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ANTI-AGE YOUR EYES

The newest in-office procedures and products

CONCEALER CAN HIDE ONLY so much. Want to actually turn back the clock? Read on for the latest options.

MINIMIZE DARK SHADOWS

If you suffer from dark circles caused by hollowness under your eyes, ask your doctor about Belotero, a hyaluronic acid injectable filler used to add volume to sunken areas like the tear-trough groove. "We can instantly create an optical illusion so light can bounce off the skin," says Francesca Fusco, a New York dermatologist. "Within minutes it looks perfect." Although topical anesthetics make the procedure painless, be prepared for swelling and bruising. Results last three to six months. Cost: \$1,000. If your lower eyelids (the area underneath your lashes) also appear concave, go one step further with what New York plastic surgeon Haideh Hirmand has coined "eyelid microbeading." "Patients can have great fillers in their cheeks and tear troughs, but their eyes still look sunken and tired," says Hirmand, who injects "microscopic beads" of Belotero under the lower lids to correct the hollowed-out look. Results are instant and last up to 18 months. Cost: \$2,500–\$3,500. At home, invest in products with green tea and caffeine to increase circulation. Try Darphin Anti-Dark Circle Eye Illuminator (\$60) and AmorePacific Time Response Targeted Eye Masque (\$140 for six sets).

BANISH BAGS & PUFFINESS

The lower eyelid muscles are responsible for supporting the fat around your eyes, which helps keep you looking youthful. As we age, those muscles become lax and the fat can bulge out, leading to bags and puffiness. "It's not new fat you're seeing, it's fat that's been misplaced," explains Adam Kolker, a New York plastic surgeon. An eye job will tighten the muscles so they can once again hold fat in place; for natural-looking results, lost volume is restored through fat grafting (cells are harvested from your thighs or love handles). Recovery (bruising and stitches) is about 10 days. Cost: \$6,500–\$10,900. While a "blepharoplasty is a home-run hit for treating bags," says Fusco, for those who can't or won't consider surgery, the topical treatment Neotensil "does for your bags what Spanx does for your abs." Two serums form

a tightening film over your skin, flattening bulges. Results take one hour and last up to 16 hours. Cost: \$500 for a seven-week supply. At home, diminish puffiness and boost lymphatic drainage with products with roller-ball applicators, like Exuviance DePuffing Eye Serum (\$72) and Orlane Vitality Radiance Care Eye Contour (\$55).

TIGHTEN SAGGING SKIN

A drooping brow can add years to your face. Ultherapy, a non-invasive, no-downtime (albeit somewhat painful) procedure that uses ultrasound waves to promote collagen production and lift brows, is a reliable choice. With one 60-minute session tightening is noticeable after two to three months. Cost: \$3,500 on average. Though Ultherapy cannot address sagging skin on the eyelids themselves (the area from your brow to your lash line), one session of Thermage can. This zero-downtime radio-frequency treatment generates heat to boost collagen and firm loose "hooded" skin on the upper lids. "You're likely to see 25 percent tightening," says Fusco. Cost: Up to \$2,500. At home, try Kiehl's Super Multi-Corrective Eye-Opening Serum (\$48) and Vichy LiftActiv Serum 10 (\$53); both contain rhamnose and hyaluronic acid to firm skin.

SOFTEN WRINKLES

Botox can help erase crow's-feet and frown lines, but to really look refreshed you need to stimulate collagen production and fade sun damage around your eyes. The customized iPeel does both with no downtime. "It can be as mild as a gentle fruit acid or dialed up to a 30 percent glycolic acid," says Hirmand, who created the treatment (it stings for only a few seconds). Brighter skin and less crepiness are noticeable instantly, and improve over time. Cost: \$250–\$350. The PicoSure laser is another new option that won't damage the sensitive skin around the eyes. Results can be seen after three to five 10-minute sessions spaced two to four weeks apart. "It takes multiple treatments, but there's literally no downtime," says New York dermatologist Roy Geronemus. Topical numbing is optional. Cost: \$400–\$1,000 per session. At home, use products containing retinol to fight wrinkles. Try Dr. Dennis Gross Ferulic + Retinol Eye Cream (\$68) and Neutrogena Rapid Wrinkle Repair Eye (\$19.99). ▶