

★ SPECIAL ISSUE! ★

allure

THE BEAUTY EXPERT

OCTOBER 2007

**BEST OF
BEAUTY
218
WINNING**

- SHAMPOOS
 - LIPSTICKS
 - MOISTURIZERS
 - CONCEALERS
 - FRIZZ-SMOOTHERS
 - MASCARAS
 - WRINKLE-FIGHTERS
- AND MUCH, MUCH MORE
PLUS: Innovations,
Breakthroughs, and
Beloved Classics

End the Guilt Trip

Stop Regretting Every Little Thing

Thick, Lush Hair

New Vampy Styles

*Keira
Knightley*

The Body of a Babe, the Mouth of a Sailor





BEST OF BEAUTY

SKIN

OCTOBER 2007

Everybody loves a winner. We tested and retested nearly 2,000 products. These 187 shampoos, mascaras, creams, and more scored top honors on our hair, faces, bodies—even in our (often skeptical) hearts.

There is one significant challenge that comes with testing anti-aging treatments: Most require up to six months of diligent application to deliver visible results. If we slathered on each and every one of the hundreds of creams that launched in the past 12 months alone, it could be year 2017 before we had a winner. To help the process, we consulted a panel of top dermatologists and asked them to recommend the formulas that they'd found to be the most effective. The names of several products came up over and over again. We tested those along with our favorites, for texture (night creams that make us stick to our pillow, no thank you), odor (fresh or unscented is always best), and redness or flaking.

Anti-aging Treatment

FOR MORNING.



Remergent DNA Repair Formula contains enzymes that block collagen-and elastin-degraders. Take that, Father Time.