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SUMMER-FALL 2018

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HOLLYWOOD'S FAVORITE
**SECRET
SURGERY**

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THE

THE NOT-SO-SECRET ANSWER TO HEALTHIER,

SUN

YOUNGER-LOOKING SKIN PREPARES FOR ITS SECOND ACT,

SET

AND THIS TIME THE FOCUS IS ON THE FORMULAS.

BY ELIZABETH RITTER

PHOTOGRAPHED BY ENRIQUE BADULESCU



MODEL: ERIN HEATHERTON; STYLIST: ANNE MARIE CURTIS; MAKEUP: ANDREW GALLIMORE AT CLU; HAIR: WARD AT THE WALL GROUP

T HERE IS SKIN CARE, AND THEN THERE IS SUNSCREEN.

A product with a rather storied tale, it's evolved from a bottom-of-the-beach-bag afterthought to the ultimate anti-ager—proven and preached for its ability to help stop us from completely destroying our skin.

And we've come to respect that. Sort of.

Skin cancer numbers are up. Tanning salons stay in business. A large amount of people still skip it. The American Academy of Dermatology (AAD) reports 98 percent of women between the ages of 18 and 34 understand that skin cancer can be deadly. However, many avoid

applying sunscreen because they don't like the texture. Non-millennials also fail to earn a gold star: Studies reveal only 14.3 percent of men and 29.9 percent of women regularly use sunscreen on both their face and exposed skin.

Then, there is the ingredient issue, and it's a big one. According to Cincinnati cosmetic chemist Kelly Dobos, the FDA has not approved a new over-the-counter sunscreen active in more than 10 years—there's currently 16 UV filters OK'd for use in the United States, a rather tiny number when compared to the 29 in Europe—even after the encouraging Sunscreen Innovation Act showed serious promise for the category as a whole. “Unfortunately, sunscreen manufacturers in the U.S. still don't have access to the best sun filters,” Dobos says, but does point to the recent news of Hawaii's ban on certain ingredients and the latest FDA update made in May regarding sunscreen as promising moves. “While there hasn't been much innovation in sunscreen actives, there is a great deal of talk regarding high-energy visible [HEV] light from our screen usage, and I think we're going to see a lot more regarding that in the coming months.”

San Antonio dermatologist Vivian Bucay, MD says the restrictions have forced sunscreen manufacturers to focus on fine-tuning current formulations in a competitive market, which is making sunscreens much more wearable.

“That's where the innovation is. We now have lotions, creams, mousses, sprays, powders—the list goes on. It wasn't that long ago that those options didn't exist.”

Richmond, VA plastic surgeon Ruth Hillelson, MD agrees. “Tinted sunscreen is a good example. There were such limited options for a long time, but now there are so many different kinds and they've made skin care routines much easier. All my patients want one—I didn't see that demand even a few years back.”

Both doctors also point to the trend in “sunscreen with added value,” as more brands introduce formulas that not only contain SPF, but also boosters like DNA repair enzymes and antioxidants. “I'm really excited by what's being done to protect skin against pollution and infrared damage,” Dr. Hillelson says.

The bottom line, Dr. Bucay urges: Don't get bogged down by the ingredient war, and yes, that goes for the ongoing debate on natural formulas versus chemical ones as well. “I tell patients to find a sunscreen—any sunscreen—they love and apply enough of it and reapply it often. I also encourage them to layer products with sunscreen in order to reduce gaps in coverage [she prefers starting with the most ‘fluid’ formula first], like applying a body lotion with sunscreen, followed by a spray sunscreen.”

“If that's too much, I'm just happy if they apply anything.”



THE SELL-OUTS

Faena Miami Beach is a magical place, a sort of “Vegas-themed” hotel that's far enough away from the pulse of South Beach so guests can still claim their own beach chair—plus some personal space—yet unapologetically decadent when it comes to the details. (Baz Luhrmann designed it, and Damien Hirst's gilded woolly mammoth skeleton installation calls the garden home.) Regardless of the reason for a stay, the hotel's spa, the Tierra Santa Healing House, says it fields numerous requests from guests regarding the oft-forgotten item of sunscreen. “People want anything with easy application,” says spa director Agustina Caminos. “We sell many premium-branded sunscreens, but we have noticed that Hampton Sun's SPF Continuous Mist is by far and away the most popular. It's \$32 and we can barely keep it in stock.”



POOLSIDE PROTECTION

Catherine Wilke joins the topless sunbathers on the island of Capri in this iconic photo by Slim Aarons. Luckily, we are past the idea of laying out in full exposure to the sun and more mindful of damage-causing UV rays.

STAR SUNSCREENS

These six SPF's top the best-seller lists at hotels and resorts around the world.



Easy application is a sticking point for guests staying at **St. Croix's Buccaneer** in the Virgin Islands. The hottest ticket at the hotel: **Aloe Up**, a nice-smelling, spray-on SPF that the staff says doesn't harm the coral reefs.



The **Brando in French Polynesia** provides its guests with complimentary sunscreen from **Algotherrm's Algosun collection**—a line that's not only next-level eco-friendly, but also very popular with visitors, who often stash it in their suitcases for the trip home.



Epicuren X-Treme Cream Propolis Sunscreen SPF 45+ wins best-selling sunscreen at **The Ranch at Laguna Beach**, which the hotel says guests like because it's totally invisible and contains vitamin C.



The desert heat can be unrelenting, and guests at **Well & Being Spa at the Fairmont Scottsdale Princess** play it safe with **Naturopathica Daily UV Defense Cream SPF 50**.



Sun Bum gets the gold star at **Andaz Maui at Wailea Resort**. The property sells the reef-safe brand in the gift shop and provides it for free at the pools.



COMO Parrot Cay in Turks & Caicos works with the mineral organic sunscreen brand **Soleil Toujours**, which is available for purchase at the **COMO Shambhala Retreat** spa boutique.

SLIM AARONS/GETTY IMAGES; TODD EBERLE



THE COMEBACK OF COLORED ZINC

Tyler Porteous, vice president of marketing and business development at Bare Republic, is a big fan of the '80s, but he's a self-described “even bigger” fan of sunscreen that works. In hopes of feeding his enthusiasm on both fronts, this summer his company introduces **Neon Mineral Sunscreen Sticks**, which he describes as a “throwback, updated twist” on the old-school lifeguard staple.

In true modern-world fashion, there's also a big social media component surrounding the product, as the brand sees the zinc

sticks as being a “shareable and interactive” product. Derms are for the conversation tie-in as well. “It looks fun and it will remind consumers to wear SPF,” says Elmer, NJ dermatologist Ingrid Warmuth, MD. “Plus, it's easy to tell where it's been applied.”

While the brand doesn't see the sticks being worn alone without a base coat of mineral sunscreen—but they can be used that way if desired—they do come with the added bonus of being water-resistant for 80 minutes and providing broad-spectrum SPF 50 protection.