

Beauty Trends

From Mother to Daughter: Joy Behar's Beauty Tips Span The Generations

(NAPSA)—“I can remember my mother telling me to stay out of the sun and never, ever go to bed with my makeup on or ‘you’ll wake up like an unhappy clown,” says Joy Behar, award-winning television personality and co-host of “The View,” remembering the advice she received growing up.

The pursuit of beauty is as old as time and women have always relied on tried-and-true advice to enhance their appearance. Beauty secrets are still passed from generation to generation, as Behar can attest. She well remembers her mother’s beauty advice and now shares her own insights with her daughter Eve.

“Everyone can recommend a beauty tip that has been passed down from their mother or grandmother,” says Behar. “The advice given to us from previous generations is full of tradition and knowledge.”

Beauty regimens have evolved dramatically over the years but mothers and daughters still find that some things never change.

Behar follows that advice today and has made sure her own daughter understands the damaging, life-long effects of too much sun. “My biggest piece of advice to women everywhere is to wear sunscreen daily, not just at the beach or pool,” says Behar. “Sunscreen not only protects you from the dangers of skin cancer, it also prevents premature aging. It should be part of your daily beauty and health routine—



Award-winning television personality Joy Behar (on right) with daughter Eve.

just like brushing your teeth or hoisting your brassiere.” Most doctors agree that 30 SPF (or more) is an appropriate level of SPF everyone should wear every day.

Behar also believes that seeing a dermatologist regularly is as important as seeing your general practitioner or dentist. Dermatologists can detect skin problems early and develop a customized skin care regimen based on your individual skin type and genetics. Less than 12 percent of Americans, though, visit a dermatologist on a regular basis.

“Try making a dermatology appointment with your mother and/or daughter so the doctor can see how genetics may affect your skin and overall aging process,” says Behar. “In fact, make a spe-

cial day of it. Treat yourselves to a facial to exfoliate and hydrate your skin and unclog pores. Eve and I love to go for facials together; it makes for a great mother-daughter day. Don’t leave out shoe shopping, of course.”

When it comes to beauty secrets, Behar finds ways to combine the best of the past with the new treatments of today. The latest trend in aesthetic treatments and nonsurgical procedures includes BOTOX® Cosmetic, which has been the number one physician-administered treatment for both men and women for several years. BOTOX® Cosmetic (botulinum toxin type A) temporarily treats the vertical frown lines (they look like an “11”) between the brows that can change the expression of the face and cause a fatigued and stressed appearance.

It takes less than 10 minutes, requires little to no downtime and lasts up to four months. “I’ve been using it for years and I’ve been very open about it. It temporarily treats the ‘11’ and just makes me look more approachable,” says Behar.

“Make sure to see a well-trained, experienced aesthetic-specialty physician if you are considering BOTOX® Cosmetic and ask if it is right for you,” says Behar.

For more information about mother-daughter beauty secrets through the decades, visit www.MotherDaughterBeauty.com.

Note to Editors: FDA-Approved Indication for BOTOX® Cosmetic: BOTOX® Cosmetic (botulinum toxin type A) is indicated for the temporary improvement in the appearance of moderate to severe frown lines between the brows in people 18 to 65 years of age. BOTOX® Cosmetic is the only product of its type approved by the U.S. FDA for the treatment of frown lines between the brows. BOTOX® Cosmetic should only be administered by a trained and qualified physician.

Important Safety Information: Patients with certain neurological disorders such as ALS, myasthenia gravis or Lambert-Eaton syndrome may be at increased risk of serious side effects. Serious allergic reactions have been rarely reported. If you think you’re having an allergic reaction or other unusual symptoms, such as difficulty swallowing, speaking or breathing, call your doctor immediately. The most common side effects following injection include headache, respiratory infection, flu syndrome, temporary eyelid droop and nausea.

For full prescribing information, visit www.BOTOXCosmetic.com.