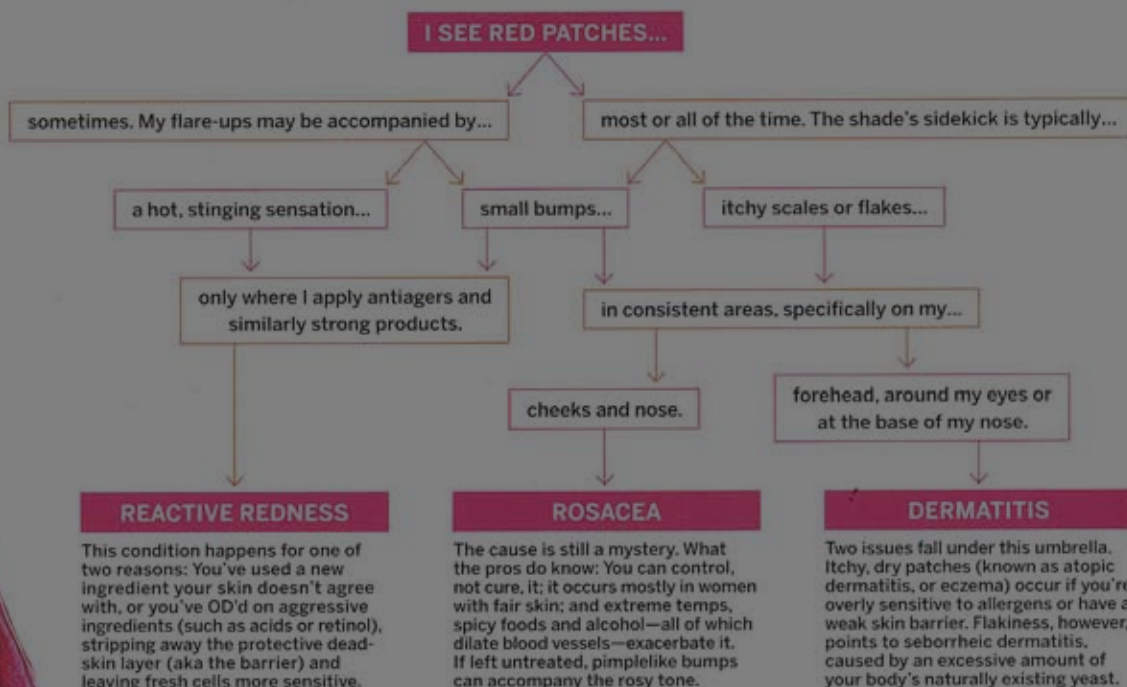


# Rid yourself of redness

**If your skin is crimson** in places, you're likely a crackerjack with concealer. But there are consequences to covering, not treating, the rosy patches. "Redness can indicate skin is aging faster than usual," says David Orentreich, M.D., a dermatologist in New York City. How so? Your body detects an aggressor (a harsh ingredient, even pollen) and revs up your immune system. Skin cells release interleukin-1, a protein that fights foreign substances—but it's accompanied by an enzyme that destroys collagen. Target the root of your redness, then read on to stop the cycle. *By Lisa Cohen Lee*



## SKIN FIXES

### Reactive redness

**Get the red out now.** Remove offending product residue by massaging tepid, not cold, water into skin. "Cold water initially clamps down dilated blood vessels, but they have a rebound effect and reopen seconds later," says Harold Lancer, M.D., assistant clinical professor of dermatology at the University of California at Los Angeles. Up next: a dose of moisturizer. But wait a half hour to apply so skin is totally dry. "Damp skin absorbs topical ingredients more deeply—and anytime an ingredient goes too deep, it can cause inflammation," says Guy Webster, M.D., founding president

of the American Acne and Rosacea Society in Palm Coast, Florida. Apply a basic lotion (no antiagers) made with glycerin or dimethicone, a silicone-based moisturizer; both lock in moisture, alleviating a tight feeling. (Cetaphil DailyAdvance Ultra Hydrating Lotion, \$10, is a derm fave for all skin types.) Now remain hands off; skin will even out in a few hours.

