

BEAUTY STORE
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YELP: *Why It's
Important to You*

41 *Must-Have
Antiaging Products
& Devices*

**PAM
BUSIEK**

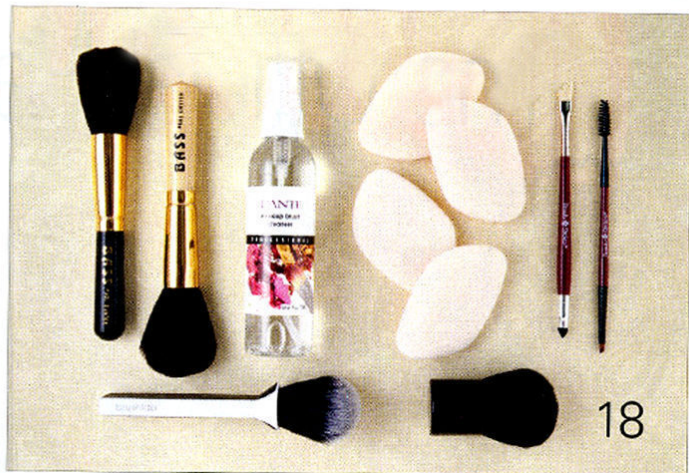
ICMAD's New Dynamo

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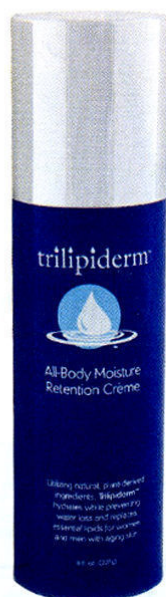


On The Cover

Pam Busiek, president and CEO of the Independent Cosmetic Manufacturers and Distributors. Photography: Armando Sanchez. Art direction and digital retouching: Michael Block.

TURNING BACK THE CLOCK

Check out the latest and greatest antiaging serums, creams, treatments and devices. *by Leah Genuario*



Wrinkle Remover

Trilipiderm's All-Body Moisture Retention Crème encourages the production of new collagen, reverses some of the effects of aging skin and helps to remove wrinkles. It helps replace essential lipids while providing vitamin E, omega-3 and omega-6 essential fatty acids; improves tone texture and elasticity; and leaves skin smooth and soft.

Suggested retail price: \$24.95
trilipiderm.com
307.733.4427



Eye Serum

Tecniche BRILLIANT EYE SERUM protects the undereye area while it helps to get rid of dark circles. The serum is free of parabens, sulfates and gluten. Its antioxidant formula traps spinning free radicals and redirects them away from damaging the cells. It's formulated with vitamins C and E, glutathione, R-Lipoic acid, eclipta prostrata extract, neem-leaf extract and moringa pterygosperma seed oil, all which lend to the improvement of skin health, vibrancy, cell protection and nutrition.

tecniche.com, 303.639.1101



Stimulation Therapy

Skinsation Skincare has introduced Collagen/Elastin Stimulation Therapy, an antiaging therapy that fuses three peptides, anti-elastase enzymes, and hyaluronic acid for youthful, younger-looking skin. This tri-functional serum helps preserve, strengthen and boost collagen and elastin levels and improve the skin's overall resilience and elasticity. Key ingredients include Decorinyl, Syn-Coll, Argireline and a proprietary botanical antioxidant blend, PhytoBotanica.

SRP: \$110
skinsations.net
855.478.7546



Antiaging Lip Treatment

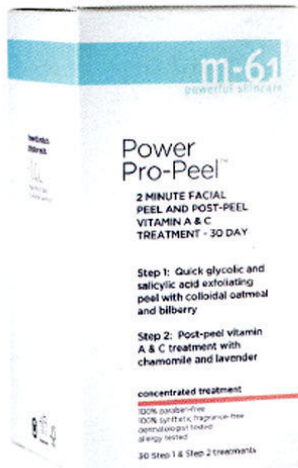
Addressing all of the physical factors that represent upper lip aging, Dermelect Cosmeceuticals' Smooth Upper Lip & Perioral Anti-Aging Treatment instantly softens vertical lip lines and frown lines, while improving the growth of skin cells to prevent premature aging. The treatment lightens and brightens shadowy, below-the-nose pigmentation, acting as a line-erasing treatment without irritation. **SRP:** \$38
dermelect.com
888.693.3763



Time Response Serum

AMOREPACIFIC Time Response Skin Renewal Serum is a concentrated and restorative serum treatment targeting signs of skin aging. A potent blend of antioxidant-rich botanicals protect against free-radical damage, while creating smoother, firmer, more youthful skin. In addition to comprehensive antiaging, the serum contains green tea cell water and green tea flower extract to increase cellular regeneration and prevent cell death. **SRP:** \$525

us.amorepacific-cosmetics.com
212.925.3030 ext. 102



Power Peel

M-61 Power Pro-Peel is a two-step radiant glow peel that's great for aging skin. It provides deep exfoliation, eliminating dull skin while reducing the appearance of fine lines and enlarged pores. Colloidal oatmeal soothes and comforts, while antioxidant bilberry extract helps promote even skin tone. The Post Peel Vitamin A & C Treatment includes liquid vitamins A, C and E to help promote skin firming and lock in the skin's moisture. Lavender and chamomile assist in calming and soothing irritation. **SRPs:** \$28 for 10 days; \$74 for 30 days m61labs.com, 800.294.7700



Booster Serum

The Stem Cell Booster Serum from Reviva Labs leverages extract from the extremely rare Swiss apple to rejuvenate or reactivate the skin's stem cells. Used alone or under other antiaging creams or serums, the formula works to repair or revitalize aging or damaged epidermal cells, lessening fine lines or wrinkles and improving skin texture. **SRP:** \$30 revivalabs.com, 800.257.7774



