

Good Housekeeping

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How We Picked the Winners of *Good Housekeeping's* First Annual Anti-Aging Awards

Here's a behind-the-scenes look at how the Good Housekeeping Research Institute determined **the winners of our 2010 Anti-Aging Awards**, a new annual feature. Also, find out more about the team of **anti-aging experts** who worked on this beauty study.



Cecile Lavabre/Getty Images

How We Picked the Winners

Beauty brands sent us their best skin-care products for consideration. We focused on those products that made anti-aging claims on their packaging and came on the market after January 2007, looking for topical treatments in all price ranges that were sold in a variety of venues, including drugstores, department stores, and beauty specialty shops.

A crack team of **anti-aging experts** prescreened the products. *Good Housekeeping's* beauty editors, Good Housekeeping Research Institute scientists,

and five renowned dermatologists (our Anti-Aging Awards Advisory Board) inspected labels, debated ingredients, and sampled the latest lotions and potions before selecting the 90 most promising entries — those most likely to succeed — for our lab and consumer study.

Other magazines might have stopped here, but this is where our work really began:

We recruited 820 female volunteers, ages 35 and up, to participate in testing. Each treatment was distributed to at least 20 women, who used the product for the amount of time recommended on labels in order to see skin improvements.

We played fair: Product labels were covered with black electrical tape so volunteers wouldn't know what they were trying. Panelists were asked to stop using any other anti-aging skin-care products while they participated in the study; instead, GHRI dispensed standard moisturizers (with SPF 15 for day use) that didn't make claims beyond hydration. Before lab measurements or photos were taken, all volunteers had to remove their makeup and have their skin conditioned in a humidity chamber set to 70 degrees Fahrenheit and 40 percent relative humidity.

The chemists and biologists in our Beauty Lab assessed the condition of our volunteers' skin using state-of-the-art equipment. These tools of the beauty trade included a Visia Complexion Analyzer that electronically counts wrinkles and age spots, examines skin's texture, and exposes UV damage before it appears on the skin's surface; a Cutometer to measure changes in skin firmness; a Chroma Meter to take color readings on age spots and red patches; and a Corneometer to measure the moisturizing efficacy of lotions and creams.

Volunteers filled out a standard questionnaire for each product tested, providing feedback on everything from the formula's effectiveness to its scent and ease of use. Hundreds of off-site testers from around the country also answered our questions but did not participate in the lab

tests.

After 18 months of research we tallied the lab and consumer data and found our winners, at last!

For a behind-the-scenes look at the testing, check out our video:

Meet the Good Housekeeping Research Institute scientists and experts from our Anti-Aging Awards Advisory Board



Cecile Lavabre/Getty Images

Meet (and Heed) Our Experts

The Good Housekeeping Research Institute scientists were the brains and brawn behind this massive undertaking. They designed the studies, recruited the volunteers, compiled the questionnaires, oversaw the lab research, wrote the reports — and picked up some terrific beauty tips along the way.



Birnur K. Aral, Ph.D., health, beauty & environmental sciences director

Aha moment: "In analyzing

the Visia images for the anti-aging serum study, I was shocked to see that the most striking results were obtained with women 60+. One 80-year-old subject will, in my opinion, make for the best 'before' and 'after' pairing ever. Now I will definitely add the winning serums to my routine."



Charmaine A. Gillespie, chemist

New product obsession: "Consumers liked **Chanel Ultra Correction Lift Lifting Firming Day Cream SPF 15** (\$150, department stores) so much that I am convinced I need to try it. This project also upped my concern for sun protection.

Through Visia evaluations, I've seen people with darker skin who have a lot of UV damage."





Mary E. McConnell, product analyst

Testing trials: "The toughest part was keeping track of everyone! We had more than 1,800 consumer questionnaires to enter in the computer. Plus, we must have gone through at least 100 rolls of electrical tape to cover up product labels."

Our Anti-Aging Awards Advisory Board previewed the products and provided valuable expertise.



Diane S. Berson, M.D., New York City, assistant professor of dermatology at Weill Medical College of Cornell University and assistant attending dermatologist at New York-Presbyterian Hospital



Doris Day, M.D., New York City, clinical assistant professor of dermatology at New York University Langone Medical Center and attending physician at Lenox Hill Hospital



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