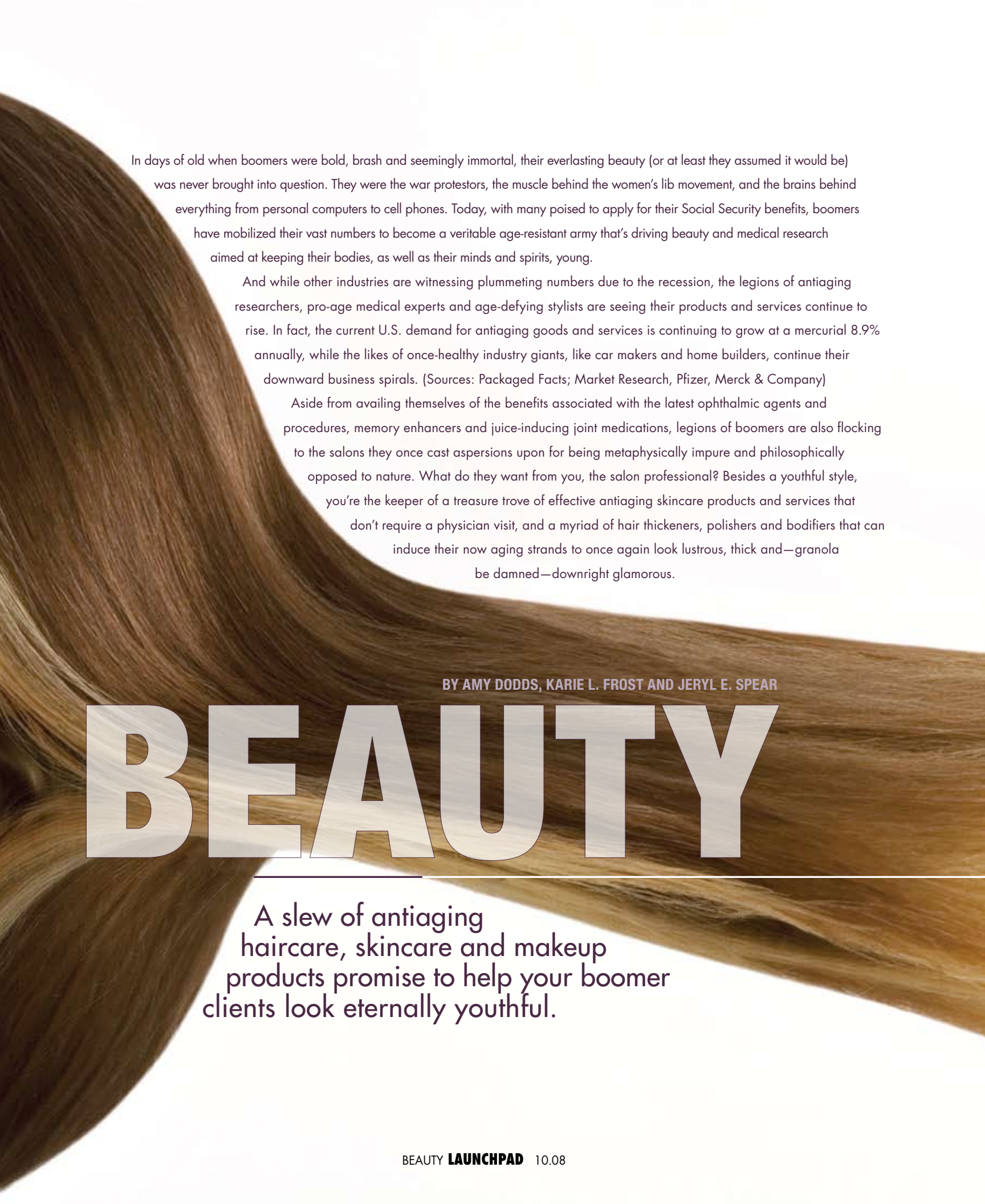




**AGELESS**



In days of old when boomers were bold, brash and seemingly immortal, their everlasting beauty (or at least they assumed it would be) was never brought into question. They were the war protestors, the muscle behind the women's lib movement, and the brains behind everything from personal computers to cell phones. Today, with many poised to apply for their Social Security benefits, boomers have mobilized their vast numbers to become a veritable age-resistant army that's driving beauty and medical research aimed at keeping their bodies, as well as their minds and spirits, young.

