



7 YEARS  
YOUNGER

40 BEST

ANTI-AGING

BEAUTY

SECRETS

**What's inside** They're not just hope in a jar: Cosmetics can take up to seven years off your looks. Here is your guide to smoother, more even-toned skin; fuller locks; and face-freshening makeup. For the best skin results, dedication is key—renewal can take four to eight weeks. But the right haircut and brightening cosmetics can make you look younger immediately.



## \* Skin

Quick and easy moves to minimize lines, treat spots, de-puff eyes, and more, including backed-by-science steps that will make your complexion look younger [p. 3](#)

## \* Hair

A guide to ensuring that your crowning glory is indeed glorious—with flattering styles, volume-boosting tips, and steps to protect hair, which becomes thinner and more damage-prone with age [p. 5](#)

## \* Makeup

Tricks to reveal a fresher face, from radiant eyes to fuller lips, without needles or scalpels. Plus, the most common makeup faux pas that can actually *add* years, and tips to keep hands looking youthful, too [p. 7](#)

## Turn Back the Clock

Knock years off your face with these moves

### 1 to 2 years

#### \* **Load Up on Antioxidants**

Antioxidants act as scavengers that neutralize free radicals—particles that cause sun damage and wrinkles in skin and can lead to skin cancer. Look for a cream or serum with some combination of vitamins C and E, pomegranate, idebenone, soy, green tea, niacinamide, and coenzyme Q10, and make sure they're in the top half of a product's ingredient list to get the most benefit from these often-pricey potions. After five to six months of use, your skin tone should be more even, fine lines may smooth out, and dry skin will appear revitalized.

### 2 to 3 years

#### \* **Sleep Well**

A single nighttime sleep disruption can prompt your immune system to turn against healthy organs and tissue: When researchers at UCLA interrupted volunteers' shut-eye from

11 P.M. to 3 A.M., they found that sleep loss triggered

the body's inflammatory response, which can age you by breaking down collagen in the skin. (Curiously, this effect was found only in women.) Give skin a youth boost by improving your sleep habits: Aim for seven to eight hours a night.

### 5 years

#### \* **Shun the Sun**

Repeated sun exposure eventually leads to brown spots, fine wrinkles, deeper creases, and sagging skin. Protecting your skin year-round will help prevent further acceleration of your aging. Make sure you always have adequate broad-spectrum protection with an effective long-wave UVA shield, says Richard Glogau, M.D., clinical professor of dermatology at the University of California, San Francisco. "Those UVA rays give you the wrinkles and the muddy skin tone that ages you," he says. Dr. Glogau recommends UVA filters like Mexoryl and Helioplex, which provide long-lasting protection.

### 6 to 7 years

#### \* **Smooth With Retinoids**

Studies over the past 20 years have shown that these vitamin A derivatives help soften the look of fine lines and brown spots by increasing collagen production and normalizing skin-cell activity. "Retinoids have a better-established track record than any other wrinkle-reduction creams," says Dr. Glogau. Even the milder nonprescription-strength retinol may reduce the effects of chronological aging—albeit more gradually.

### SPOT ERASERS

#### GO THE NATURAL ROUTE

The gold standard for diminishing brown spots, hydroquinone, can be irritating. Nonsensitizing (though less potent) options include kojic acid, alpha-arbutin, licorice extract, and vitamin C, says Scottsdale, AZ, dermatologist Jennifer Linder, M.D. Look for a combo of two or more, because each plays its own role in halting spots.

#### ADD A BRIGHTENER

For complexions mottled by sun damage or hormonal conditions (like melasma), spot treatments can create a halo effect—areas of lightness on a dark background—says New York City dermatologist Paul Jarrod Frank, M.D. For all-over skin clarity, use a full-face brightener, either on its own or paired with a spot treatment.

#### USE A SLOUGHER

For a one-two punch, choose a lightening product that also contains a chemical exfoliant like glycolic acid; it will gently brighten skin by sloughing off dead cells. The less obvious benefit: "Removing this top layer improves the penetration of active ingredients, making the lightener more effective," says New York City dermatologist Gervaise Gerstner, M.D.

#### REMEMBER YOUR NECK

Your face treatment will work just as well on the spots on your neck and chest, says Dr. Frank. But ease into it gradually, as the skin in this area may be delicate. Start by applying the product every other day, particularly if it contains potential sensitizers like retinol or glycolic acid.

Photographs by Getty Images



## WAKE UP LOOKING YOUNGER!

### FIGHT Puffiness

If you have baggy eyes in the A.M., play offense: Before bed, apply an eye cream with caffeine, which helps constrict blood vessels. And consider adjusting your sleeping position. "When you lie flat, fluid can gather around your eyes," says Elizabeth Tanzi, M.D., a dermatologist in Washington, DC. The fix is easy: Use an extra pillow, and sleep on your back so excess fluid can drain.

