

WE TEST THE MOST POPULAR PRODUCTS ON SOCIAL MEDIA. THE RESULTS ARE SHOCKING!

NEWBEAUTY

THE BEAUTY AUTHORITY

NEWBEAUTY.COM / ISSUE FALL-WINTER 2017

OUR
BIGGEST
NATURAL
ISSUE

(Plus)

ROBIN WRIGHT
HER SECRET TO
**STAYING
YOUNG**

*the treatment she
does that delivers
dramatic results*

the instant fix
**BEST
SKIN
EVER!**

TRENDING NOW
**BOTOX
SPRINKLES**

what are they
and do they
really work?

the truth about
**ORGANIC
BEAUTY**
should you
detox your
routine?





FITNESS + WELLNESS

The 360-Mindset: A well-rounded approach to aging is the secret to staying youthful. Here's how to get started.



NERIDA JOY
Celebrity Aesthetician
@NeridaJoy

"Stay out of the sun! The sun gives you wrinkles faster and makes the skin on your face and body appear loose and saggy."



TAMMY FENDER
Founder of the Eponymous Holistic Skin-Care Line
@tammyfender

"Don't overdo it. Sometimes, in our drive to boost, optimize and

condition our skin, we overwhelm our bodies' natural processes with too many products and steps. Finding simplicity is more important than jumping onto the latest fad because what our skin needs is not that complicated. Over thousands of years, our skin has evolved to benefit from pure, plant-based remedies that can assist the body in healing beautifully."



MANDY INGBER
Celebrity Yoga Instructor
@MsMandyIngber

"Continue to do things that are fun. Go boogie boarding in the ocean, take a dance class and laugh a lot. Don't be so hard on yourself—when you feel lighter, you will always appear youthful."



ANDREA ORBECK
FITNESS
FITFUSION Trainer
@AndreaOrbeck

"Drink a 10-ounce glass of water before getting your age-defying eight hours of sleep every night."



CHRISTINE AVANTI
NUTRITION
Celebrity Nutritionist
@ChristineAvanti

"Get enough sleep. It keeps your skin looking youthful, your metabolism humming and your mind sharp."



RUTH ZUKERMAN
FITNESS
Cofounder of Flywheel
@Ruth_Flywheel

"Get your sweat on daily. Sweating helps to eliminate alcohol, cholesterol and

salt from the bloodstream, which are all aging culprits. Plus, it reminds you to hydrate! I'm convinced it is the secret weapon for looking 10 years younger."



CYNTHIA PASQUELLA
NUTRITION
Celebrity Nutritionist
@CPasquella

"Remove dairy from your diet. The hormones and lactose in dairy products contribute to inflammation, which speeds up aging."



PAULA SIMPSON
NUTRITION
Celebrity Nutritionist
@NutriBeautiful

"Eat clean and choose whole foods, juices and supplements that provide concentrated amounts of naturally derived antioxidants to help ward off stressors that accelerate aging."



JANE IREDALE
MAKEUP
Founder of the Eponymous Mineral Makeup Line
@janeiredale

"Definitely limit sun exposure and get in the habit of wearing a hat and sunscreen. UV rays damage collagen and elastin (which causes premature wrinkling), while damaging the melanocytes so that the skin develops uneven pigment. Plus, in order to protect itself, it takes on a leathery look. A tan is the sign of the body trying to protect itself after the damage has been done."



VALERIE WATERS
FITNESS
Celebrity Trainer
@valeriewaters

"Be consistent. Exercise consistently, not obsessively, and eat clean as much as you can. Also, try not to keep losing and gaining the same weight."



RAMONA BRAGANZA
FITNESS
Celebrity Trainer
@ramonabraganza

"Recent studies have shown that insufficient amounts of protein in our diets can cause tears, cracks and wrinkles in our skin, which make us look older. I advise my clients to eat fish protein, particularly salmon, multiple times a week to benefit from the added omega-3s that help keep skin soft and supple."



PATI DUBROFF
MAKEUP
Celebrity Makeup Artist
@patidubroff

"I think the secret to keeping up a youthful look is maintaining a youthful spirit. If you laugh, dance, explore, and view life through the lens of young curiosity, youth will remain with you!"

MAKEOVER!

