

YOU'RE NOT TIRED but you look exhausted. Perhaps you've had that moment when you look in the mirror and realize that no amount of sleep (or concealer) will be enough to camouflage the fine lines, bags, or dark circles under your eyes. "Hands down, this is the first area that women start to notice aging, and it's usually around their early 40s," says Francesca Fusco, a New York dermatologist. If you're searching for a fix that can restore youthfulness in a way that doesn't scream "I've had work done," read on for no-surgery solutions that really work.

INSTANT BRIGHTENER Is the skin under your eyes dark and hollowed out? Then consider Belotero, the facial filler of choice to plump up tear troughs (the shallow area under the eyes) and erase dark circles. Belotero works by adding volume to the contours of the trough, thereby eliminating the shadow that's creating the darkness in the first place. (Note: Under-eye bags resembling puffy balloons are a different issue and can be removed only with surgery.) The treatment can wipe five to 10 years off your face in 15 minutes, and for the next 12 months "you just look refreshed," says William Kestin, an ophthalmic microsurgeon in New York. Kestin also uses Belotero alongside Botox on crow's-feet to further enhance the antiaging benefits. "If I've done my job correctly, people will think you cut your hair or recently returned from vacation—no one will know you had anything filled," Fusco concurs. "Belotero fills smoothly without lumps or leaving behind a bluish hue like some other hyaluronic acid products." Plus, there's no pain thanks to topical anesthetics. Doctors will also often administer an oral nerve block, using a tiny needle injected in the mouth to numb the area. While a small number of patients may develop minor bruising and swelling, Kestin says that 95 percent leave the office with immediate results and no side effects. Cost: \$800 per syringe. One to six syringes required.

THE EYE-LIFT FACIAL So maybe you're not quite ready to take the filler plunge. That's okay. Lasers and peels can work wonders for lines and dull, sagging skin around your eyes. Dermatologist Dennis Gross's Laser Lift Firming Facial for Eyes begins with a brightening and

tightening under-eye alpha and beta hydroxy acid peel, followed by a laser session with Elos Plus to lift the skin and soften wrinkles "with results that rival surgery," says Gross, who performs the 30-minute procedure at his New York office. "I can treat the skin superficially or go deeper depending on the patient's needs," he explains. If you're going for maximum benefits, expect downtime (due to redness and flaking) that can last up to three days. Most patients can tolerate the procedure without numbing cream, and there are no risks, Gross adds. The treatment concludes with a lash-tinting service, a quick fix that acts as a long-lasting mascara for added youthfulness. "The goal is to make you appear younger but still look like yourself." Cost: \$900 per session. Recommended: three sessions spaced three to four weeks apart.

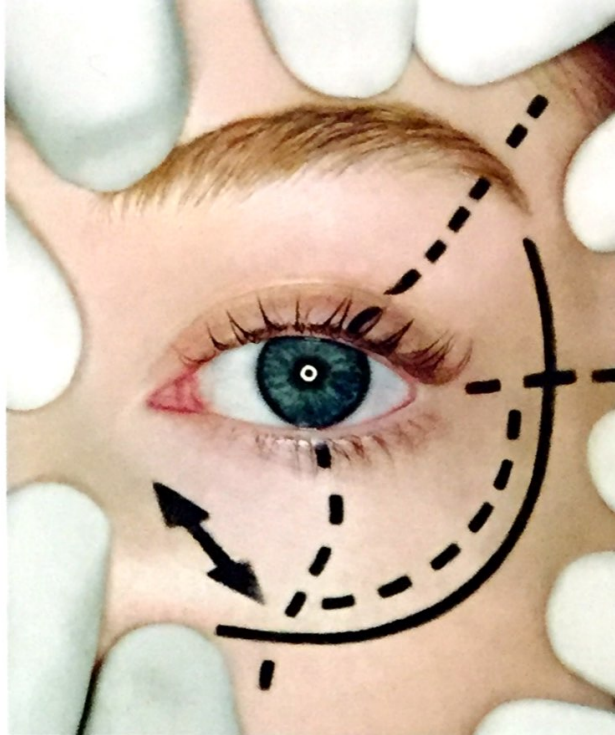
ULTIMATE LASH BOOSTER One of the easiest ways to rejuvenate your eyes is with Latisse, the FDA-approved prescription formula that you brush on lash lines daily. Fusco is a fan, and she claims it can give you fringe that rivals falsies in 16 weeks. She says she's seen it remove five years from women's faces and create the illusion of a lifted eye. If you're wary of the outcome, a new app called iLash Studio may convert you. Upload your photo and in less than a minute get a glimpse of your Latisse'd fuller-lash self. While risks (such as darkening of light-colored eyes) are rare, speak with your ophthalmologist first if you're still concerned.

MUST-TRY PRODUCTS Once you've determined the right eye treatment for you, it's crucial to update your at-home skin-care arsenal to maintain the results. Address dark circles and puffiness with eye creams containing peptides or antioxidants, like Perricone MD Blue Plasma Orbital peel (\$65) and Intelligent Nutrients Renewal Complex Eye Gel (\$48). Diminish lines and wrinkles by applying nonirritating retinol formulas made specifically for the eyes; try La Roche-Posay Redermic [R] Eyes (\$47) and StriVectin-AR Advanced Retinol Eye Treatment (\$75). Tighten skin and hydrate brittle lashes with dual-acting products like Vichy LiftActiv Serum 10 Eyes & Lashes (\$47) and Olay Regenerist Micro-Sculpting Eye & Lash Duo (\$25). ■

HOW TO GET YOUNGER EYES

New procedures and products yield natural-looking results that can take years off your face

By Jessica Prince



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