

THE NEW BEAUTY BARGAINS & BEAUTY SPLURGES FOR 2011

Thanks so much for watching tonight's segment! Obviously this isn't every new product launching in 2011, but these are some of the best ones we found at the recent AAD (American Academy of Dermatology) Convention, that also got the thumbs up from our experts. I've tried to include as much information about each of the products we featured, including prices and where to purchase, but if you still have questions please don't hesitate to email me at catherine@wgno.com!

Thanks for watching!

Cat

CeraVe: Since Cerave launched its line of cleansers and moisturizers, it has been a consumer and dermatologist drug store favorite. New to the CeraVe line for 2011---CeraVe AM with SPF 30 to help repair damaged skin, protect against the sun's damaging rays, and replace lipid levels in damaged skin, and CeraVe PM facial moisturizing lotion with Ceramides, Niacinamide, and Hyaluronic Acid. Board Certified Dermatologist Dr. Deirdre Hooper is a big fan of the new CeraVe products, and of the entire line. CeraVe products can be purchased at most drugstores. The CeraVe AM runs about \$13.99, CeraVe PM about \$12.99 at most drugstores.

Cetaphil: For years, Cetaphil has been the line of cleansers and moisturizers that many dermatologists have recommended to their patients. Two of its newer products include a new cleanser and moisturizer specially formulated for the management of Eczema and Atopic Dermatitis, but Dr. Deirdre Hooper says these are great products for anyone with sensitive, dry, irritated skin. The wash is called Cetaphil® Restoraderm® Skin Restoring Body Wash (runs about \$14.99), the lotion is called Cetaphil Restoraderm Skin Restoring Moisturizer (runs about \$14.99). All Cetaphil products can be purchased at most drugstores. The company says both products enhance the skin's ability to restore hydration, and help repair the epidermal barrier.

Clinique: As someone suffering from Rosacea, I love Clinique's new Redness Solutions Instant Relief Mineral Powder. It has a yellow tint to it to counteract and color correct the red, and can be purchased at Clinique counters at most department stores for about \$32.50, and online at www.clinique.com. Here's some more info on the product from Clinique: Unique mineral treatment measurably reduces redness on contact. It's lab-certified. Under its care and cover, visible redness and broken capillaries virtually disappear-instantly and for hours. Patent-pending formula helps skin "keep its cool." Oil-free, talc-free. With anti-bacterial brush. Appropriate for skins with mild-to-moderate Rosacea or reactive redness.

Neutrogena: Over the past few years, Neutrogena has really stepped it up when it comes to providing women-and men---with good, affordable, anti-aging products (They've also got some incredible new sunscreens out, including a new elegant physical sunscreen that we'll be featuring this month). One of the anti-aging products Dr. Deirdre Hooper loves is Neutrogena's Rapid Wrinkle Repair moisturizer for night time. It runs about \$19.99, and can be purchased at most drugstores. Here's some more info from Neutrogena: Featuring its unique combination of Retinol SA, Glucose Complex, and Hyaluronic Acid, Rapid Wrinkle Repair Night Moisturizer moisturizes and renews the look of skin throughout the day, and helps to smooth wrinkles fast and diminish the look of age spots. Skin is left feeling smooth and looking younger. Accelerated Retinol SA Fades the look of stubborn wrinkles, brightens skin tone, and smoothes fine lines & texture.

Olay: Olay is another line that has really come out with some great anti-aging products over the past few years. One of Olay's new must-have products for 2011 is the Olay Cleansing Device for about \$29 at most drugstores. While it won't clean at sonic speed like the popular Clarisonic, that retails for about \$195, it does reportedly clean 6x better than manual cleansing, and helps exfoliate and increase the penetration of moisturizers and anti-aging products.

Here's some more info from Olay about the new Olay Cleansing Device: NEW Olay Professional Pro-X Advanced Cleansing System is a professional facial cleansing system that gently exfoliates to reveal brighter, smoother skin with each use.

Olay Professional Pro-X Advanced Cleansing System cleanses and exfoliates as effectively as a professional cleansing system costing nearly \$200*, and is clinically proven to cleanse 6x better than basic cleansing alone. Its micro-massaging action cleanses deep and gently exfoliates to help maximize the immediate hydrating effectiveness of your anti-aging moisturizer.

