

# allure




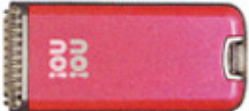
THE BEAUTY EXPERT

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## MEGA MAKEOVER ISSUE

### Beauty Gizmos

*Beauty and the Geek* didn't result in true love on TV, but it's a tempting concept in the bathroom. By that we mean all the new electronics that tackle a variety of beauty problems, such as wrinkles, acne, and unwanted hair. "They provide at-home versions of cosmetic treatments typically done in a doctor's office," says New York City dermatologist Amy B. Lewis. "But for safety reasons, they are less powerful." We tested them for six weeks. —ELLEN MILLER

THE PRODUCT	THE CLAIM	WHAT LEWIS SAYS	WHAT WE SAY
 <p>Ageless Beauty Marvel-Mini Red, a handheld light-emitting diode (LED) device for wrinkles. \$225.</p>	<p>A light panel stimulates collagen and elastin production to diminish the appearance of fine lines and wrinkles when held over them for nine minutes, three times a week.</p>	<p>"I have doubts that it is strong enough to make a visible change in the skin. Even the strongest LED treatment in a doctor's office is combined with other procedures to see a major difference."</p>	<p>Holding it over each problem area for nine minutes, three times a week was tiresome and awkward; we were disappointed to see no changes in the lines around our eyes and the creases above our mouth.</p>
 <p>iLift, a micro-massager with infrared light to zap acne and firm skin. \$395.</p>	<p>Rubbed over your face, the massager emits ions that attack acne-causing bacteria, infrared rays that boost collagen, and gentle pulses that strengthen elasticity. Treatments take 15 minutes a day.</p>	<p>"Ions do not have the ability to kill organisms, and the infrared light most likely isn't potent enough to do much. However, the vibrations will increase blood flow to the area for a temporary firming effect."</p>	<p>The massager felt as if we were getting a facial, and we've had no new breakouts—but our skin doesn't look any firmer.</p>
 <p>HairMax LaserComb, a hair-growth device with plastic teeth through which low-level lasers hit the scalp. \$545.</p>	<p>Lasers increase circulation to make hair follicles stronger. In a company-sponsored study, 93 percent of participants saw new hair growth after six months after using this for 15 minutes, three times a week.</p>	<p>"This device is cleared by the FDA for regrowing hair and can actually awaken dormant follicles if you're diligent. I've recommended it to some of my patients."</p>	<p>It feels like a regular plastic comb, but you have to run it over your scalp slowly. We've already noticed some new growth around our temples.</p>
 <p>No! No!, a hair-removal gadget that looks like an electric razor but has a heated wire instead of a blade. \$250.</p>	<p>A heated wire singes unwanted body hair on contact. And, after eight weeks of biweekly treatments, it weakens the follicle so that hair grows back slower and sparser.</p>	<p>"They have good clinical data showing that it reduces hair growth almost as effectively as a professional laser does—it just requires more treatments. There are no studies to show that the change is permanent."</p>	<p>Although treatments are painless, the smell of burning hair is a bit off-putting, and we still need a razor to get our legs completely smooth.</p>

**SHOPPING GUIDE:** Ageless Beauty Marvel-Mini, [nordstrom.com](http://nordstrom.com). Benefit, [benefitcosmetics.com](http://benefitcosmetics.com). iLift, [ilift.it](http://ilift.it). Lexington HairMax LaserComb, [lasercomb.net](http://lasercomb.net). Nars, [narscosmetics.com](http://narscosmetics.com). No!No!, [sephora.com](http://sephora.com). Vincent Longo, [vincentlongo.com](http://vincentlongo.com).