**Stay scarlet-free forever.** Take a two-week vacation from aggressive elixirs and exfoliants so skin can rebuild its barrier, says Francesca Fusco, M.D., a dermatologist in New York City. During the break, use a mild, cream-based cleanser, plus a lotion rich in ceramides; the fatty acids mimic your skin's outer layer, blocking out irritants and nourishing new cells. (Try CeraVe Moisturizing Lotion, \$12.) If redness was the result of a new product, ask your derm to help you determine the mystery ingredient. (Fragrance is one of the most common offenders.)

Preserve your outer layer. Use one exfoliant every other day; don't cocktail.

## beauty NEED TO KNOW

### Rosacea

**Get the red out now.** During a flare-up, head straight to the freezer, grab an ice cube and start sucking. "The roof of your mouth houses a receptor site that, when cooled, constricts the blood vessels that lead to the face," Dr. Fusco says. At the same time, apply a cream with anti-inflammatory ingredients (look for *green tea* or *bisabol* on the label) to shrink engorged vessels. Seeing bumps? Dab on calamine lotion; the itch buster's zinc oxide helps calm skin swelling, Dr. Fusco says.

### Stay scarlet-free forever.

Theories on the cause of rosacea include a chronic bacterial infection, parasitic mite infection and, according to a new study by the University of California at San Diego, an overabundance of three immune system proteins. Until an exact cause is pinpointed, "the simplest solution to minimizing flare-ups is to cut out what's activating your symptoms," Dr. Lancer says. Keep a skin diary to identify triggers. And see your derm, who will likely prescribe both a low-dose oral antibiotic (such as Oracea) to kill bacteria within the skin and an antibacterial cream or gel. If your rosacea is mild, wash with an over-the-counter cleanser made for red or sensitive skin (such as Eucerin Redness Relief Soothing Cleanser, \$9). For bumps and fierce flushing, opt for an Rx wash such as Rosanil. Finally, trade potentially skin-stripping retinols and hydroxy acids for antiagers made with gentler peptides. "They send a signal to nerves to slow down muscle movement, softening wrinkles," Dr. Fusco says. (A peptide-rich pick: T'Fivve Anti-Aging Skin Revitalizing Complex, \$78.)



**RED RESCUERS** Clinique Redness Solutions Daily Relief Cream, \$40; Purpose Gentle Cleansing Wash, \$6; Murad Professional Daily Moisture Charge SPF 30, \$100; PCA Skin Anti-Redness Serum, \$55; DDF Redness Relief, \$48

### Dermatitis

**Get the red out now.** Once a day (for three days, max), dot a pea-sized drop of 0.5 percent hydrocortisone on irritated sites. The steroid reduces inflammation-causing cortisol, quieting skin in minutes. To fight flakes, top hydrocortisone with a petrolatum-based salve (Vaseline, even ChapStick, works).

**Stay scarlet-free forever.** The key to controlling eczema is moisture. "Dryness can allow irritants to penetrate skin," Dr. Fusco says. Limit cleansing to once a day; do it at night (to remove allergens) and with nonsoap cleanser (detergents can strip skin's natural oils). Twice a day, apply a cream made with squalene, a cholesterol found in skin, to help block out potential irritants. (A good one: Atopalm Undermakeup Moisturizer, \$30.) Fight flakes with shampoo. "Yeast organisms feed off your scalp's oils, then spread to the face," Dr. Orentreich says. Once a day, apply dandruff shampoo made with pyrithione zinc (it kills yeast) to the scalp and scaly spots. Redness relieved!

## MAKEUP MAGIC

It can take two to four weeks to relieve redness with the above skin-care solutions. Until they start to work their magic, try this duo of concealing tips from top makeup artists:

**TAKE COVER** Even out skin with tinted moisturizer, then target ruddy spots with stick foundation. "The tone should match the natural shade of your skin when it's not red; use your neck as a guide," says Jessica Liebeskind, a makeup artist in New York City. As makeup dries, it can get stuck on flaky skin. To keep skin moist, top makeup with a thin layer of balm. (Neutrogena Skin Aid, \$9, is made of nonsticky glycerin.)

**GLOW, DON'T BLUSH** The rosy hue of blush can make already ruddy skin look redder. For a fresh-faced finish, tap a shimmery peach-toned highlighter (try Face Stockholm Highlighter in Mystic, \$23) onto the apple of cheeks, says Helen Andersson, a makeup artist in NYC. The shimmer scatters light across the skin's surface, giving you a glow.