

as featured in

**NEWBEAUTY**  
THE BEAUTY AUTHORITY

# NEWBEAUTY®

THE BEAUTY AUTHORITY

## 206 AWARD- WINNING PRODUCTS

### THE DREW DIARIES

THE POWER OF LIP LINER  
HER LUNCHTIME LASER  
THE FRESHEST FACE MASKS

# LOOK YOUNGER

NOW! 10 TREATMENTS THAT  
REALLY WORK



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6

#### HYDRAFACIAL PERK

The ultimate add-on to a HydraFacial—the microdermabrasion-meets-deep cleanse that leaves pores extra clean—PERK allows clients to take home the products used during their treatments to enhance and extend their glowy-skin results. There are three different formulas designed for the lips, eyes and face, depending on the area needing further exfoliation and rejuvenation.



"**PERK** is a quick, inexpensive addition to a HydraFacial treatment that delivers instant results. It's unique because half of the product is used in-office during the treatment, and the other half is given to the client to take home and use daily."

—DOVER, OH FACIAL PLASTIC SURGEON DAVID HARTMAN, MD



7

#### BAUSCH + LOMB LUMIFY EYE DROPS

Makeup artists are stashin' Bausch + Lomb's Lumify Eye Drops in their kits as a secret weapon to instantly brighten tired and bloodshot eyes. The first over-the-counter, FDA-approved eye drop that contains the active ingredient brimonidine tartrate—a safe and powerful redness reducer—Lumify is one product we never knew our routines were missing. One look at the brand's before-and-after images and you'll see why.

—RICHMOND, VA PLASTIC SURGEON RUTH HILLESON, MD



8

#### OPTÉ PRECISION SKINCARE SYSTEM

Like Photoshop in real life, Opté's game-changing wand uses a sophisticated microprocessor to detect age spots and irregular pigmentation in the skin, and then gently sprays out a perfect-shade serum-pigment (delivered via the world's smallest handheld inkjet printer) to cover them up and reduce their appearance over time. Think a less-heavy, more natural-looking and precise airbrush effect that's like your favorite foundation—only better.

9

#### ESKATA

Not all skin spots are created equal—some are the result of sun damage or aging; others are purely genetic, which is typically the case with dark, raised bumps called seborrheic keratoses, or SKs. Although they don't generally pose a threat, many people opt to remove them, and ESKATA is the only FDA-approved, topical, in-office treatment to do so. In less than five minutes, a pen-like applicator delivers a hydrogen peroxide-based solution directly to the SK, causing its appearance to diminish.



"**ESKATA** is a novel approach to remove raised seborrheic keratoses from the face and neck area.

My patients have been enjoying the ease of treatment, as well as the results. I often use it in conjunction with nonablative laser treatments to remove brown spots that are not susceptible to lasers. ESKATA helps give a more finished result."

—RICHMOND, VA PLASTIC SURGEON RUTH HILLESON, MD



10

#### DYSON AIRWRAP STYLER

A hefty investment, but a breakthrough concept: curl the hair with the help of air rather than extreme heat. Dyson's newest tool utilizes powerful airflow to dry the hair while simultaneously styling it. When combined with "intelligent heat control"—the device regulates heat to prevent damage and boost shine—the result is smooth, bouncy strands. And when curls aren't the goal, the styler comes with other attachments for a plethora of options.



11

#### EMSELLA

Meet the "kegel throne": a cutting-edge, completely noninvasive treatment—no removing any clothing or uncomfortable feet-in-stirrups situations involved—that, like EMSCULPT, uses HIFEM technology transmitted through a super high-tech chair to stimulate the pelvic floor muscles. One 28-minute session—six are typically recommended—is equivalent to doing 11,000 kegels, which promotes bladder control to help reduce, and even stop, urinary incontinence.



"**EMSELLA** helps improve urinary incontinence without even undressing, and women have also reported secondary benefits like increased strength of orgasms."

—FRESNO, CA PLASTIC SURGEON KATHLEEN BEHR, MD