For \$29.95, the Olay Professional Pro-X Advanced Cleansing System includes: · Olay Professional Pro-X Two-Speed Facial Cleansing Brush - Lightweight handheld two-speed, rotating brush that delivers daily deep cleansing and gentle exfoliation · Olay Professional Pro-X Exfoliating Renewal Cleanser (.68 fl. oz.) - Fragrance-free lathering microbead formula designed to purify and renew skin's texture for refreshed, smooth skin · One replaceable brush head attachment · Two AA batteries.

OXY Clinical: Our experts like the new Oxy Clinical line for a bargain alternative to some of their pricier favorites. At just \$11 for the 3 piece Oxy Clinical Solutions Set, which includes the OXY Clinical Clearing Treatment with 5% Benzoyl Peroxide, the OXY Clinical Hydrating Therapy with 0.5% Salicylic Acid, and an OXY Clinical Advanced Face Wash, this is a definite bargain buy to treat acne.

ROC: ROC has some great new bargain beauty buys that contain the powerful, proven anti-aging ingredient Retinol. Dermatologists Drs. Sarah Jackson and Dr. Deirdre Hooper both give these products the thumbs up for bargain Retinol buys for those who've had trouble tolerating Retinol-based products in the past, especially the RX ones. Roc says The Retinol Correxion® Sensitive products (Roc Retinol Correxion® Sensitive Eye Cream, and Roc Retinol Correxion® Sensitive Night Cream) are designed specifically for sensitive skin and retinol beginners, and contain a unique formula that releases slowly, helping to reduce fine lines, wrinkles and crow's feet with little to no irritation. According to the Company, in a clinical study 96% of women with previous sensitivity to retinoids experiences no redness or bothersome irritation. The eye cream runs about \$18, the night cream about \$17 at most drug stores.

SkinCeuticals: Two new products from SkinCeuticals are Blemish + Age Defense and A.G.E. Eye Complex, and both got the thumbs up from our dermatologists. A.G.E. Eye Complex promises to reflect light and improve the radiance of tired, dull eyes, diminish the appearance of dark circles and puffiness, and reinforce the firmness and tone in the eye area. The product contains ingredients like Haloxyl, Flavagrum, 4% Blueberry Extract, and a 5% concentration of Proxylane. It runs about \$85, and can be purchased through physicians offices, spas, and specialty skin care stores, or at www.skinceuticals.com.

Blemish + Age Defense from SkinCeuticals also got a big thumbs up from board certified Dermatologist Dr. Sarah Jackson. What she loves the most, is that women and men suffering from adult acne no longer have to choose between treating their acne, and using a product that anti-ages. Blemish + Age Defense is a targeted, oil-free approach that combines 2% dioic acid with an alpha and beta-hydroxy acid formulation designed to prevent the formation of acne, minimize hyperpigmentation, and reduce the appearance of fine lines and wrinkles. The product retails for about \$78.

SkinMedica: Several dermatologists at the recent AAD (American Academy of Dermatology) Convention in New Orleans told us SkinMedica's new Redness Relief CalmPlex truly is an over the counter beauty breakthrough that's worth its somewhat hefty price tag of around \$80. Redness Relief is clinically proven to reduce redness in just two weeks, and Dr. Heidi Waldorf, Board Certified Dermatologist and Director of Laser and Cosmetic Dermatology at Mount Sinai, says it also helps get rid of pimples, in addition to reducing redness. The Company says their revolutionary formula contains, CalmPlex, a patented, nature-inspired ingredient that treats the underlying causes of redness by inhibiting the release of a key natural vasodilator, as well as niacinamide which helps strengthen the skin by supporting the barrier function. They say it's ideal for sensitive skin types. SkinMedica is sold mostly through physicians' offices, and can also be purchased at www.skinmedica.com.

ZO Skin Health: ZO (which stands for Zein Obagi, MD) is Dr. Obagi's new line of anti-aging skin care products (the line also features an incredible, tinted sunscreen we'll be featuring in a few weeks) that you can purchase through physicians' offices, medical spas, and online at www.ZoSkinHealth.com. The Ossential Radical Night Repair Plus features the strongest over the counter formulation of Retinol---1%, and even though you don't need an RX for this product, it does deliver a potent dose of the proven anti-wrinkle ingredient Retinol. Make sure to follow instructions when using this, especially if you've never used a Retinol-based product before, and as always, when using any kind of Retinol, sunscreen is an absolute must! Our dermatologists Drs. Deirdre Hooper and Sarah Jackson gave this product a big thumbs up! The only downside to this product is the cost---at \$195 for 1 fluid ounce, it's a definite beauty splurge!

