

NEW BEAUTY and wellness products come on the scene every day, it seems. But ones that can truly transform your life or looks, in ways both big and small? Not that often. These game changers promise to do just that. Imagine dimple-free thighs, perfect-looking skin, a good hair day every day, and effortless weight loss.

THE CELLULITE CURE

Cellulite has long been the great white whale of skin care—proving impervious to most of the creams, massages, and in-office devices currently on the market, at least in terms of long-term effects. But Cellfina may turn the summer of 2015 into the first one when formerly dimply thighs are unveiled without flinching. Just cleared by the FDA, the treatment involves inserting a tiny, needle-size blade six to 10 millimeters below the skin's surface to snip the fibrous bands that cause dimpling and to flatten out lumps and bumps. While there are other ways to cut those attachments, Cellfina is not only less invasive but arguably more precise—and the results can last at least one year, which is longer than any other FDA-cleared device can claim. After the target area is numbed with anesthetic, your doctor uses the coaster-size handheld piece to stabilize the area with suction, then methodically snips dimple by dimple, releasing the fibrous bands. The process can take anywhere from 15 to 60 minutes, depending on the number of dimples you have to tackle. “The results have been nothing short of remarkable,” says Robert Anolik, a dermatologist and early adopter of Cellfina who performs the treatment in New York. Though Cellfina comes with a sizable price tag ranging from \$3,000 to \$6,000, patients report pain to be minimal and recovery a snap, Anolik



MEET THE GAME CHANGERS

A select crop of treatments, products, and services makes looking good a whole lot easier. Liz Krieger investigates six new launches that will shift the beauty paradigm.

says. Even more important, studies show that one year after the procedure 94 percent of patients were still satisfied with the results.

TRULY AMAZING MAKEUP

What if your favorite skin-care product—your everyday SPF lotion, the serum loaded with the latest skin-perfecting ingredients, the cream you swear by—were all you needed to apply every morning? Instead of following that moisturizing step with a makeup layer (i.e., foundation, powder, or other base), Cover FX's new Custom Cover Drops (\$44), a concentrated pigment formula, allows you to transform any skin-treatment product into one that has flawless color coverage. “The drops can be mixed with any product you like: serums, creams, lotions, primers, pretty much everything,” says Derek Selby, the lead makeup artist for Cover FX. Simply dispense whatever product you use into your palm, add as many drops of pigment as you want (one drop provides a sheer application; three gives you full coverage), mix,

and apply. For those who already love their foundation but sometimes wish it had more coverage, a drop or two can achieve that look, says Selby. Available in 24 shades.

WEIGHT-LOSS BREAKTHROUGH

You may not know it, but there's a nerve in your body that tells your brain whether you're hungry or full. Now the makers of Maestro, a device approved by the FDA in January to treat obesity, have figured out a way to interrupt that message before it gets to your brain. The pacemaker-like device is surgically implanted in your abdomen and sends intermittent electrical pulses to the vagus nerve, which extends from your brain to your ➤

stomach; it signals that the stomach is empty or full and helps control how fast the stomach empties, explains bariatric surgeon Aurora Pryor, a professor at Stony Brook University School of Medicine in New York. According to the FDA, “the specific mechanisms for weight loss due to use of the device are unknown,” which means that precisely why it works is still unclear, but clinical trials suggest it does. In trials, people with a Maestro implant lost an average of 8.5 percent more weight after one year than those who received a fake implant. About half of the patients lost at least 20 percent of their excess weight, and 38 percent lost at least 25 percent of their excess weight. But beyond the numbers is the fact that new options for weight loss are finally hitting the market, says internist Louis Aronne, director of the Comprehensive Weight Control Center at New York’s Weill Cornell Medical College. “The more options we have in our arsenal, the better,” says Aronne.

GREAT HAIR EVERY. SINGLE. DAY.

Women know that hair care is not a onetime endeavor. Color every six weeks, cuts at least four or five times a year, not to mention weekly blowouts for many people. Financially, however, such frequent ministrations can exert a heavy toll. That’s why the opening of Society Salon in Los Angeles—where a \$120 monthly membership gets you unlimited blowouts, haircuts, and single-process color—has been met with such glee. You read that correctly: You can get your hair done every single day if you like. (There are also more and less expensive levels of membership available.) “Aside from the birth of my daughter, this is the best thing that’s ever happened to me,” says Alison Chozen, 44, who has hard-to-tame hair. For model Ivey Mansel, 29, having her hair blown out a few times a week to prep for castings was killing her budget. “With Society, I can do it as much as I want or need,” she says. “Plus, now I get frequent trims to counterbalance any on-set hair damage.” The salon is the brainchild of former Sally Hershberger stylist Sam DiVine, who saw the success of blow-dry chains like Drybar but knew that many women wanted more options. Society, says DiVine, makes having a stylist at



*No one knows
precisely
why Maestro,
a new weight-loss
device, works,
but clinical trials
suggest it does.*

your daily disposal an affordable luxury. So will women in other cities be able to get in on the action? “We have definite plans for expansion,” she says.

Even if you’ve figured out a way to make frequent blowouts possible, ruining your look during a sweaty SoulCycle class is still a massive bummer—and a time suck. Fear not: Botox to the rescue! More and more fitness-minded beauty buffs are coming in for scalp Botox, which renders certain sweat glands on your head inactive, reports Norman Rowe, a plastic surgeon in

New York. Rowe does the off-label treatment at least twice a week. It takes about 12 to 15 injections all over the scalp to prevent perspiration, he says. (Cost: About \$1,000; the results last around six months.) And while for some that amount of head needling may sound like torture, for others it’s just what is needed to make frequent, high-intensity workouts jibe with their desire to extend a good hair day. There’s a bonus benefit, notes Rowe: When you stop the sweating, you also cut down on the oil your scalp produces.

THE CLEAR-SKIN APP

It may seem like an unlikely arena for tech support, but

when it comes to treating acne, there’s an app for that. Whether you live in a region with relatively few good dermatologists or scarce appointment slots or you’re just short on time, new telemedicine services like YoDerm and the Spruce app are changing the face of skin care. With YoDerm, you simply go online, enter your info and issues, and upload pictures, and within 24 hours a board-certified dermatologist will put together a treatment plan and even write a prescription for you if necessary. (YoDerm costs \$59 per consultation; Spruce is \$40.) Though these apps for now are all about treating acne, YoDerm cofounder Ben Holber says that plans include helping people with rosacea, psoriasis, eczema, and dermatitis as well as antiaging issues. Of course, these services have their limits. “Every patient using [these apps] should see a dermatologist once a year in person to check for skin cancer,” says Ellen Marmur, a dermatologist in New York. But for that patch of blemishes? Finally there’s a good use for all those selfies. ■