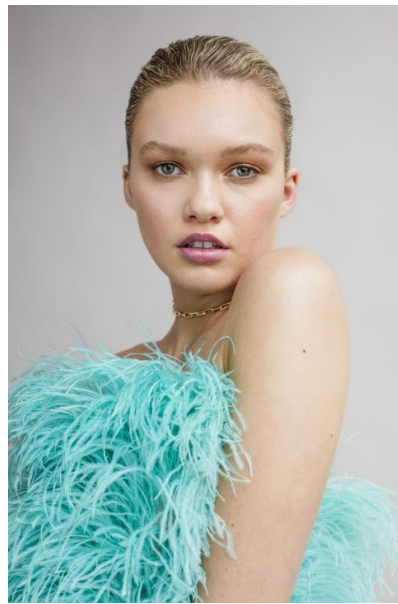




ELLE

How to Revamp Your Spring Beauty Routine, According to the Pros

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Hypersmart Tools

“Customized treatments are the future of skin care,” says dermatologist **Anna Guanche**, MD, who’s based in Calabasas, California. One extremely precise skin tool is Opté (\$599), a handheld device that was created in a Procter & Gamble incubator. The Opté scans the skin with blue LED light and takes 200 photos per second with a high-definition camera. Then it uses an AI algorithm to instantly calculate how much corrective serum and makeup to dispense in order to conceal pigment issues, like spots and scars, while improving them long term (unblemished skin stays makeup-free). Upping the ante in sheet masks, Neutrogena will introduce MaskiD this fall, which personalizes masks for your face shape and skin issues. After you take a selfie with the Skin360 scanner, which attaches to and syncs with your smart phone, an app determines which ingredients are needed on which zones of the face. A 3-D printer at a Neutrogena plant creates hydrogel masks to these specifications, which are then mailed to your doorstep. Coming to the U.S. in a few years, the Olay Face Navi Smart Wand uses electro-magnetic technology to boost skin-care absorption. Because specific wavelengths can repel certain ingredients (just as when you hold two opposing magnets near each other, they’re pushed apart), the wand uses this



principle to push ingredients in the opposite direction—deep-er into the skin—when it’s held above a target area. For example, when it’s hovering over your crow’s-feet, it adjusts the wavelength to speed absorption of your Olay eye cream.

Red-Light Therapy

Light therapy is a hot subject of beauty research, and findings suggest it can improve wrinkles, collagen density, acne, and more. Formerly confined to dermatologists’ and facialists’ offices, light treatments have caught on for home use with devices from Neutrogena and LightStim. This year, Joovv introduced Joovv Go (\$295), a wireless, handheld version of its FDA-cleared red-light devices, including its popular full-body system. As Guanche explains, red light works by disabling certain enzymes that degrade collagen. She estimates it would take 30 treatments to see a difference with an over-the-counter device like Joovv, versus 12 in a clinic, where practitioners use stronger light panels that are more densely packed with bulbs. But at about \$45 or more per in-office treatment, Joovv Go could save you a pretty penny in the long run.

<https://www.elle.com/beauty/makeup-skin-care/a27210183/spring-beauty-routine-pros/>