

newsworthy trends

Wrinkles: No Longer Anything To Frown About!

(NAPSA)—Women everywhere can feel free to squint, smile, frown and raise an eyebrow without worry thanks to new, advanced cosmetic technology especially formulated to reduce the appearance of wrinkles.

Embarking on a new era of skin care, cosmetic companies are finding new topical solutions to the age-old problem of deep, coarse wrinkles, caused by the effects of repeated facial movements.

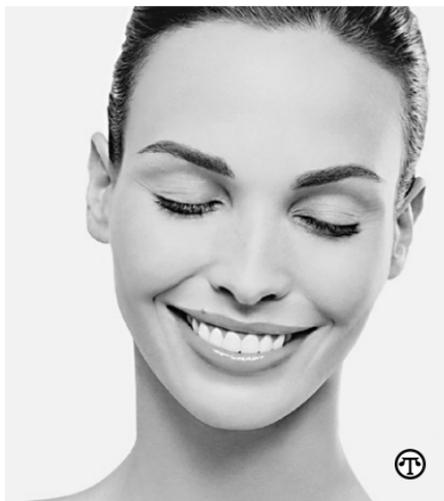
According to research done by Lancôme, Paris, we average about 15,000 facial movements per day. As we age, skin becomes less elastic and loses its youthful memory. So when the skin experiences tension, caused by these repeated facial movements, the result is wrinkles and fine lines.

To counter these effects, Lancôme has developed *Rèsolution*, a non-invasive skincare treatment formulated to tackle wrinkles and fine lines.

Through a special technology known as D-Contraxol™, *Rèsolution* allows skin to appear relaxed while providing a smoothing effect on deep, coarse wrinkles.

To further protect skin against future damage, *Rèsolution* contains a number of patented technologies to help prevent the future destruction of elastin and collagen, which break down with age.

Additionally, special minute fibers within the formula work in



A new generation of skin care products reduces wrinkles and prevents new ones from forming.

three ways: as a moisture barrier on the skin's surface; to provide immediate optical effects; and as a wrinkle filler.

An application quickly hydrates skin, visually reducing fine lines and wrinkles. Within four weeks, the number, depth and size of wrinkles are visibly reduced. Seventy-six percent of consumers who tested the product had a decrease in the appearance of forehead, furrow and mouth area wrinkles.

For an unusual sensory experience, Lancôme added a combination of ingredients to the formula known to have a relaxing effect on skin.