

THE CENTER

FOR DERMATOLOGY, COSMETIC & LASER SURGERY

OUTLET: ELLE
DATE: APRIL 2013



BIBEAUTY/BEAUTY GENIUS



EVENING NEWS

Pay it so 2012. The latest imports from Korea—overnight treatment masks—promise to transform skin while you sleep. Elan Chen test drives the beauty world's new miracle products.

It's a typical winter day in Seoul, and my hotel room call it a skin-care journal of a hair trigger, but, as eight-page customer reviews attest, a Korean beauty product, a single sheet mask, is a miracle. The weather outside is, in a word, frightful. The weather inside is, in a word, beautiful. The secret to the skin-care miracle is the use of the most advanced skin care technology. The Korean beauty world is so great at delivering intense hydration and radiance to your skin. This mask is made to stay on your skin in perfect, your skin, Korean are used to and having perfected their skin, the most important part of their beauty routine is the skin-care technology. The Korean beauty world is so great at delivering intense hydration and radiance to your skin. This mask is made to stay on your skin in perfect, your skin, Korean are used to and having perfected their skin, the most important part of their beauty routine is the skin-care technology. The Korean beauty world is so great at delivering intense hydration and radiance to your skin. This mask is made to stay on your skin in perfect, your skin, Korean are used to and having perfected their skin, the most important part of their beauty routine is the skin-care technology.

BIBEAUTY/BEAUTY GENIUS

"Night creams tend to be focused on reducing wrinkles in cold winter months. Sleeping masks contain very little oil but have a high water content." Most sleeping masks can be applied every night—and generally, a skin expert recommends a quarter-size amount. "People use night creams sparingly because of the high oil content. A little goes a long way," says Kim. "Sleeping masks should be applied in a thick layer. I'll still feel very light because of the formula." During my stay in Seoul, I visited a spa. I gave a visit to Joon Han Lee, MD, a young, dapper dermatologist with K-pop nearby hair who works in the plush Gangnam district. While occasionally examining the maximum level of my skin in a magnifying glass, he told me, "Your skin is very dry." He says, "It's very serious, visible, sagging, deeply, very porous. You need an infusion of moisture as soon as possible." The perception: A sleeping mask, yes. And then, a little more.

It's fighting fine redness, blocking out pollution, and preventing skin from the sun. The benefits are visible, skin isn't feeling things worse." At night, however, skin is in regenerative mode. Blood flow increases, and new production of collagen is being laid throughout the body and a crucial building block for skin. "And because the body—your face included—is doing its own natural housekeeping overnight, skin cell turnover, from the surface layers to the stem cells, is higher in the evening," says dermatologist David Bank, MD, an assistant clinical professor at the New York-Presbyterian/Columbia University Medical Center in New York. "That's why doctors suggest using exfoliating products such as peels and medications like hydrocortisone before bed. Skin is in a more porous and receptive state."

SHEET MUSIC

Need a fast fix? Apply face sheet mask and paper sheet mask to transform skin in 20 minutes or less.



"And because the body—your face included—is doing its own internal housekeeping overnight, skin-cell turnover, from the surface layers to the stem cells, is higher in the evening," says dermatologist David Bank, MD, an assistant clinical professor at the New York-Presbyterian/Columbia University Medical Center in New York. "That's why doctors suggest using exfoliating products such as peels and medications like hydrocortisone before bed. Skin is in a more porous and receptive state."



1. **FACE SHEET MUSIC** The dual chamber design brings together two separate plant extract packed serums—one hydrates, the other helps—into a wearable, lightweight, complexion-perfecting double-silicone sheet mask that's easy to remove as effectively as Ret-A-Lip.