

More

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“What I love about my age is the peacefulness—I don’t feel I have to fix everything now.”

—FELICITY HUFFMAN

YOUR BEST LOOK OVER 40

- > AGE APPROPRIATE FASHION SOLUTIONS
- > BOLD BAGS, SEXY SHOES
- > OUR THANKS TO SPANX

Hair Despair Repair

RIDING TO THE RESCUE OF OVERPROCESSED, OVERTIRED HAIR IS AN ARMY OF NEW MASKS ARMED WITH JUST THE RIGHT INGREDIENTS FOR OVER-40 MANES BY LOIS JOY JOHNSON

Hair masks are not like the conditioners of old, which merely covered the surface. They are loaded with fix-it formulas: strengthening mineral complexes coated with polymers that cling to the hair shaft; silicone-and-protein combos that wrap around the cuticle; ceramides and fatty acids that rebuild resilience; and antioxidants that fight free radicals and increase shine. Drugstore brand or luxury label, hair-repair masks are aimed right at the needs of midlife women.

One big reason is that we're growing our hair out at an age when women used to think they had to cut it off. But over-40 hair needs help to look good. "Coloring removes the fatty lipid layer, making hair soak up water and swell to the breaking point; that's made

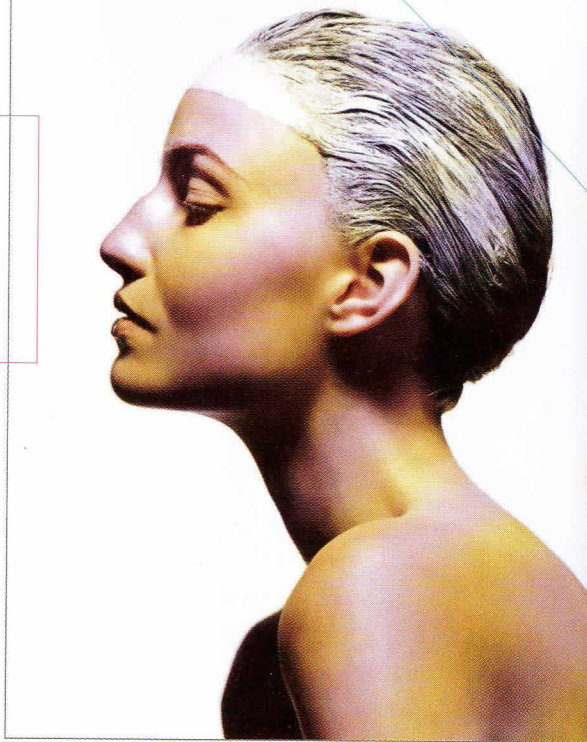
worse by heat-styling," says Teca Gillespie, a scientist for Pantene.

"After 40, the diameter of the hair shaft shrinks. Treatments can help: Although hair is dead, it still has a keratin structure that benefits from reinforcement," says David Orentreich, MD, assistant professor of dermatology at Mount Sinai School of Medicine.

"Hair is further weakened by decreased estrogen levels during menopause, or in some cases by increased testosterone," says Debra Luftman, MD, a Beverly Hills dermatologist. "Check out a typical 45-year-old's hair follicle under a microscope and you'll see what

looks like peeling house paint. Hair-repair treatments now incorporate technologies similar to those we use for dehydrated, photoaged skin."

Look for two key ingredients in a rehab cream, Gillespie advises: "Fatty alcohols (stearyl alcohol, cetearyl alcohol, cetyl alcohol), which are crucial for the hair's texture, and silicones (dimethicone, cyclomethicone) for frizz control and to increase shine." **M**



+ WHICH MASK IS FOR YOU?

David Evangelista, celebrity stylist and creative director of Cornelia Day Resort, in New York City, suggests using a mask "biweekly and always the night before coloring. Apply the mask generously, use a wide-tooth comb to distribute, then do a gentle scalp massage for 60 seconds, moving the pads of your fingers in small circles so nutrients can reach the roots."

If your hair is strawlike from too much color and heat-styling

- **Phyto Phytokarité Mask** (\$38, phyto.com)
- **Chemistry Repair Heat-Activated Hair & Scalp Masque** (\$10, at Walgreens)
- **Umberto Beverly Hills Repair Treatment Mask** (\$10, at Target)

If your hair is long and highlighted

- **Carita Le Cheveau Purifying Radiance Hair Mask** (\$52, carita.com or Rita Hazan Salon NYC)

- **L'Oréal Professionnel Serie Expert Age Densiforce Masque** (\$30, us.lorealprofessionnel.com)

- **PureOlogy Nanoworks Luxury Hair Masque** (\$60, pureology.com)

If it's frizzy and splits at the ends, or is fractured from razor cuts

- **Pantene Pro-V Nourishing Intensive Moisturizing Mask** (\$4, drugstores)

- **Garnier Fructis Strength & Repair Melting Masque** (\$4, drugstores)

If it's coarse, brittle or delicate

- **Shu Uemura Silk Bloom Restorative Treatment** (\$60, 866-914-8750)
- **Aveda Dry Remedy Moisturizing Treatment Masque** (\$26, aveda.com)
- **Bumble and Bumble Bb Crème de Coco Masque** (\$24, bumbleandbumble.com)

If it's baby-fine, clingy or thinning

- **Rene Furterer Tonucia Toning and Densifying Masque** (\$42, at Sephora or sephora.com)
- **Kevin Murphy Born Again Essential Treatment** (\$35, kevinmurphy.com)
- **Warren Tricomi Green Walnut Masque** (\$38, bathandbodyworks.com)