

Becoming Your Most Beautiful: Top Beauty Editors Reveal Best Kept Secrets

(NAPSA)—Take it as truth—the nation’s top beauty arbiters, editors at magazines from Allure to YM, say it’s so! In fact, more than half the beauty editors who answered a recent survey on the subject—a full 59 percent—don’t think beauty blossoms profoundly until a woman is at least in her thirties and beyond. This is one of many revealing findings from “Brains About Beauty: The Maybelline New York Editor Survey.” Maybelline New York asked fifty top magazine beauty editors to dish on everything from dermatology to the do’s and don’ts of reality makeover shows. Here, the editors’ expertise:

Sayonara sunshine

The best way to pamper a pretty face, according to an overwhelming 71 percent of beauty editors surveyed, is to protect it from the sun’s harmful UVA and UVB rays.

The doctor is in—and here to stay

Dermatologists are 2004’s beauty gurus according to 53.7% of editors, and will continue to reign supreme five years from now. Derms won’t be the only important beauty docs in 2009, however; 19.5 percent of respondents think plastic surgeons will get top billing.

Express yourself

Contrary to popular belief, more than 80 percent of the beauty editors surveyed think ideal American beauty is best embodied by enhancing one’s individuality, not one’s bra size.

Get your zzzzz’s on

Two-thirds of respondents say sleep is the most notoriously neglected of activities that promote health and beauty.

Face it

Simplicity is bliss—especially with makeup. According to 39 percent of editors surveyed, when it comes to makeup, the biggest beauty blunder a woman can make is wearing too much. Artful application is key. A full 34 percent of beauty editors noted that not knowing how to apply makeup properly is a huge faux pas.



LIP SERVICE—Lip gloss has become one of the most highly-prized beauty possessions.

Most requested

Flash forward five years, and dermatologists will be flashing faces with lasers. Forty one and a half percent of beauty editors responding project that laser treatments will be the most popular cosmetic procedures in 2009; 26.8 percent think derms will be flooded with requests for fillers.

Survival of...the moistest?!?!

Stranded on a desert island with only one prized beauty possession? It had better be moisturizer, say 46 percent of beauty editors. Thirty two percent wouldn’t be without their lip gloss.

Shaken and stirred

In mixing up the ultimate beauty cocktail, add to a base of good looks one part confidence, say 61 percent of the beauty experts surveyed. A sense of humor shakes things up as well, according to 27 percent.

Thin isn’t the thing

A truly gorgeous woman feels sexy in her own skin. She isn’t fixated by impossible standards, particularly that of being too thin (61 percent) or having the “perfect” face (17 percent).

Send “The Swan” swimming

Ninety-one percent of editors dub a big don’t onto reality TV makeover shows like “I Want a Famous Face” and “Extreme Makeover”.

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