

**MORE CELEBRATES
NATIONAL BEAUTY MONTH**

FOR WOMEN OF STYLE & SUBSTANCE

MORE

**#1
WAY TO
PROTECT
YOUR BRAIN
AS YOU
AGE**

**FIND
THE IDEA
FOR YOUR
NEW
BUSINESS
IT'S EASIER
THAN YOU
THINK**

**NAOMI
WATTS**

**ON HOW LIFE
HAS MADE HER
BRAVER**

**NEW
BEAUTY
RULES
FOR
30,40,50,
60**

**BEST BEAUTY
PRODUCTS
OF THE YEAR
ENTER TO
WIN THEM ALL**

**YOURS,
MINE & OURS
THE NEW WAY
MOMS AND
DAUGHTERS
SHOP**

**A SECOND
ACT THAT
FEEDS
YOUR SOUL**

NEW
BEAUTY
Rules at
30
40 50
& 60
WHAT TO DO,
WHEN
TO DO IT

“TAKE OFF YOUR MAKEUP BEFORE BED”
is eternal. But lots of other beauty commandments become outdated every 10 years or so. Turn the page to find your age group and check out our three helpful to-dos for that decade—as well as one oft-repeated mandate you can now ignore * **BY HOLLY CRAWFORD**

the label for an adjective such as *luminescent*, *radiant* or *glowing*, as these products typically contain light-diffusing particles and very finely milled shimmer, both of which are flattering to (and won't sink into) aging skin. There are a variety of options—cheek shimmer, glossy lips, a touch of sparkle on the eyelid—but go with only one. At this point in our lives, there can be too much of a good thing. Try NARS Blush in Unlawful (\$30; sephora.com), Laura Mercier Caviar Stick Eye Colour in Moonlight (\$28; lauramercier.com) and Maybelline Baby Lips Crystal in Beam of Blush (\$5; drugstores).

IN YOUR 60s

CELEBRITY MAKEUP artist Sandy Linter, who did 60-year-old Christie Brinkley's makeup for the longtime model's recent *People* cover, says, "Sixty sure doesn't look like it once did." Accomplished, well traveled and confident, sixty-somethings report being happier now than they were in their fifties, says Vivian Diller, a New York City psychologist. So it should come as no surprise that your beauty rules are similarly low stress, even simple. Life (like you) has never looked better.

3 RULES TO FOLLOW

✱ **LET YOUR HAIR GROW** "It's nonsense to think you're too old to wear your hair long," says Rhys. "Keeping some length, whether it's past your shoulders or collarbone length, can subtract years."

Texture changes (read: thinning) may dictate not going too long or you'll sacrifice body and bounce, but Saviano agrees there's no need to default to your grandmother's cropped wash and set. For inspiration, look at Dianas Keaton and Sawyer or even the extra-long-locked Jane Seymour and Brinkley. One tip to take from these ladies: Use layers, bangs or both to soften the frame around your face.

✱ **RETHINK YOUR MOISTURIZER**

If you're using the thickest one you can find and you're still chronically dry, that's probably an indication that your skin barrier has sprung a leak, a common problem for sixty-something women. "Tiny, invisible cracks in your skin's protective barrier allow moisture to escape and irritants to get in," Rouleau explains. Even more important to note is that these fissures will deepen over time, leaving skin more parched unless you intervene with a reparative, leak-plugging ingredient. The most effective are ceramides, phospholipids, jojoba and borage oil. Using a cream containing one of these twice daily will ensure that your skin gets—and stays—hydrated. Try Elizabeth Arden Flawless Future Caplet Serum (\$60; elizabetharden.com), which contains ceramides; Lumene Bright Now Vitamin C Dry Skin Cocktail (\$22; drugstores), which is laced with jojoba; or Murad Essential-C Day Moisture SPF 30 (\$60; sephora.com), which boasts phospholipids.

✱ **DEFINE YOUR EYES** It may be tempting to ditch eyeliner at this point, since it's more likely to skip on slack skin and produce jagged lines—but don't. Use eyeliner as a tool to define your eyes and give the appearance of a fuller lash line, Perdis says. Subtly sweeping and

blending liner up and out at the outer corners will make eyes look larger and more lifted. "It's wise to stay away from black, since the contrast makes too strong a statement and can sometimes make the eyes appear smaller," he says. But a warm brown or navy applied close to the lash lines will add definition and open eyes without looking harsh. Rather than a sharp, wooden pencil, try a soft, twist-up liner, which is more forgiving and will go on more smoothly. "Be sure to blend the edges to keep the look soft," he says. And skip the lower lash lines: Too much liner or mascara can emphasize any dark circles or puffiness. Try Lancôme Le Stylo Waterproof EyeLiner in Bronze Riche (\$27; lancome.com).

... AND 1 RULE TO BREAK

✱ **EXFOLIATE, EXFOLIATE, EXFOLIATE** Although shedding dead skin cells is necessary as we age, it's more important to handle your skin with TLC, which means using less aggressive exfoliation tactics, says Paul J. Frank, MD, a dermatologist in Manhattan. "Your skin doesn't bounce back the way it once did," he explains (which is why you may be stuck with a bruise or burn for what seems like weeks). So stop power blasting your face with gritty scrubs, electric brushes and microdermabrasion. "The suction really tugs and pulls at the skin," says Rouleau. Instead, cleanse gently with a damp, warm washcloth and use an enzyme or glycolic acid peel just once a week. Try Philosophy the Microdelivery One-Minute Purifying Enzyme Peel (\$42; ulta.com), June Jacobs Pumpkin Peeling Enzyme Masque (\$78; junejacobs.com) or Dr. Dennis Gross Medi-Spa Peel (\$110; dgskinicare.com). ✱