feed."

Can you imagine the Venus of Willendorf wearing a Missoni bikini, though? Cellulite may technically be a blessing of fertility, but that doesn't stop women from doing everything short of rubbing coffee grounds on those citrus-peel-like spots in the hope of getting rid of them (oh, scratch that, they've tried that, too). A look at some of the most popular and promising treatments, from glorified long johns to lasers.

## SKINEEZ UNDERGARMENTS



This woman's thighs were visibly firmer after she wore Skineez Skincarewear eight hours a day for five weeks, according to the company.

**HOW IT WORKS:** A compression garment (in the user's choice of biker shorts, Capris, or leggings) is impregnated with a mix of ingredients including caffeine, retinol, vitamin E, and shea butter. Microcapsules are designed to release the formula gradually into the skin as a result of body heat and friction. After six to ten launderings, you refresh the fabric with a spray. During trials for the company, testers reported smoother skin and smaller thigh circumference—that is, after they wore the garments at least eight hours a day, five days a week, for more than a month (in essence, making a

full-time job of diminishing dimples).

**EXPERT ANALYSIS:** Both caffeine and vitamin-A derivatives are claimed to make cellulite look less obvious—the former by boosting circulation, facilitating lymphatic drainage, or possibly shrinking fat cells; and retinoids by stimulating circulation, dehydrating fat cells, and increasing collagen. Yet "the theory that vascular and lymphatic changes contribute to cellulite is unproven," Wanner points out, and she says the results of research into retinol's effect on cellulite have been disappointing. At best, these ingredients offer temporary, superficial improvement on the surface of the skin, rather than affecting the fat layer underneath, Sobel says. In any case, the garment's compression is likely more effective than its concoction: "You could wear Spanx or even an Ace bandage and get similar results for a few hours," Sobel says, explaining that this will push the fluid out of the pockets created by the irregular tight bands. But the company's clinical studies showed only a 10 to 20 percent improvement in the appearance of cellulite, Goldman notes. And bear

in mind the fleeting results: After a day or so, you'll need to get back into the tourniquet-tight togs.

**WHAT IT COSTS:** \$40 to \$85

## ACOUSTIC WAVE THERAPY



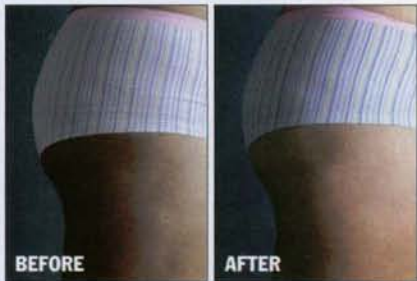
Six sessions of this treatment (also known as Cellupulse) were found to reduce dimpling significantly, according to the company.

**HOW IT WORKS:** "A sound pulse, designed to break up fat cells, is sent through the skin," says Robert Weiss, associate professor of dermatology at Johns Hopkins University School of Medicine in Baltimore. "The other key component is that it allows the collagen to become stretchable," thereby limiting lumpiness. Initially, physical therapists who used acoustic wave machines on

female patients with tendinitis noticed as a happy side effect that their cellulite looked less pronounced.

**EXPERT ANALYSIS:** "This process is still in the initial stage of evaluation," Weiss explains. "It needs some more clinical testing, but it looks promising." So much so that the therapy seems to have a fan in Madonna, who reportedly dropped about \$75,000 for her own personal acoustic wave therapy machine to maintain her lean physique. **WHAT IT COSTS:** \$350 to \$500 per treatment

### HONEYBELLE BODYBUFFER



After massaging with the device ten minutes daily for five weeks, this user's puckers diminished, the manufacturer reports.

**HOW IT WORKS:** If you've seen an orbital sander at Home Depot, that's a bit what this body buffer looks like—a compact two-handed machine with a white terry-cloth pad cover instead of sandpaper. Created by four collaborators, including a fitness trainer and two doctors, the massager gets pressed firmly against thighs or hips, and its oscillation performs a kind of lymphatic massage meant to improve blood flow and flush away fluids that make the fatty dimpling look pronounced. In the company's private trials, 74 percent of the 25 test subjects felt that after using the machine twice a day for five to ten minutes (for at least four weeks), the lumpiness of their cellulite improved.

**EXPERT ANALYSIS:** The massage "probably creates inflammation and swelling. So it might camouflage the cellulite, but it doesn't eradicate it," Wanner says. (Indeed, according to the company, if you stop using the device, "over time you may notice your skin becoming lumpy and rough again.") The aim of the body buffer is similar to that of Endermologie, a spa-based series of treatments that the FDA approved for cellulite improvement in 1998, wherein rollers knead

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who will improve and who... moreover, one study of Triactive... at after 12 sessions, people had... just a 21 percent improvement in their

"Ninety percent of women have it, and the other 10 percent just think they do."

alterations promote cellulite, Wanner says. However, a 2008 review of cellulite studies that she coauthored in the *Journal of Drugs in Dermatology* notes that Endermologie itself yields "only marginal results."

**WHAT IT COSTS:** \$395

### TRIACTIVE AND SMOOTHSHAPES LASERS



Neil Sadick used a SmoothShapes device to firm this patient's outer thighs in a series of eight sessions performed twice a week.

**HOW IT WORKS:** The Triactive treatment mixes the high-tech effects of diode lasers with the low-tech drubbing of vacuum massage. The laser "heats and reshapes fat cells and remodels the septae" by boosting collagen production, Sadick says. This requires a time commitment—one to three sessions a week for several weeks, then a maintenance visit every three to six months. SmoothShapes pairs suction and roller massage with a different laser wavelength: "The laser helps liquefy the fat, the suction stretches the skin to improve penetration of the laser, and the contoured rollers help move fat out of the cells and into the lymphatic system," Sobel explains.

**EXPERT ANALYSIS:** "These treatments do show moderate to good results, though there is some variability in terms of clinical outcomes," Sadick says. Not everyone responds to these therapies, Wanner says, "and there doesn't seem to be a way

cellulite, and the effect disappeared within a month of the last appointment. As for SmoothShapes, which is a newer process, one 2010 study of 17 women who did twice-weekly treatments for a month showed a 76 percent improvement in their thigh cellulite six months later based on images taken by a three-dimensional camera system, according to *Plastic and Reconstructive Surgery*.

**WHAT IT COSTS:** About \$250 to \$300 per treatment (continued on page 179)

## FUTURE SMOOTHER

Cellulite is a lot like a summer movie at the multiplex, as far as doctors are concerned: Check it out in 3-D! In other words, it is a multidimensional issue, ideally approached from different angles—which means there is only so much that noninvasive skin treatments can achieve. Neil Sadick says that for now, the best results come from a combination of internal and external procedures, such as liposuction with Exilis, or subcision (snipping the taut bands of septae with a tiny V-shaped needle that resembles a seam ripper) with Thermage. One promising new treatment is Cellulaze, recently available in Europe: Essentially, it breaks up the septae with a laser that goes under the skin. An incision is made to insert the laser, but "it's so small we don't use stitches to close it," says Bruce Katz, who participated in early U.S. studies. "Cellulaze promises to change the way doctors approach cellulite treatment for good," he says. Unlike existing laser techniques, "this fights cellulite from under the skin and permanently treats it with one use."