And while other industries are witnessing plummeting numbers due to the recession, the legions of antiaging researchers, pro-age medical experts and age-defying stylists are seeing their products and services continue to rise. In fact, the current U.S. demand for antiaging goods and services is continuing to grow at a mercurial 8.9% annually, while the likes of once-healthy industry giants, like car makers and home builders, continue their downward business spirals. (Sources: Packaged Facts; Market Research, Pfizer, Merck & Company)

Aside from availing themselves of the benefits associated with the latest ophthalmic agents and procedures, memory enhancers and juice-inducing joint medications, legions of boomers are also flocking to the salons they once cast aspersions upon for being metaphysically impure and philosophically opposed to nature. What do they want from you, the salon professional? Besides a youthful style, you're the keeper of a treasure trove of effective antiaging skincare products and services that don't require a physician visit, and a myriad of hair thickeners, polishers and bodifiers that can induce their now aging strands to once again look lustrous, thick and—granola be damned—downright glamorous.

BY AMY DODDS, KARIE L. FROST AND JERYL E. SPEAR

# BEAUTY

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A slew of antiaging haircare, skincare and makeup products promise to help your boomer clients look eternally youthful.

**STRANDS** decolorize, miniaturize and drop out of sight. With so many baby boomers now settling into late middle age, the angst associated with aging hair has become a full-blown epidemic. How to turn the tide and beat this pandemic beauty plague? Here's just a sampling of the many products you can use to reinvigorate aging manes.



### HAIR HYDRATORS

Logics Color DNA System Age Revitalize Nutrient Radiance Shampoo and Conditioner

\* Dual Net Affinity technology defies the relentless depletion of hair's essential lipids, proteins and moisture

pHormulate Anti-Aging Leave-in Treatment 3a

\* Holds together moisture bonds reduced by the aging process; ChromaGuard Technology repairs, strengthens and provides moisture

Joico re:nu AGE DEFY Softness & Manageability Shampoo, Conditioner and Primer

\* Ceramides bond to the cuticle and help keep strands smooth and resilient, and dual-action keratec IFP, a wool derivative, preserves strength, prevents moisture loss, and protects against UV rays



### HOW THICK CAN YOU GET?

Nioxin System 8 for Medium/Coarse Hair

\* Kit features cleanser, scalp therapy and treatment that work synergistically to cleanse, moisturize and nourish

American Crew Thickening Shampoo

\* Glycerin helps retain water to swell every strand; tea tree and coconut oils promote softness and sheen

Jan Marini Skin Research Age Intervention Hair Revitalizing Conditioner

\* Targets thinning and aging hair, leaving it fuller and revived

XFusion Keratin Fibers

\* Made of the same keratin protein as found in natural hair to add thickness and density

Phyto Phytodensium Mask

\* Patented Gatuline Age-Defense protects hair and thickens, while grape seed and corn germ oils add luster



### COME ON STRONG

Nioxin Scalp Renew

\* In-salon treatment employs a natural dermabrasion technology that opens follicle sites and increases cellular turnover, boosting collagen production, density and strength

Aetó Botanica Fortifying Shampoo and Conditioner

\* Duo works in tandem to deliver amino acids, proteins and starches and leave weak strands strengthened and hydrated

Alterna Caviar Anti-Aging Polishing Serum

\* Infused with "smart" silicones that build shine from inside out; Age-Control Complex, Color Hold and UVA/UVB protectants help retain vibrant color and deflect sun damage

Schwarzkopf Professional BC Time Restore Treatment

\* CoQ<sub>10</sub> and collagen stimulate keratin production, resulting in stronger, shinier strands

Thanks to the plethora of time-rewinding **SKINCARE** products available, the only occasion where she'd have to admit she's over 35 would be if she ran for president.