Armageddon Weight Loss DVD PROGRAM

By combining science with personalization to bring you powerful results, this fully customized program comes with dietician-designed nutrition, personalized cardio, the world's largest strength training, toning and flexibility DVD program, and your own personal coach. Created and taught by a team of 22 separate instructors that are highly qualified medical doctors, scientists, fitness experts and champion athletes, these individualized programs are tailored to your goals and body type.



Results after 7 weeks!



PROMOTION

CAROL - HOW SHE DID IT

"My program was tailor-made for me and included a nutrition program designed by dieticians, as well as cardio and an easy-to-follow body toning exercise program. They even targeted my cellulite and sagging butt. My favorite part was that I had a personal coach who was there for me every step of the way. My mom found the program first, then I started it, then my sister, and now my cousin. We're of all ages and all body types, and we are all achieving great results."



The New Actives

The Next in Eco-Chic Ingredients

Annie Tevelin, founder of indie skin-care brand SkinOwl, says one of the biggest misunderstandings surrounding natural ingredients is that they aren't "equal to their non-natural counterparts," which she thinks couldn't be further from the truth. "What's cool about many of the big ingredients coming out right now is that there are plant-derived and bio-identical options, and yes, they're considered actives, and yes, they work just as well," she adds. These are some of the trending ones the experts think offer big-time benefits:

WHAT THEY ARE

 VEGETABLE-BASED HYALURONIC ACID	 PLANT OILS	 ANTIOXIDANTS + ESSENTIAL OILS	 ALGAE	 ANCIENT OILS	 BIO-FERMENTATION
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WHAT THEY HELP WITH

<p>Dry skin, aging concerns</p> <p>Hydration is always big, and in Tevelin's opinion, it's probably the next "untapped" frontier for formulators who want to make use of natural options. "Hyaluronic acid can now be derived from radishes. Much like the animal-derived version, it strongly binds to water and fills in fine lines and wrinkles, making it a no-brainer to hunt for the vegan alternative."</p>	<p>Acne</p> <p>With regards to breakouts, Tevelin says pure plant oils, such as argan oil and marula oil, can do wonders for acne, as counterintuitive as putting oil on acneic skin might seem. "The days of stripping the skin with salicylic acid and benzoyl peroxide are over—healing and calming the skin is paramount when combatting acne." Fender also adds that plant oils as ingredients in any type of product, not just facial oils, have the ability to "rebalance and soothe" skin.</p>	<p>Fighting free radicals and offering clean fragrance</p> <p>"There are some pretty amazing antioxidants coming out at the moment," Tevelin says. "Similarly, the use of essential oils taking the place of synthetic fragrances is remarkable. Getting a headache because of your perfume or product's fragrance will soon be a thing of the past. I'm also seeing a big push for plant and fruit waters in skin care—banana milk and cactus water to name a few. It's very exciting!"</p>	<p>Aging concerns</p> <p>According to Marc Cornell, vice president of innovation at Englewood Lab in Englewood, NJ, when looking for anti-aging options, you should consider algae. "One new type of red macro algae helps maintain the hydration state of the skin all day long and regulates skin's homeostasis. Another new strain of blue green micro algae is sustainably harvested and purified. This cosmetic active material is loaded with essential fatty acids, amino acids and antioxidants that allow it to soothe and calm skin while protecting it from environmental aggressors via antioxidants."</p>	<p>Various skin concerns</p> <p>Nyakio Kamoche Grieco, founder and formulator of skin-care brand Nyakio, predicts "throwback" oils will be getting in on the trend. "We'll see more oils that have stood the test of time, as witnessed by the beautiful skin of the women who have embraced them in regions of Peru, China, India and Africa." One example: tamanu oil, which she claims is one of the most efficacious, nutrient-dense oils out there. "Its versatility is extraordinary; it helps with wrinkles, breakouts, irritation, sunburn, dryness, and sensitivity, as well as symptoms associated with eczema and psoriasis."</p>	<p>Cleaner manufacturing</p> <p>In what's more of a nod to the environment and not necessarily what is actually in your products, according to Cornell, bio-fermentation is coming on very strong. "This natural biologic manufacturing technique allows customized actives to be made in an eco-friendly way. No more smokestacks belching fire and brimstone; now it's stainless steel kettles slowly percolating away, generating fewer toxic by-products and providing green phytochemical actives. I also see plant cell culture actives making strides in purity and activity in a similar way."</p>
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ADA SUMMER/GETTY IMAGES