



Zeno Receives the Allure Magazine Best of Beauty Breakthrough Award November 2005



In May, we asked you to vote for your favorite beauty breakthroughs. Here, your winning products:

**Pantene Pro-V Shampoos and Conditioners.** The newly reformulated line contains strengthening amino acids.

**Olay Regenerist Continuous Night Recovery moisturizing treatment.** A time-release silicone-and-water emulsion delivers line-reducing pentapeptides and antioxidants.

**Cover Girl Outlast All Day Liquid Make-Up.** The formulation blocks oil and sweat and forms a base that stays put all day.

**Jergens Natural Glow Daily Moisturizer.** This body lotion produces a slow, subtle bronze with small amounts of two types of self-tanners.

**Sally Hansen Diamond Strength No Chip Nail Color.** Minuscule pigment particles bond with tiny diamond bits for a shiny, protective polish that doesn't budge for ten days.

**Crest Whitestrips Premium Plus.** Studies show that the strips can now be worn safely for ten days, while the effects last for a year and a half.

—MARGARET LEE

## A Faster Zit Zapper



### ZENO

**WHAT IT DOES:** The standard approach to acne involves a rigmarole of creams and lotions. But last June, the FDA approved a new pocket-size device that resembles a cell phone and zaps zits with nothing but heat.

**HOW IT WORKS:** After preheating, the Zeno device is held up to a pimple for two and a half minutes, two or three times a day. Studies found that 90 percent of subjects showed some improvement in one day. (When people were treated with a placebo, 35 percent noticed some improvement within a day.)

Overall, the average time for blemishes to disappear fully when treated with Zeno was about two days shorter (four versus six) than those treated with a placebo.

**WHAT AN EXPERT SAYS:** After conducting an unofficial study on his wife, Jeffrey S. Dover, associate clinical professor of dermatology at Yale University School of Medicine, was impressed. "She had a real doozy on her chin, but it cleared up within two days instead of the usual five to seven," he says. "Heat can stimulate proteins that speed the body's healing response."

**WHAT WE SAY:** It gets hot enough to be painful, and the discomfort lingers for a few minutes. But after some initial redness, our zit became flatter and less red the next day and faded entirely in three days.