### SCRUB AWAY TIME

Robanda Exfoliating Facial Wash

- \* Gently removes dulling surface debris, while retinol and green tea soothe

Purist Naturals Luminous Ginseng Scrub

- \* Combines anti-inflammatory licorice extract and toning apple extract while gently sloughing away dead skin cells

Dermalogica Age Smart MultiVitamin Thermofoamiant

- \* Resurfacing microgranules refine skin texture and enhance penetration of age-fighting vitamins, water-activated thermal technology and lactic acid stimulate cell turnover



### THE ELIXIRS OF YOUTH

Skinn Nutri-Lift Extreme Serum

- \* Elastin, seaweed and sake rice extracts combine to instantly firm sagging skin

Robanda Rejuvenating Serum

- \* Retinyl palmitate, CoQ10 and Alpha-Lupaline help reduce the appearance of fine lines while combating free radicals

Nutra Luxe M.D. Plus Vitamin C Complex

- \* L-ascorbic acid boosts skin cell renewal and collagen production; active ingredients protected in capsules that burst when pumped

ColorStrokes Pure Lips Natural Mineral Treatment Sticks Moisture Base

- \* Cranberry, meadowfoam and jojoba seed oils moisturize delicate lip tissue

### EYE OPENERS

Repêchage Opti-Firm Eye Contour

- \* Diminishes fine lines around the eye area while botanical extracts deliver hydration

Phytocéane Sea Optimum

- \* Plant oils and algae extracts smooth eye-area wrinkles and help diminish dark circles and puffiness

Refinée Anti-Aging Eye Treatment

- \* Antiaging Dermaxyl helps smooth lines and wrinkles while adding suppleness and tone

### CREAMS OF THE CROP

Abrioné Cell Enhancer Hydrogel Moisturizer

- \* Pentapeptides, antioxidants and botanical extracts help stimulate collagen production

Skinjoy Rejuvenating Cream

- \* Safflower oil moisturizes while green tea extracts help reduce fine lines and inflammation

Hempz Age Defying Herbal Moisturizer

- \* Pure hemp seed oil and extract nourish and hydrate the body, while oligo- and polypeptides help diminish the appearance of fine lines

Decléor Expression de L'Âge

- \* Hibiscus extract targets micro-tensions on the face as Bio-Retinol smooths fine lines





## BEAUTY IN A LASH

Just as hair gets thinner while the dance of life moves on, eyelashes and eyebrows become visibly leaner. The latest brow and lash growth stimulators and extensions promise to help fill out brows and restore your ladies' lashes to their former luscious selves. With four to six weeks of use, **BeautyLash MD** claims to increase lashes' volume, texture and density, and can also be used on brows. Vitamins, actives and peptides in **Metics Renew Lash** address thinning and brittle lashes while gently encouraging new and stronger growth. **Jan Marini Skin Research Marini Lash Eyelash Conditioner's** non-prostaglandin eyelash formulation incorporates a proprietary peptide that produces eyelash and brow growth. Packed with a bounty of hair fortifiers, **Metics Renew Brow** promotes bolder, fuller brows and gently darkens brows over time. **Novalash EyeLash Extensions** (shown) provide a variety of different styles—individual, semi-permanent and available in different colors, textures and lengths—to boost skimpy lashes' appearance. Applied like an eyeliner, **Revitalash** conditions, thickens and strengthens weak lashes. Bonus! A portion of proceeds benefit breast cancer initiatives. And, in as little as 10 minutes, your client can be sporting long, lush lash extensions from **Flare Addictionz**, which last 2 to 4 weeks.