Here's some more information about the product from ZO Skin Health:

To accelerate cellular turnover, Ossential® Radical Night Repair Plus features a potent concentration of retinol. After it has penetrated our skin, retinol reacts with natural enzymes to convert to trans-retinoic acid, which is a usable form of Vitamin A. Skin can then generate new cells and produce more collagen. This activity makes older cells rise to the surface and exfoliate. As new skin cells emerge, skin appears younger, healthier, more even-toned and radiant.

FEATURES & BENEFITS - 1.0% concentration of retinol - Ossential® Radical Night Repair Plus features the highest concentration of retinol in an over-the-counter product (6X-10X higher than traditional retinol products). Retinol causes new collagen to be formed in chronologically-aged skin and skin damaged by UV rays. It is the most effective topical anti-aging ingredient, because it assists in the process of repairing and rebuilding collagen. Given the high concentration of retinol, Ossential® Radical Night Repair Plus works faster, and more effectively, than any other anti-aging product. **CONTAINS 1% RETINOL:** Due to the concentration of retinol (at least 6X the industry norm), this is a very potent product. Initially some dryness, irritation and peeling are normal. These symptoms typically develop 3-7 days following the first application and indicate skin cells are awakening, and damaged skin is being repaired. If you are not currently using retinol, begin gradually. Following cleansing, apply 1-2 pumps twice a week in the evening, 30 minutes before retiring. Increase frequency to alternate nights-and then every night-as tolerated. For best results, use as part of a ZO® Skin Health regimen.

And for the men.....

Dove: And finally, don't worry guys, the beauty industry didn't forget about you for 2011! Dove's new men's line that launched in 2010 has added a great new line of deodorants and antiperspirants that got the "dude smell of approval" from our male testers. Dove also has some great beauty products for women as well.

Here's some information and prices provided by Dove on their entire men's line, including the new products that can be purchased at most drug stores.

Dove MEN+CARE Body and Face Wash with MICROMOISTURE

o Available in three variants:

§ Clean Comfort: Refreshing cleansing gel that rinses off easily with a mild formula

§ Extra Fresh: Extra fresh cleansing gel that rinses off easily with a touch of menthol for a cooling sensation

§ Deep Clean: Deep cleansing gel that rinses off easily with purifying grains

o #1 dermatologist recommended brand

o 13.5 oz. -\$4.99

· Dove MEN+CARE Body and Face Bar with Dove signature ¼ moisturizing cream

o Available in two variants:

§ Extra Fresh: Invigorating scent for an extra fresh shower experience

§ Deep Clean: Deep cleaning formula with purifying grains

o #1 dermatologist recommended brand

o 6 Bars-\$7.49

o 2 Bars-\$3.19

· Dove MEN+CARE Active Clean Shower Tool

o Delivers maximum lather and maximum scrub in each shower

o \$3.99

· Dove MEN+CARE Deodorant

o Provides 48 hours of odor protection without irritating skin

o Specifically formulated for men who prefer protection exclusively against odor

o Available in three variants:

§ Clean Comfort: Subtle, crisp scent

§ Extra Fresh: Refreshing, invigorating scent

§ Energizing Spice: Masculine, woody scent

o 3.0 oz. -\$3.97

· Dove MEN+CARE Antiperspirants

o Provides 48 hours of odor and wetness protection without irritating skin

o Specifically formulated for men who prefer protection against odor and wetness

o Available in three variants:

§ Clean Comfort: Subtle, crisp scent

§ Extra Fresh: Refreshing, invigorating scent

§ Unscented: Powerful protection without fragrance

o 3.0 oz. -\$3.97

· Dove MEN+CARE Clinical Protection

o Combines 24 hours of prescription strength protection against wetness while guarding against odor

o Contains outstanding skincare benefits specifically for men

o Available in:

§ Clean Comfort: Subtle, crisp scent

o 1.7 oz. -\$7.87