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THE BEAUTY EXPERT

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Insiders'

GUIDE

Celebrity Skin

Madonna's latest rumored obsession is a new skin machine, the \$6,995 O2 IntraCeuticals, which shoots pressurized oxygen into skin that's pre-coated with a wrinkle-fighting serum, intended to make her face as eerily firm as her abs. After learning about the gizmo from makeup artist Gina Brooke, Madonna supposedly bought one for each of her three homes. Brooke has used the machine on a number of her clients, especially to improve their complexions



Madonna, 2006

before photo shoots and events. "When they see how soft and supple their faces look afterward," Brooke says, "they're hooked." We asked Heidi A. Waldorf, associate clinical professor of dermatology at Mount Sinai Medical Center, whether this treatment could really work, even in the short term: "Although pressurized oxygen has been used for many years to speed the healing of chronic wounds, such as ulcers and severe burns, there is no evidence that it can help rejuvenate intact skin," Waldorf says. The bottom line: It may be good for immediate skin smoothing, but in the long-term, it's more like a prayer than scientifically proven. —BROOKE LE POER TRENCH