

40s

INVESTMENT STRATEGY: Cumulative UV damage means that brown spots, sagging, and rosacea-induced redness are common concerns by your 40th birthday. Anti-inflammatories reduce redness, and amping up exfoliation ensures that active antiaging ingredients like peptides and skin-brightening kojic acid can penetrate.

BIG-TICKET ITEM: "If you have deeper lines, Botox is a worthwhile investment because it has proven benefits," says Chapas. Plus, paying \$443 (the national average cost for Botox in 2008, according to the American Society for Aesthetic Plastic Surgery) can be a smarter choice than buying a \$400 antiwrinkle cream that may or may not work.

EQUITY BUILDER: For an at-home Botox alternative, choose a cream with neurotransmitter-inhibiting peptides (which relax muscles for a mild line softening) and carrier and signal peptides (to increase collagen production). "Only apply peptide eye creams in the morning," suggests Fusco. "If you put it on before bed, it can migrate into your eye and cause irritation."

SAVINGS CLUB: "You don't need to spend a fortune on a cleanser that you're going to rinse off," says Shamban. However, 40-something women do need a makeup remover/cleanser that foams or scrubs to take off the foundation they're probably wearing at this age. A moisturizing formula would be ideal, because "perimenopausal skin is drier," explains Shamban. **mc**

WISE BUYS: 12. Estée Lauder Idealist Dual-Action Refinishing Treatment, \$49.50.

13. Dermalogica AGE Smart Dynamic Skin



LUCY LIU, 40



CATE BLANCHETT, 40



HALLE BERRY, 42



JULIANNE MOORE, 48



Grand Total: **\$326.47**



Recovery SPF 30, \$60. 14. La Roche-Posay Mela-D Dark Spots, \$45. 15. NeoStrata Bio-Hydrating Cream, \$32. 16. Olay Regenerist Eye Lifting Serum With Amino-Peptide Complex, \$18.99. 17. Kinerase C⁸ Peptide Intensive Treatment, \$98. 18. Eucerin Redness Relief Soothing Night Creme, \$14.99. 19. Neutrogena Ageless Essentials Continuous Hydration Cleanser, \$7.99.

FAST-FORWARD Five Surprising Factors That Speed Up Aging

1 DRIVING Car windows don't block UVA rays, which is why drivers end up with more sun damage on their left cheeks. If you live in a sunny locale or have a long commute, use an SPF 30 or higher for daily use.

2 RUNNING Bouncing up and down makes skin sag faster,

so runners should start using firming peptides at an earlier age.

3 SLEEPING "I can usually tell what side a patient sleeps on when I look at her face," reveals Oakland, CA, dermatologist Dr. Katie Rodan. "The wrinkles will be more compressed, and they might have an unnatu-

ral line next to their nose from the pressure." She recommends Therapeutic pillows, which cradle your head in bed so you can sleep faceup.

4 DIETING A recent Case Western University study of 186 sets of identical twins found that after age 40, the heavier twin

looks younger than her slimmer sister. And if you're overexercising, the body may metabolize sugar-based hyaluronic acid fillers (like Restylane or Juvederm) faster, which means more costly touch-ups.

5 PLASTIC SURGERY An artificially tight face can make you

actually look older. Also, scar tissue doesn't age as well as regular skin because it's less elastic and prone to discoloration, warns New York City plastic surgeon Dr. Sam Rizk. Prevent old scars from becoming more obvious by massaging in a scar-treatment gel like ederma.