What was once reserved for skin care has flooded over into the cosmetics market, particularly among baby boomers: antiaging ingredients. It only makes sense, notes Repêchage director of education Seda Azarian.

**“MAKEUP is truly the last step in one’s skincare routine. It stays on your skin all day long, so it’s important that it also nourish and protect.”**

For those seeking the appearance of instantly flawless skin, makeup with light-diffusing technology continues to reign supreme. **“Mature clients should seek out products that contain antiaging ingredients, but these cosmetics should also create a demi-matte, luminous reflection for an immediate blurring effect,”** says makeup artist Nikki Blahusch, who cocreated Philip Pelusi’s new line of antiaging cosmetics.



### COLOR HER YOUNG

Bodyography Oxyplex Pearlescent Eye Color

\* Antioxidant vitamins A, C and E, and moisturizing properties keep skin hydrated and protected

Mineral Mine Crushed Mineral Blush

\* Green tea extract plus vitamins A and E help protect against skin-ravaging free radicals

Philip Pelusi Faux Lash Mascara

\* Keratin strengthens while antioxidant vitamin E nurtures and conditions lashes

### PRIMER TARGETS

Colorlab Private Label Fringe Benefit Skin Insurance

\* Incorporates sodium PCA, vitamin E and dimethicone to plump fine lines and impart a healthy glow

Mirabella Beauty Prime For the Face & Eyes

\* Pre-makeup base loaded with vitamins and antioxidants to soothe and protect skin against environmental aging

Senna Cosmetics Totally Transforming Eye Shadow Primer

\* Infused with a potent vegetable oligopeptide derived from hibiscus that superficially freezes facial muscles for a Botox-fresh appearance





## BASES LOADED

### Khuraira Dermal Revitalizing Age-Control Foundation

- \* Patented antiaging complex containing collagen peptides, vitamin E and aloe vera moisturizes, protects, improves texture, and reduces the appearance of fine lines

### Your Name Mineral Photo Touch Foundation

- \* Patented Skin Optic Light Technology conjures up a younger-looking appearance, botanical extracts soften lines and wrinkles, and DerMat Complex minimizes pores' appearance

### Alison Raffaele Reality Base Foundation

- \* *Frutta di vita* antioxidant blend, which contains bio-transformed pomegranate, goji berry and resveratrol extracts, shields skin from environmental stressors

### Sormé Mineral Illusion Oil-Free Foundation

- \* Light-diffusion technology; antioxidants green tea and vitamins C and E ward off free radicals; vitamin K evens skin tone

### Sothys Lift Defense Foundation

- \* Tensine and Raffermine provide an immediate firming effect and retinol helps boost collagen production

### Jane Iredale Liquid Minerals

- \* Hyaluronic acid, vitamins C and K, and CoQ10 plump and smooth skin; innovative delivery system increases active ingredients' potency

## TAILOR-MADE ANTIAGING

Because not all mature skin is alike, some makeup companies have created problem-specific additives that allow you to tailor your clients' makeup.

**Colorlab Private Label Active Powders** target a host of skin ailments, from moisture-deficient skin to dark under-eye circles.

Boomers

will want to check out the **Firming Complex**, which, when mixed into mineral makeup, lends added firming "bang." Sheer **Mineralogie Liquid Hydration** foundation delivers a personalized kick when blended with the company's liquid **Additives: Peptight** stimulates collagen production; **Fotox** mimics the effects of Botox; and **Hydrafirm** pumps skin full of moisture as it firms slack skin.



## THEY'LL NEVER TELL

### Being TRUE Protective Illuminating Concealer

- \* Color-correcting, micro-illuminating neutralizer deflects the appearance of fine lines and idebenone guards the delicate under-eye area

### Glominerals gloBrightening Highlight Concealer

- \* Light-diffusing technology brightens lackluster skin, visually erases shadows and minimizes the appearance of fine lines

### Repêchage Perfect Skin Concealer

- \* Freshly harvested pure energy seaweed reduces puffiness and dark circles through oxygenation

