

THE WORLD'S MOST UNIQUE BEAUTY MAGAZINE

NEW BEAUTY

**WRINKLE
ERASERS**

We reveal ten innovations

Top beauty doctors share
**ANTI-AGING
BREAKTHROUGHS**

**MAKE OVER
ISSUE**



**THE CELLULITE
TREATMENT OF
THE FUTURE**

**OUR BIGGEST
BEFORE-AND-AFTER
ISSUE EVER!**

250 NEW must-have beauty products and treatments of 2008



THE HEALTH BOOSTER

03 oxygen facial

ESSENTIAL FOR LIFE, THE BODY NATURALLY GETS ITS OXYGEN THROUGH BASIC BREATHING. BUT FACTORS LIKE POLLUTION PROVIDE US WITH A MINIMAL LEVEL AND A LOWER QUALITY OF OXYGEN. EVEN THOUGH THESE LOW LEVELS ARE SUFFICIENT, THE BODY CANNOT FULLY OPTIMIZE OXYGEN, WHICH IS IMPORTANT FOR A HEALTHY COMPLEXION, IF DEEP AND CORRECT BREATHING IS NOT PRACTICED.

WHO IT'S GOOD FOR | Fitting for all types of skin, oxygen facials provide hydration, a healthy glow, anti-aging effects and even ward off acne. Plus, they are often administered in conjunction with ablative laser and microdermabrasion treatments to cool the skin and aid in recovery.

THE DETAILS | During a true oxygen facial, your aesthetician will first clean your skin before using an airbrush-like hand piece that hovers just above it. This creates a hyperbaric chamber, releasing pure oxygen for approximately 40 minutes. "Oxygen is a gas, and gas can't penetrate skin that's intact," says Deirdre Burke, national director of sales and education for [Intraceuticals](#). "Just spraying it over the skin does nothing more than kill bacteria since oxygen is a natural bactericide. The oxygen needs to be delivered under pressure, and when it is, it serves as a carrier to hydrate and transport botanicals, peptides and vitamins deeper within the skin," she adds.

Whether you choose to tack on oxygen to another treatment or go for it on its own, this facial is believed to be effective in reducing the appearance of red, irritated skin and warding off the bacteria that cause acne. "Oxygen under pressure delivers a high concentration of pure oxygen to the acne lesion, in turn destroying the bacteria that cause acne," says Burke. Oxygen therapy can also deliver anti-aging antioxidants to the skin, protecting it from environmental aggressors. "We use a peptide infusion in our facials to relax, help muscle contractions and smooth out the surface," says Burke.

THE RESULTS | After just one treatment you'll notice immediately softer, more hydrated skin that looks plumper and younger.

HOW OFTEN | "I recommend one treatment weekly for six weeks and monthly maintenance thereafter," says Burke. Expect your skin to look full and refreshed for about five to seven days, depending on your skin type. "The results are cumulative, so after the third treatment the results will last seven to 10 days. By the sixth treatment, you'll notice a difference for as long as two to three weeks. You can even maintain the results at home with over-the-counter hyaluronic-acid-based products, which will continue to drag and draw hydrating ingredients to the skin," she notes.

BY AGE 30, OXYGEN
LEVELS IN YOUR SKIN
HAVE DROPPED BY

25%

AND 50 PERCENT
BY AGE 40.

SPEED UP POST-SURGERY RECOVERY

Since oxygen aids in recovery, some doctors recommend hyperbaric oxygen therapy after undergoing plastic surgery. "A high concentration of oxygen under pressure stimulates skin recovery because it destroys bacteria, which in turn promotes skin healing," explains Burke. Oxygen also activates enzymes and white blood cells in and around the traumatized tissue to prevent and destroy bacteria and infection. Oxygen therapy promotes the production of collagen and cell growth, and when coupled with lymphatic drainage and massage, it can reduce swelling and bruising and eliminate toxins, which can accumulate quite quickly post surgery. Although hyperbaric oxygen has been shown to have some healing effects, most physicians say there is no data to show that oxygen facials provide any benefits.

WHY OXYGEN IS ESSENTIAL

Oxygen therapy supplies the skin with much-needed oxygen in order to get it to a more optimal state. Even though we get decent amounts of oxygen daily, the skin really needs much more to function properly, explains Burke. As we age, oxygen does not reach the cells as quickly or as effectively as it did in the past, which contributes to the signs of aging. When the skin doesn't get sufficient oxygen, it can be more prone to blemishes, redness and irritation, appear thin and sallow, and wrinkles, age spots and fine lines are more noticeable.



IS OXYGEN THE SECRET TO MADONNA'S AGELESS LOOK?

She's talked about it on her Web site and even stocks her homes with her own personal oxygen facial machines. So is oxygen the secret fountain of youth for Madonna and other A-list celebrities like Molly Sims, Eva Longoria Parker and Gwyneth Paltrow? According to Burke, oxygen facials, which started as an underground celebrity treatment, are the treatment de rigueur because of the unparalleled skin luminosity they create. "Oxygen facials are a favorite of stars who are constantly on HDTV shows and in close-up camera shots," says Burke.

FOCUS ON



HYDRATION



LUMINOSITY



ACNE