### MOISTURIZE Dry Spots

Sure, hand cream at bedtime is smart, but don't forget other dry spots like heels, elbows, and knees. Slather on a rich moisturizer with lactic acid or urea—double-duty

ingredients that hydrate and exfoliate simultaneously—and awaken to smoother, softer skin.

### BANISH Fine Lines

Treat your face to a night cream that contains hyaluronic acid. "It attracts water into the skin, which helps smooth wrinkles, so your face will look less lined when you wake up in the morning," says Anne Chapas,

M.D., a New York City dermatologist. The next day, your skin will be fresh-from-a-facial dewy.

### EXFOLIATE Before Bed

Morning or night, exfoliation helps skin glow, but sloughing in the P.M. has an extra boon: It boosts the penetration of any treatments you apply afterward. And if you opt for a more vigorous slougher (or find you have sensitive skin), you'll have all night for any blotchiness to subside.

There really is such a thing as beauty sleep!



## PUMP UP THE VOLUME

Need a little oomph? These pro tips can transform even the finest locks

### \* **Change conditioner**

We love it, but too much of the smoother can weigh down strands, especially for those with fine or thin hair. Keep your locks lifted (and snarl-free) by using a spray leave-in

version as you would a regular conditioner that you rinse off in the shower, says stylist and salon owner Frank Barbosa. Formulated to be lighter, it won't make hair fall flat.

### \* **Multitask with dry shampoo**

Score mega volume with this pro-stylist trick for plumping hair, whether clean or day-old: Flip your head upside down and mist dry

shampoo at the roots, then tousle with your fingers. The powder particles will absorb hair's oil and adhere to strands, making them appear fuller, fast.

### \* **Dry and lift**

Use your blow-dryer to build volume: Turn your head upside down, then gently brush hair, focusing the dryer's airflow: Start at the roots and move down the length of a section. The heat helps set the roots in this position so that when you flip your head back up, they'll stay lifted.

### \* **Tease with your fingers**

Back-combing is a popular way to create major volume, but it causes breakage. To minimize damage, apply a drop of styling cream and push back a section of hair from the underside using your fingers, not a comb, suggests celebrity hairstylist Tippi Shorter.

### \* **Drop the hairspray**

Over-spritz your strands, and they'll be flat instead of full. "Too much hairspray on the ends weighs them down. Mist only at the roots and crown," says hairstylist Rodney Cutler. Or, skip the spray altogether and use a root lifter instead. It has a special nozzle that targets product only at the roots.

### \* **Fake with color**

If you regularly hit the bottle, beware of creating a monochromatic hue. "Hair that is all the same color looks flat and thin," says Aura Friedman, Wella Professionals celebrity colorist. Create the illusion of thicker hair by coloring only along your root line, just to cover regrowth and grays. Slightly darker roots make hair look fuller.



## BEST ANTI-AGING CUTS

Let an easy 'do give your looks a youthful lift

### classic bob

Unlike a blunt cut, an angled bob grazes the bottom of your jaw in front and gets progressively shorter toward the back. "The angle creates the illusion of lifted cheekbones and a higher jaw, making the bob a great choice if your face is showing the effects of gravity," says celebrity hairstylist Jessica Gillin of the Marie Robinson Salon in New York City. If you have fine hair, ask to have the edges cut in a straight line to make hair look thicker. If you have coarse locks, soft layers throughout will keep a bob from looking bulky.



Helen Mirren

### choppy layers

Multiple layers create fullness and volume, balancing out a thin face or gaunt cheeks. "This look is all about having lots of defined, angled pieces," says Gillin, so specify that you want the layers to be chunky and square. The length of the style should hit around the middle of your neck. It's also a choice cut for those whose hair is a bit thinner on the sides or on top: Long hair lies flat and can show the scalp, but short, shaggy layers throughout help hide thinness, says Gillin.



Lisa Rinna

### long layers

Soft, subtly graduated layers highlight the collarbone, a flattering area on women of any age. And while long hair is youthful, this tasteful length doesn't come across as "wannabe 20-something," says Gillin. Bonus: The soft layers in the front open up your face and make the style more modern than a blunt bob.



