

beauty in action



For brighter eyes, opt for navy or black mascara instead of brown

age-defying eye tricks

Try these expert strategies to minimize dark circles, puffiness, and more—and you'll take years off your looks. BY GENEVIEVE MONSMA

We sail through our teens with bright, lineless eyes. Then somewhere in our 20s and 30s, our eye shadow begins creasing midday, the dark circles stick around even after a good night's sleep, and the lines that form when we smile turn into permanent fixtures. But that doesn't mean it's time to make an appointment with a plastic surgeon; these normal signs of aging can be addressed with a few simple skin and makeup tricks.

1 You have DARK CIRCLES

Shadows typically appear when blood vessels show through ultrathin undereye skin, says Amy Derick, M.D., a dermatologist in Barrington, Illinois. **Quick fix** Use eye creams with one or more of the following: caffeine, to constrict blood vessels; peptides or vitamin C, to build collagen and thicken undereye skin; and illuminating particles, to brighten the area. Try **Decléor Hydra Floral Eye Contour** (\$38; sephora.com) with caffeine; **M.D. Skincare Lift & Lighten Eye Cream** (\$58; sephora.com) with peptides and vitamin C; or **Neutrogena Illuminating Eye Reviver** (\$13; at drugstores) with lightening pigments. Makeup can also help—when applied correctly. One trick Darac, a New York City makeup artist, swears by: Tap a very sheer layer of red lipstick (yes, red lipstick) such as **L'Oréal Colour Riche Lipcolour in Penelope's Red** (\$9; at drugstores) under your eyes. "This neutralizes blue tones better than concealer alone," says Darac. Top with a yellow-based concealer like the **Bobbi Brown Creamy Concealer Kit** (\$32; bobbibrown.com), which is available in 12 shades and comes with setting powder.

to erase circles
Try a lightening
eye cream under a
yellow concealer



BRUNO GAGET, STILL LIFE: NICOLAI GROSELL

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2 You have SPARSE LASHES

The biggest reason lashes look skimpy is repeated trauma, caused either by tugging on them to remove mascara or by repeatedly using false lashes or extensions. Couple this wear and tear with the fact that all hair grows thinner with age, and most women will find their lashes looking less lush over time.

Quick fix Plenty of products, such as **Peter Thomas Roth Lashes to Die For** (\$125; *peterthomasroth.com*), help make lashes longer and thicker by nourishing the roots with conditioning ingredients like panthenol. But you can get similar results with makeup. Before applying mascara, define the inner rims above and below your eyes with a pencil that has a soft, easy-to-smudge tip in a dark shade like black, brown, or deep green to make the lash line appear thicker, says Darac, who loves **Prescriptives**

Softlining Pencil in Void (\$18; *prescriptives.com*), a forest green color.

Then sweep on two coats of a volumizing mascara such as **Too Faced Lash Injection mascara in Pitch Black** (\$20; *sephora.com*), which plumps with elastic polymers and contains vitamin E to keep lashes from drying out. Finish by

to thicken lashes Use a smudgy liner and clear lip gloss



dabbing a bit of clear lip gloss like **MAC Lipglass in Clear** (\$14; *mac cosmetics.com*) on the tip of your finger and lightly brushing it over your lashes. “This will make them appear longer and glossier,” says Darac.

Each year skin loses firmness due to the breakdown of fibers that keep it taut.

3 You have PUFFY EYES

Allergies and too little sleep, the most common culprits of undereye bags, can cause your face to retain water, most noticeably around your eyes. But natural aging can make the condition even more

pronounced. Each year our skin loses a bit of its firmness due to the breakdown of elastin and collagen, the two fibers that keep it taut. Fluid accumulates in this slackened skin,



to shrink bags Use a tightening mask and an illuminating concealer

which translates into bigger under-eye bags, says Derick.

Quick fix Getting eight hours of shut-eye—or taking an antihistamine if you have allergies—will help. But tweaking your skincare routine also gets you results. A tightening cream or mask, such as **Talika Eye Decompress Masks** (\$28; *skinterra.com*), above, used when you first wake up in the morning, will act as a girdle, holding in the puffiness underneath your eyes. Tapping on a brightening concealer such as **the Body Shop Lightening**



A dime-size drop of eye cream is enough to treat both eyes

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Regular R&R helps combat the signs of aging

Touch concealer (\$12; *bodyshop.com*), which is available in two suit-everyone shades, will hide any shadows still lingering.

4 You have CRÊPEY LIDS

All skin grows slack over time, but because your eyelid skin is so thin, the sagging there is often exaggerated.

to smooth lids Rely on a matte primer and shadows



Canvas (\$14; *clinique.com*), below, with skin-smoothing silicone. It allows shadow to glide on and stay put longer. Then sweep a matte shadow on top, says Tina Turnbow, a celebrity makeup artist in New York City, adding: "Stay away from shimmer, metallics, and creams, which crease easily." When choosing colors, opt for light to medium neutrals so that if the shadow does end up in your creases, it's not so obvious. A few shadows to try: **Avon True Color Eyeshadow in Shell**, a pale peach (\$4; *avon.com*), and **Maybelline Expert Wear Eye Shadow in Earthy Taupe**, the light beige at left, and **Sparkling Wine**, the bronze at left (\$4 each; at drugstores).

5 You have DROOPY BROWS

Like slack lids, brows sag because your skin loses elasticity. But since your eyebrows are front and center on your face, they're likely

Quick fix Avoid rubbing your eyes, which causes wrinkling in the long run—and in the short term makes shadows crease, accentuating loose skin. Also dab on a moisturizing eye cream twice daily, like **Ahava Time Line Continual Eye Treat** (\$42; *abava.com*) with hydrating marine extracts, to plump the skin and make sagginess less apparent, says Derick. The cosmetics cure? Apply a matte primer like **Clinique Touch Base for Eyes in**



to lift brows Opt for a lighter-than-usual brow powder and a highlighting pencil

to catch your attention (and other people's) fast, says Derick.

Quick fix Lightening your brows makes them look less heavy, says Ashunta Sheriff, a celebrity makeup artist in New York City. Have a colorist tint them, or do it yourself with a brow pencil or powder one shade lighter than your brows. Try **Tarte the Toolbox** (\$32; *tartecosmetics.com*), which comes in three hues. Waxing peach fuzz around your brows also opens up the area and makes your arches appear raised, says Eliza Petrescu, a New York City brow guru. To enhance the effect, apply a pale pink highlighter like **Benefit Eye Bright** (\$18; *benefitcosmetics.com*) underneath your brows.

what a doc can do

If these at-home strategies aren't getting you the results you want, an M.D. may be able to help.

FOR DARK CIRCLES A hyaluronic acid filler (such as Restylane) injected into the undereye area thickens thin skin, concealing blood vessels.

FOR PUFFY EYES A fractional laser like the Erbium tightens the skin, shrinking bags.

FOR CRINKLY EYELIDS Injecting a hyaluronic acid filler into the sides of the lids plumps saggy skin and diminishes the appearance of lines.

FOR DROOPY BROWS Injecting Botox in between them will give your brows a less furrowed look.