

SAVING YOUR NECK?

Smartphones may be damaging décolletage skin — but a new crop of anti-aging products hopes to help

By DANA WOOD

TECHNOLOGY can be wonderful — just not for your neck. It turns out that looking down at your phone 8,000 times a day is likely exacerbating the wrinkles and rings around your throat. OK, maybe 8,000 is an exaggeration. It's more like 221, according to StriVectin, the beauty company that has coined and trademarked the term “tech neck.” According to the brand's research, each Instagram scroll or emoji-filled text puts 60 pounds of extra pressure on the neck, resulting in lines, sagging and even crepey skin on the chest.

“The skin of the neck is very thin, and already more prone to aging than other parts of the body,” says Manhattan dermatologist Dendy Engelman, who not only confirms the tech-neck phenomenon but notes that our phones can also generate “tech spots.” Though UV exposure is the primary aging trigger, she explains, “we now know cellphones emit radiation, which can lead to premature dark spots.”

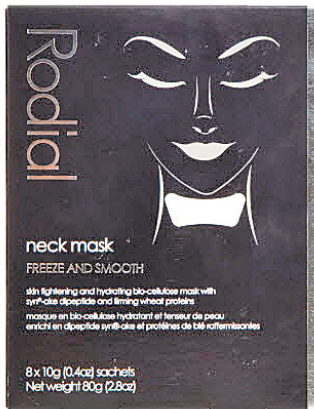
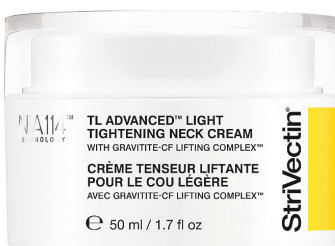
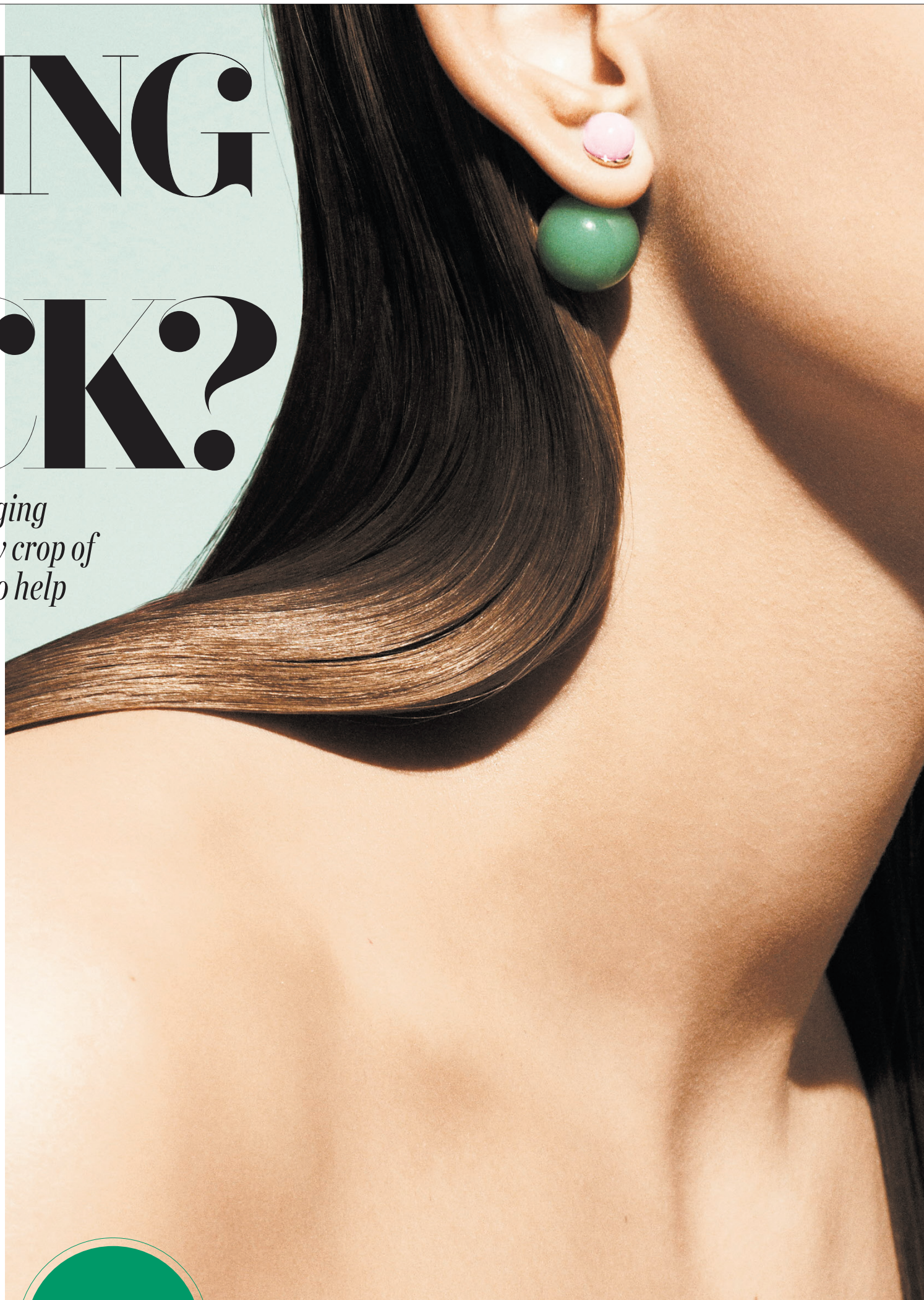
Fortunately, there's no shortage of new treatments designed to tighten and tone the neck area. StriVectin just unveiled a lighter, gel-like version of its popular TL Advanced Tightening Neck Cream. Rodial's sheet mask, a companion to its Chin & Neck Lift cream, deploys a neuropeptide for line softening. British brand ILLSkin also offers a mask and serum targeting the neck and décolletage. Engelman, meanwhile, recommends a two-step Derm Institute regimen that includes Cellular Rejuvenating Cream worked into the skin with its Youthifier LED Light Therapy Massager. (In theory, the device's 630-nanometer-wavelength light helps the cream penetrate more deeply.)

