

WRINKLE SOOTHER

Watching grass grow can be more riveting than you think. Research into plant life has uncovered a new ingredient that slows the signs of aging: Kinetin. This chemical, which keeps cut flowers blooming in a vase of water, is the latest weapon against blotches and wrinkles. Next month, Almay will debut the Kinetin Skincare Advanced Anti-Aging Series—a line of seven hypoallergenic products, including a cleanser, a day cream with SPF 15, and an anti-wrinkle serum—to target fine lines and uneven skin tone. Though this new line isn't entirely revolution-

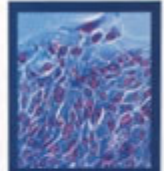
ary (Kinetin is already the cornerstone in Osmotic's Kinetin Cellular Renewal Treatment and the dermatologist- and plastic surgeon-prescribed treatment Kinerase), its price is. (Previous products start at \$78 for a small jar, while the New line ranges between \$8.50 and \$18.) The real draw of Kinetin isn't only that it smoothes skin and increases moisture retention—but that it does so without irritation. Kinetin is "much more soothing than alpha hydroxyl acid or Retin-A," adds Robert Guida, director of facial plastic and reconstructive surgery at Cornell Medical Center. "It doesn't make skin dry, red, or flaky, and or cause hypersensitivity to the sun." According to New York dermatologist Patricia Wexler, who helped develop the Almay line, "It's even safe to use around the eyes." But don't think "safe" is code for ineffective. "It's not a matter of what's more aggressive," Wexler says. "It's a matter of what your skin can tolerate."

Bottom Line: Kinetin minimizes fine lines and blotchiness -without the irritation of Retin-A and AHAs.

-LINDSY VAN GELDER

JUST TRY IT

Starting at noon EST on May 1, the first 1,000 Allure readers who log on to almay.com/alluremay will get a free bottle of Anti-Wrinkle Booster Serum.



Close-up of healthy skin cells

