

# CREAMS THAT CARVE

THEY'RE THE MUST-HAVE ACCESSORIES FOR YOUR FACE: MAGICAL SERUMS THAT PROMISE TO DO THE HEAVY LIFTING OF A PLASTIC SURGEON

By DANA WOOD



**E**VA Mendes may be a jaw-dropper, but that doesn't mean she wants her own exquisitely chiseled chin to head south. As the new mom to baby Esmeralda sails into her 40s (with film career, fashion and makeup lines, and Ryan Gosling in tow), Mendes says her new Estée Lauder sculpting beauty creams give her the confidence to be snapped by red-carpet fotogs from any angle.

Enter the hottest trend in skincare: creams, serums — even masks, pads and hand-held devices — crafted to support and reshape our mugs so we're 360-degree camera-ready at all times. In other words, anti-aging treatments inspired by the selfie generation.

Though the Mendes-fronted Estée Lauder New Dimension collection, featuring contouring makeup and two skin-care products (Shape + Fill Expert Serum and Expert Liquid Tape), is the splashiest sculpting launch of the fall season, the face-defining field is heating up. Other new entries include Perricone MD's High Potency Face-Firming Activator and DMAE Firming Pads, and Chantecaille Bio Lifting Cream+. Clinique, meanwhile, spent nearly a decade developing its Sculptwear trio: a serum, a contouring massage cream mask and a mini facial massager.

Meant to plump the cheeks, lift the chin and firm the eye area, sculptors are designed to work on many levels. Lauder's serum, for example, is said to improve the skin's fullness, firmness and elasticity. Some products work instantly — Lauder claims its Liquid Tape has an immediate tightening effect in the eye area and along the upper cheekbones — while others work their magic over time, promising an uptick in firmness after a few weeks.

A wobbly jaw line can be the result of loose skin from weight fluctuations, a genetic predisposition to extra fat in that area, or straight-up aging, according to New York dermatologist Dendy Engelman. Over time, “volume loss, dermal thinning and gravity” all take a toll, she says.

While obviously a huge boon to older women, sculptors are an equal-opportunity face firmer. In Asia, ahead-of-the-curve 20-somethings have been seeking them out for a few years already.

“Facial sculpting is huge in Korea,” says Alicia Yoon, K-beauty expert and founder and CEO of online Asian skin-care marketplace peachandlily.com. “The ‘V-line’ is what Korean women aspire to — a smooth, V-shaped contour. So no sagging, a thinner jaw and a pointier chin.”

Want this look yourself? Try Clarins Shaping Facial Lift Total V Contouring Serum, a smash hit in Asia. May Coop Tightening Mask (\$55, peachandlily.com) and Too Cool for School Replenish Hydra V Mask (\$18, koreadepart.com) are two Korean options.

Now pass that selfie stick.

“Sculpting serums are anti-aging treatments inspired by the selfie generation.”



From left: **Clarins** Shaping Facial Lift Total V Contouring Serum, \$80 at sephora.com; **Algenist** Firming & Lifting Cream, \$94 at algenist.com; **Estée Lauder** New Dimension Expert Liquid Tape, \$70 at esteelauder.com; **Perricone MD** High Potency Face-Firming Activator, \$125 at perriconemd.com; **Clinique** Sculptwear cream, \$44.50, and **Chantecaille** Bio Lifting Cream+, \$342 at Barneys, 660 Madison Ave.

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## PINK LADY

THIS SEASON'S HAIR IS CANDY-HUED



The '90s are back this fall. Yes, again. Whether you call it ombre, “unicorn hair” or simply wacky-colored highlights, it's evident that the rainbow-inspired manes of decades past are back, enthusiastically revived by celebrities like Lena Dunham, Cara Delevingne and Kylie Jenner.

Colored hair has also been spotted everywhere on the fall runways, from Ashish to Jeremy Scott. Perhaps most notably, the rising swath of pastel looks can be traced to the fall Gucci show (image at left), where stylist Paul Hanlon added pops of pink to models' tresses.

— Cody Jones

PHOTO BY WIREIMAGE



BEAUTY BAR

## MOODY REDS

The fall 2015 runways were overflowing with trends that veered toward the dark side, with classic Victorian and vintage-inflected punk styles leading the way. So, there is no surprise that lips followed in step. Marchesa's always-romantic looks were topped off with moody burgundy lips, while Marc Jacobs and Emanuel Ungaro went for deep plums, both in a matte finish, and Giles went to the extreme with glossy black kissers. According to ShadeScout, a new beauty app that allows people to find, virtually try on, then buy cosmetics, the most popular lipstick shade du jour is deep burgundy, with Revlon ColorStay Ultimate Suede lipstick in “Backstage” currently the No. 1 color in New York. Because looking deep is chic. — *Johannah Masters*

**Top Row (left to right):** Luxe Lip Color in “Your Majesty,” \$35 at bobbibrowncosmetics.com; Revlon Super Lustrous Lipstick in “Black Cherry,” \$7.99 at drugstore.com; Velvet Matte Lipstick in “Debauchery,” \$24 at VMV Hypoallergenis, 227 Mott St. **Middle Row (left to right):** Marc Jacobs Beauty Le Marc Lip Crème in “Scandal 226,” \$30 at sephora.com; Kat Von D Studded Kiss Lipstick in “Homegirl,” \$21 at sephora.com; “Ultra Violet” lipstick, \$25 at elizabetharden.com; “Crimson Noir” lip color, \$52 at tomford.com; Yves Saint Laurent Rouge Volupté Shine in “Violet Incognito,” \$36 at yslbeautyus.com **Bottom Row (left to right):** Matte Revolution lipstick in “Glastonberry,” \$32 at charlottetilbury.com; Haute Dogs Mineralize Rich lipstick in “Labradorable,” \$23 at maccosmetics.com