

# Women's Health

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**Slim-Down Special**

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# Waste Not, Want Not!

Size *does* matter, especially with regard to the portion of beauty products you use. Dab on too much and you'll blow cash; skimp and your looks could suffer. Our simple guide will show you exactly how much to slather on.

By Alexis Farah

This is way off base!

## FACIAL MOISTURIZER

The right size: **Two peanuts**

> **Application tip:** Moisturizer has the big responsibility of making your skin smooth. To apply it, wash your face, and while your skin is moist (not wet), massage on a peanut-size amount of moisturizer with glycerin. Use a second peanut-size portion to hydrate your neck. "When skin is damp, moisturizer seeps into the surface better. And glycerin traps moisture in your cells," says Neil Sadick, M.D., a clinical professor of dermatology at Weill Cornell Medical College. > Try Lumene Sensitive Touch Daily Moisture Lotion (\$20, target.com).



## SUNBLOCK

The right size: **Three grapes**

> **Application tip:** "Divide your body into three sections, and use at least a grape-size amount of sunblock on each," Sadick says. Rub the first blob onto your feet and legs, then squeeze out another grape-size portion to cover your torso and back. Use the last grape of sunscreen on your arms, neck, and face. You can't use too much sunscreen, so if you're tall or broad, slather on a few extra grapes' worth of SPF. Reapply every two hours. > Try Neutrogena Ultimate Sport Sunblock Lotion SPF 70+ (\$10, drugstore.com).



## FOUNDATION

The right size: **A bottle cap**

> **Application tip:** To avoid that caked-on beauty-pageant look, pour a bottle-cap-size blob onto the back of your hand and use your finger to blend it across your forehead and nose. Dip your finger into the remaining foundation and run it over your cheeks and chin, smoothing over the edges of your jaw to blend the color into your neck. Heat from your fingers will warm the product, helping it glide across your skin better. "If you don't like using your finger, try a foundation brush instead," says celebrity makeup artist Fabiola. > Try Philosophy Supernatural Superbeautiful (\$30, philosophy.com).



## EYE CREAM

The right size: **A pea**

> **Application tip:** Eye cream can be costly, so think green to save some green. Scoop out a pea-size amount and pat a fourth of the cream under your lower lashes from outer to inner corner. "This motion helps disperse the fluid that causes under-eye puffiness," says Mary Lupo, M.D., a clinical professor of dermatology at Tulane Medical School. Above your eye, the drainage runs in the opposite direction, so dab another fourth from crease to brow bone, going from inner to outer corner. Repeat on the other eye with the remaining half pea of eye cream. > Try Bobbi Brown Extra Eye Repair Cream (\$65, bobbibrown cosmetics.com).



## STYLING CREAM

The right size: **For fine hair, a dime; for thicker hair, two nickels**

> **Application tip:** Styling cream is a slippery little sucker—use too much and you'll look like a grease ball. Swipe out either a dime or two nickels' worth of product (depending on hair texture) and spread it evenly on your palms. "Use your hands to blend the product through wet hair, starting two inches below your roots, and then pull your hair into a ponytail and work the product down toward the ends," says New York City-based hairstylist Kevin Mancuso, creative director at Nexxus. If you're using it on dry hair, apply the cream to the top layer to control flyaways or to add polish to your style. > Try Aveda Light Elements Texturizing Crème (\$24, aveda.com).



## UNDER-EYE CONCEALER

The right size: **A Tic Tac**

> **Application tip:** Just as a Tic Tac goes a long way toward masking bad breath, a Tic Tac-size dab of concealer is all you need to hide dark circles. Squirt a mint's worth of liquid concealer onto your finger. "Using a small brush, dab three little dots under your lower lash line—one in the middle, and one at the inner and outer corners," Fabiola says. Pat with your finger to blend the dots together. Smooth on another dot of concealer wherever blue peeks through. Dip an eye-shadow brush into loose translucent powder and use it to set the concealer. Repeat on the other eye. > Try Kat Von D Tattoo Concealer (\$25, sephora.com).

## SHAMPOO

The right size: **For long hair, one Oreo; for short hair, one Hershey's Kiss**

> **Application tip:** It's as easy to overdo it with shampoo as it is with chocolate. Rein yourself in by pouring either an Oreo or a Hershey's Kiss amount (depending on the length of your hair) into your palm and applying the shampoo to your scalp. Rake it through your hair, stopping about halfway down your strands. "Most of the dirt and oil collects at your roots, so you don't need a lot of the product on your more fragile ends," Mancuso says. > Try Garnier Fructis Triple Extra Nourishing Shampoo (\$4, at drugstores).



**"Women waste about 10 to 20 percent of their skin-care products with overzealous application."**

—NEIL SADICK, M.D.

THIS PAGE: LISA SHIN; OPPOSITE PAGE: ALEX BEAUCHESENE. ADDITIONAL EXPERT: VICTORIA'S SECRET MAKEUP ARTIST, POLLY OSMOND