Ann Curry

### soft bangs

Not only do bangs help hide forehead wrinkles, but "sweeping them to the side draws attention to the outsides of your cheekbones, visually widening the face and creating the illusion of youthful fullness," says Gillin. (Bonus: This type of bang can be incorporated into any of the other three styles.) Use the words "wispy" and "soft" when describing these bangs. Make sure they are long enough to be pushed off to the side; they should end anywhere between the eyebrow and the cheekbone, depending on your preference. Refer to them as a "swoop bang"—stylist lingo for side-swept, explains Gillin.



Hoda Kotb

## SOS for strands

### STICK TO A ROUTINE

Caring for your hair isn't a one-shot deal. The dimethicone and other smoothers your conditioner, mask, and/or styler leave behind last only till your next shampoo. So with every wash, you need to repeat. And for the silkiest hair, deposit several thin layers of smoothers by using several products.

### TURN DOWN THE HEAT

"Flat irons run up to 450°F. In essence, they cook your hair," says Redken haircolor consultant David Stanko. Lower the heat on tools to half the maximum temperature, avoid daily use of both flat irons and blow-dryers, and always use a heat-protecting styling product.

### WEAR A HAT

The sun fades color and weakens tresses by breaking down their proteins. When you can, shield your hair with a hat, scarf, or umbrella.

### USE SUN PROTECTION

When wearing a hat isn't an option, apply a leave-in product with sun protection while your hair is wet—the water will help it spread evenly. Skip the spray versions, which don't distribute as well.



1

2

3

## makeup mistakes THAT age you

### 1. Cakey concealer

To keep concealer from drawing attention to wrinkles, apply it only where darkness predominates: on the inner halves of your undereyes. Or, skip a traditional concealer altogether and use a brush-on brightening concealer pen. “The pens’ light diffusers make you look bright-eyed,” says Sandy Linter, makeup artist and Lancôme’s beauty-at-every-age expert.

### 2. Cruella De Vil brows

A worse faux pas than the sparse arch is the harsh, overdone brow, says Linter—not to mention that it looks cartoonish. The culprit may be the wrong tool, like an eyeliner pencil that is soft and goes on too strong. “You really do need to use a brow pencil,” Linter says. “It’s designed to be hard and go on softly, so your brows look natural.” Look for one with a soft shimmer, which enhances brows’ natural glossiness and creates soft highlights, making brows appear fuller.

### 3. Droopy lashes

Use a lash curler at the root of your fringe for 15 seconds, and then for an extra boost, try a curling mascara. A regular version can weigh down sparse or thin lashes.

Makeup artist Sandy Linter says:

*“At the age when you truly need a concealer, it can let you down by sinking into lines”*

## FULL LIPS, FAST

Skip the syringe and uncomfortable lip plumpers. It's easy to get fuller-looking lips pronto with these three simple steps from makeup artist Neil Scibelli:

**1. LINE THE BORDER** of your lips with a lipliner in a color that matches them. "Don't draw a harsh line, which can be aging. Go for a soft, diffused line," Scibelli says.

**2. OPT FOR A CREAMY LIPSTICK** It gives a subtle sheen that creates a 3D effect. A matte version will only make lips look dry and flat. Then apply a color one shade lighter in the centers of your top and bottom lips, an optical trick to create fullness.

**3. FINISH WITH A DAB** of clear or nude lip gloss, again in the centers of your top and bottom lips, over the lighter lipstick color. The light-reflecting qualities of the gloss will highlight the fullest part of your lips even more.

## SURGERY-FREE EYE LIFT

### \* accentuate with highlighter

An immediate anti-ager: subtle glow in the right spot. "Dab on a highlighter underneath the arch of your brow, smudging down toward the tail," suggests celebrity makeup artist Brett Freedman. "This catches light at the highest point under the brows, making eyes appear bigger." Steer clear of silvery shimmer (it looks artificial) and opt for a warm champagne tone.

### \* call out lashes

Make eyes look more youthful by flaunting your fringe with this trick from Freedman: Apply black mascara to top lashes and dark brown to the bottom ones. "Darker top lashes draw attention up, while the brown defines lower lashes without dragging the eye down," he explains.

### \* use two shadows

A swipe of eye shadow really can counter gravity's effect on eyes. Dust on a flesh-colored hue from lashline to crease, then sweep a taupe into the crease. "This makes the crease of the eyelid look deeper, so eyes look more open," explains Freedman.

### \* line with color

Give tired eyes a lift with a plum or green eyeliner, says Cory Bishop, Temptu makeup artist. "Their blue undertones make the whites of your eyes pop so you look fresh and awake," he explains. "Black accentuates undereye circles."



Photographs, clockwise from top right: Kevin Sweeney/Studio D, J Muckle/Studio D (2); Getty Images.