But not everything in Neckville is so high-tech. Botanical options include Clarins' Super Restorative Décolleté and Neck Concentrate with extract of Harungana, a tree with “regenerating properties”; Korres' rose-enriched Brightening Targeted Tone Corrector Neck & Décolleté; and SkinOwl's Neck+, which features an ocean mineral complex, turmeric and yarrow. Meanwhile, Huxley, a new addition to GlowRecipe.com's Korean beauty lineup, is gaining traction with its Secret of Sahara Cream: Anti-Gravity, formulated with prickly pear desert cactus.

Whether it's chemical- or plant-based, you should probably slather on something, says Maria Hatzistefanis, the CEO and founder of Rodial and co-host of Lifetime's new “Project Runway: Fashion Startup.”

“Unlike areas of the face that can be fixed with Botox and injectables, for the neck there's no easy solution; you have to go right to a lift, which is really drastic,” warns Hatzistefanis. “Women should be using a specialized neck product on a daily basis.”

And that cellphone you're welded to? Hold it up and out.



Left to right: TLAdvanced Light Tightening Neck Cream, \$95 at [StriVectin.com](#); **Rodial** Chin & Neck Lift, \$98 at [SpackeNK.com](#); **Rodial** Neck Mask, \$65 at [SpaceNK.com](#); **Huxley** Secret of Sahara Cream: Anti-Gravity, \$43 at [GlowRecipe.com](#)

PHOTOS BY TRUNKARCHIVE. COURTESY OF THE DESIGNERS.



DO-IT-YOURSELF

THE GREAT FAKE-OUT

Fast new hair-color fixes for those in-between times

By ALEV AKTAR

ROOT coverups are the ultimate hair hack. Quick and inexpensive, they conceal dark roots or grays, buying you extra days between pricey (and time-sucking) salon appointments. These tress-tricks come in two categories: temporary color that shampoos out, and permanent root dye, which lasts for a few weeks. The shorter-term solutions have seen the most innovation in recent months, with the debut of several options that won't leave locks chalky or crispy.

Temptu has introduced hair-color capsules compatible with its airbrushing system, Air. Simply pop in a space-age pod and then go to town misting locks or brows. The vitamin-enriched color is soft and transfer-resistant, and comes in 11 shades. It's an investment, but the \$195 cordless sprayer can also be used to disperse face and body makeup.

Other fast fixes? Madison Reed's Root Touch Up and Color Wow's Root Cover Up both work like eye shadow for your hair. These pressed powders are swept on with little brushes — hands off after application! — and are rain- and pillow-proof. Colorist Marie Robinson (whose A-list clients include Emma Stone and Scarlett Johansson) recommends Color

Wow for blondes in between visits to her namesake NYC salon. The three-year-old product will be available at Space NK's new Williamsburg store.

If you've only got five seconds to spare, L'Oréal's Root Cover Up and Oribi's Airbrush Root Touch-Up Spray promise to conceal obvious lines of demarcation from grown-out color. There's a bit of a learning curve with both. Remember that a little goes a long way and don't hold the can too close to your head.

Rita Hazan's Root Concealer Touch-Up Stick, meanwhile, is a twofer: It can be drawn on grays near the temples or on eyebrows, adding definition that looks incredibly natural. The creamy, water-resistant pencil “is not makeup, and it's not a hair product,” celeb color-whiz Hazan tells Alexa. “It's a combination of both.” She's also created a Root Concealer Touch-Up Spray for bigger jobs. (Again, use sparingly.)

As for longer-term formulas, one of the most beloved is Clairol's Root Touch-Up, a dye that blends away awkward color transitions in 10 minutes. “It's great for brunettes with lots of gray,” says Robinson. Sold for just \$6.99, it's also the smallest price to pay to make the gray go away.

1. Root Concealer Touch-Up Stick: Temple + Brow Edition, \$25 at [RitaHazan.com](#) 2. **Color Wow** Root Cover Up, \$34.50 at [Ulta.com](#) 3. **Oribi** Airbrush Root Touch-Up Spray, \$29 at [SpaceNK.com](#) 4. **Madison Reed** Root Touch Up, \$30 at [Sephora.com](#) 5. **L'Oréal** Root Cover Up spray, \$11 at [Ulta.com](#) 6. **Temptu** Airpod Airbrush 24-Hour Root Touch-Up & Hair Color, \$35 at [Net-A-Porter.com](#)

PHOTOS COURTESY OF THE DESIGNERS.