

Z!nk

the element of style

131

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skin fix

Dry? Super sensitive? Acne-prone? We've got the Rx no matter what ails your skin.

What do you do when life throws you a fastball? Do you raid the fridge? Spend a fortune and buy all new skincare products? Inevitably, neither of these methods work, and it's usually your skin that pays the price. But, trust me, you (and me both) are not alone. The Society of Dermatology SkinCare Specialists says that many of us are using the wrong products for what our skin actually needs. "It can be bewildering for women to choose from hundreds of products at a department store without any guidance," says New York dermatologist Dr. David Avram. But never fear, because we did the homework to help you choose the right products that will put a glow back into your cheeks. **PAT-ANN DURCAN**



SUPERFACIAL SOOTHERS

Flash beauty treatments — a.k.a. peels and microdermabrasion — can leave skin looking sunburned and slightly bruised. Who has the time to run the risk of facial carpet burn? What women want are treatments that give instant results with little downtime. But inflammation is a certainty when it comes to humidity and hormonal changes. A cream designed to accelerate healing is a post-facial must-have. "Several studies have shown the beneficial effects of Vitamin K in providing a rapid recovery process," says Dr. Avram. He advises using PRESCRIBEDsolutions Soothing Beyond Measure Rapid Recovery with Vitamin K™ because Vitamin K can reduce laser-induced healing time from seven to nine days down to two or three. This potent soother is available only from physicians' offices. For a list of physicians offering PRESCRIBEDsolutions, go to PrescribedSolutions.com.

LIGHTENING RESULTS

Pimples, scars and sunbathing sometimes leave uneven, dark spots behind. Hyperpigmentation affects five to six million American women every year, and many of us are now turning to lightening creams to balance our skin tone. These whiteners break up clustered melanin deposits and dermatologists recommend we opt for high SPF sunscreens to prevent future café au lait patches. But do you ever second guess their toxicity and question the ingredients that promise you a balanced complexion? "The most common lightening creams have hydroquinone in them. This is safe and can be quite effective. The only side effect is local skin irritation, but there are no systemic effects from hydroquinones," says Dr. Avram. Natura Bissé's Intensive Lightening Complex is designed specifically to target hyperpigmentation. It exfoliates dead skin cells, fading dark spots while nourishing your skin's texture. Available at Neiman Marcus and Barneys locations nationwide.