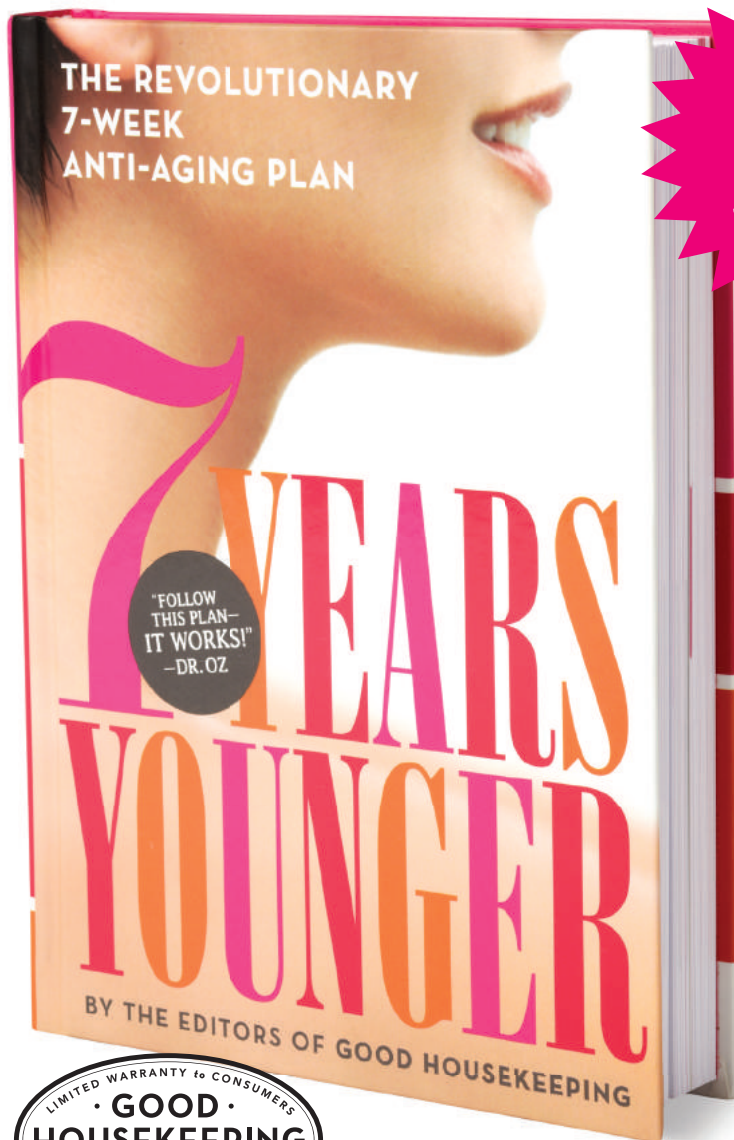
## Hand-y Tricks to Take Off Years

- **PRE-PARTY** Red hands are a dead giveaway of age. A speedy concealment strategy: Apply a green-tinted primer to counteract redness, suggests makeup artist Emily Kate Warren.
- **DAILY** Excessive hand-washing can dry out hands. To minimize water exposure, use a non-soap cleanser (which you can wipe off with tissue) whenever possible, and invest in a good pair of dish gloves.
- **ON THE GO** Dry cuticles need extra care, but applying balm or cuticle oil regularly throughout the day is more messy than practical. Instead, use a cuticle pen so you can paint on a bit of oil when you need it.
- **DIY TREATMENT** Slather on a thick ointment and put a pair of warm-from-the-dryer cotton socks on your hands for 30 minutes. By opening pores, heat helps the hydrator penetrate.



# Look & Feel 7 Years Younger

**Turn back the clock!** In just seven weeks on this anti-aging plan, you can rejuvenate your skin, rehab your diet and exercise, sharpen your mind, and learn which makeup and hair products will help you look your youngest.



**GET  
YOUR  
BOOK  
TODAY!**

Available at  
[7yearsyounger.com/bookgh](http://7yearsyounger.com/bookgh)

## PLUS

**Get 3 free gifts** packed with anti-aging advice to keep—even if you decide to return the book!



- Join us on [facebook.com/7yearsyounger](https://www.facebook.com/7yearsyounger) and get the most out of our plan!
- Visit [7yearsyounger.com/shop](http://7yearsyounger.com/shop) for all the beauty products you'll need to begin
- Follow us on Twitter: [@7yearsyounger](https://twitter.com/7yearsyounger)
- Follow us on Pinterest: [pinterest.com/7yearsyounger](https://pinterest.com/7yearsyounger)



TESTED AND APPROVED BY THE  
GOOD HOUSEKEEPING RESEARCH INSTITUTE

**7Y** HEARST *magazines*