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FASHION

ENTERTAINMENT

LIFESTYLE

JANUARY 2009

LAS VEGAS

LOS ANGELES

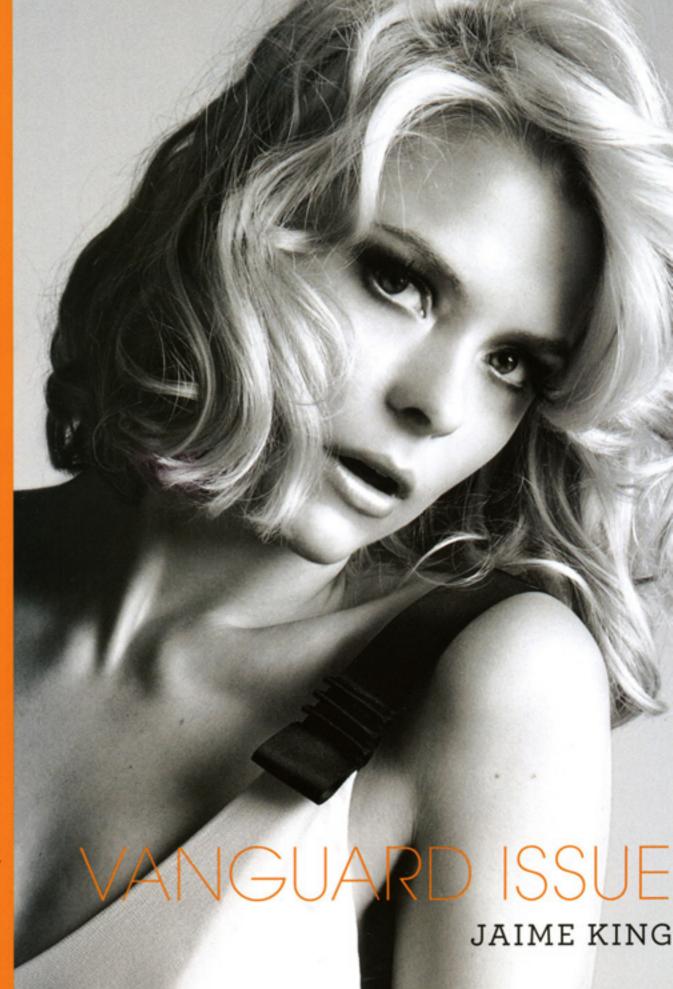
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SKIN-TIGHT

A MODERN GUY'S GUIDE TO STAYING FRESH-FACED

by BRADLEY TUCK

Every guy has done it: hit the town, get to bed late and then wake up the next day, look in the mirror and wonder, "Where did I go?" The face staring back now looks more like a smashed crab than a movie star. Women can slap on a bit of greasepaint before they face the world after a heavy night. Men get to grin and bear it, warts and all.

It's 2009, which means that it's OK to care about appearances, and also, that it isn't necessary to go under the knife to keep one's skin tight and smooth. Indeed, that's probably something to be discouraged. We've all seen faces frozen by Botox. Alternatively, check out the options listed here, all of which can rightly be considered "maintenance." Now that has a manly ring, doesn't it?

SKIN FITNESS ACTION PLAN

Burbank-based Dr. Julia Tatum Hunter developed this program to reflect her philosophy that healthy, age-defying skin is the product of a healthy inner body. "The skin is the largest organ of the body. Its appearance is a window that shows us how all the internal organs of the body are working, individually and collectively," she says. With this in mind, her Skin Fitness Plus program concentrates on nutrition (eat plenty of green veggies), supplements, wellness and the prevention of aging, rather than attempts to turn back the clock. She is an advocate of "bioidentical hormones," which are applied to the skin to help replace collagen-building hormones that are depleted as a person ages. The good news is: Thanks to higher testosterone levels, men have greater supplies of collagen than women do. The bad news is: Men tend to not take as good care of themselves as women do. Dr. Hunter also performs laser treatments that can tighten and firm the skin. "Performance is the key word here," she says. "Men expect their skincare systems to deliver and perform, and these treatments, starting with what's inside, help your skin perform." The Thermage laser treatment penetrates deep into the skin's tissues in order to stimulate the production of collagen, and so, unlike after a surgery, where skin eventually begins to sag again, Thermage patients can expect to see a long-lasting improvement in tone and skin texture. "There is no magic bullet," Hunter says. "Most products on the market are more commerce than science, but we only use what works."

www.skinfenessplus.com