Facial Toning Device

Providing a solution for aging skin, the NuFACE Trinity Facial Toning Device is an FDA-cleared device that uses gentle micro-current waves. The waves stimulate the facial muscles underneath the skin, resulting in a more lifted and toned appearance. Designed for use with interchangeable treatment heads for increased functionality, the Trinity also stimulates elastin and collagen production, increases circulation and helps serums penetrate deeper into the facial tissue. **SRP:** \$325 mynuface.com, 888.360.9171



Antiaging Peptide Cream

The protein-peptide ProSina—which is derived from New Zealand sheep's wool—is at the core of Dermelect Cosmeceuticals' Essential Anti-Aging Hand & Foot Duo. This duo combats dryness, locks in moisture, lightens dark spots through gentle exfoliation and calms inflammation. **SRP:** \$40 dermelect.com, 888.693.3763



Eye Cream

Age Defense Bioflavonoid Eye Cream from ilike is a lightweight, intense firming eye cream loaded with polyphenols with antioxidant and anti-inflammatory properties to improve skin's firmness and resiliency around the eyes as it protects against and minimizes the appearance of fine lines, wrinkles and dark circles. Organic ingredients include coconut oil, cantaloupe, elderberry, blackcurrant, grape, sesame oil, soy oil, algae, vitamins A, B, C, E and K, carotene and omega-3 and omega-6 fatty acids. **SRP:** \$68 szepelet.com, 888.290.6238



Age Defense Crème

AMOREPACIFIC Future Response Age Defense Crème is a daily defender providing a long-term approach to defend against aging. The formula shields from harmful environment aggressors, restores damage from harsh external assaults and extends skin's youthful strength for the future. Utilizing a blend of green tea, pine mushroom extracts and AB-12 Complex, a fusion of Asian botanicals that target multiple triggers of skin aging, this takes a unique approach to extending youthful skin by inhibiting skin receptors responsible for aging. **SRP:** \$195 us.amorepacific-cosmetics.com 212.925.3030 ext. 102



Peel-Off Treatment

GrandCentralBeauty's S.M.A.R.T. Skin Perfecting Mask combines an active mask powder plus an intensive booster to deliver clinically proven results in as little as one use. Premium ingredients in the 15-minute peel-off treatment include seaweed extracts, natural marine algae and a water-activated vitamin infusion for 24-hour moisture retention. The acronym S.M.A.R.T. speaks to the product benefits: Smoothes, Moisturizes, Anti-Aging, Redness-Reduction and Tones. **SRP:** \$75 grandcentralbeauty.com 888.422.6098



Skin Firming Crème

The award-winning DMAE—Alpha Lipoic—C-Ester Crème from dermae helps to visibly firm, tighten and tone skin as well as support collagen and elastin health. Alpha lipoic acid and C-Ester deliver powerful antioxidant properties to help fight age damage and support skin elasticity. Enriched with vitamins and botanicals, this rich formula leaves skin visibly firmer and younger-looking. **SRP:** \$22.50 dermae.com, 800.933.9344



Brightening Serum

BIOLIGHT Brightening Skin Correct Serum contains three unique peptides clinically proven to rapidly help brighten and even skin tone due to the sun, age, acne scars and hormonal changes. The company's exclusive Laminaria Complex contains two select EcoCert seaweeds combined with willow bark, goto kola and licorice extracts to enhance cell renewal, reduce inflammation and reveal younger looking and more luminous skin. Goto kola, specifically, helps increase collagen growth and synthesis, promoting connective tissue vascularization. **SRP: \$70**
repechage.com, 800.248.7546



Hand Treatment

Bioelements Sleepwear for Hands overnight age activist treatment hand creme works while sleeping to smooth and plump dry, wrinkled, sun-damaged skin. With Sleepwear's formula, featuring calcium, peptides and cranberry seed oil, aged hands appear youthful again, spots are brightened and volume is recovered. **SRP: \$39**
bioelements.com, 800.433.6650



Stem Cell Serum

Dermelect Cosmeceuticals offers Resurface Stem Cell Reconstructing Serum, with an antiaging formula that utilizes alpine-rose stem cells to help stimulate the skin's protein production and boost facial-skin stem-cell activity. The product improves the skin barrier function, protects skin from UV stress, prevents the formation of wrinkles and reduces fine lines. **SRP: \$75**
dermelect.com, 888.693.3763



Antiaging Skincare Kit

PureCeuticals Skincare offers the most popular products for antiaging in one convenient travel kit, housed in a travel bag. Each kit includes Apricot Chamomile Cleanser, Mandarin Hydrating Toner, Bio Peptide Line Smoothing Gel, Intensive Retinol C E Emollient and SPF 30+ Sheer Moisturizer. **SRP: \$52**
pureceuticalsskincare.com
 800.564.5668



Redensifying Serum

Embryolissee presents its Anti-Age Re-Densifying Sérums that turns back the clock with metabiotic, vitamin E and hyaluronic acid to stimulate collagen production, preserve elastin, strengthen the skin's structure and diminish the look of fine lines and wrinkles. **SRP: \$75**
embryolisseeusa.com



Firming Fluid

Featuring DMAE, an advanced firming ingredient, Reviva Labs' DMAE Firming Fluid helps firm and tone sagging skin on the face, jaw line and throat. Daily use under day or night creams gradually stimulates muscle tone to improve skin firmness. **SRP: \$19**
revivalabs.com, 800.257.7774 ■

Leah Genuario is a Hawthorne, NJ-based freelance writer. She is the former editor of Beauty Packaging.