

At right, Kate Walsh, Eva Longoria, and Jada Pinkett Smith have it both ways.



Versatile style

THE LOOK THAT WILL KEEP YOU IN THE LOOP

Straight hair for the Golden Globes, wavy for the Grammys, curly for the Oscars. "Celebs need to keep things fresh so that people will keep talking about them," says Eugene Toye, senior stylist at New York City's Rita Hazan Salon. So why should you get stuck in a style rut? A new crop of styling tools make it possible to change your look with just one magic wand.

GET THE LOOK: Whether you want straight or wavy hair, prep it with a heat-protective spray (try Redken Fabricate 03 Heat-Active Texturizer, \$13), then blow-dry using a brush to remove any waves. "It doesn't have to be salon-perfect, but you can't do a half-assed job and expect the iron to do all of the work," says Toye. Our tool of choice? The InStyler (shown above), \$119, a rotating curling iron with an attached brush. For waves, wrap sections of hair around the round barrel, hold for five seconds, and release. For straight hair, grab small sections of hair between the brush and the barrel and glide from roots to ends. Also try the Paul Mitchell Express Ion Style Iron, \$225, or the Hai Classic Pro Convertible, \$179, two bevel-edged flat irons. Turn your wrist as you run the iron down the hair to get fun, flippy waves.



Q&A

ASK THE SKIN DOC



Doris J. Day, M.D., clinical assistant professor of dermatology at New York University School of Medicine

How do dermatologists decide to recommend a product?

There is a lot of hype out there, so sifting through fact versus fiction can be complicated. Here's what I want in a product:

- **REAL SCIENCE.** The products should contain ingredients that are proven to be effective, coupled with innovations based on cutting-edge research.
- **PROFESSIONALLY DESIGNED PRODUCTS.** Ideally, designed by doctors and scientists who have an understanding of the consumer.
- **STRONG CLINICAL TRIALS.** This is missing from so many products available today. These trials must be conducted by specialists, and ideally by independent research organizations. Extra credit: The results are published in peer-reviewed scientific journals. For example, the collagen-boosting benefit of peptides

has been proven and published.

One line I recommend is the new Olay Professional Pro-X, designed by the Olay Professional Alliance for Skin Care Innovation, which I'm pleased to be a part of. The group is made up of experts in diverse medical and scientific fields, from cosmetic dermatologists to genomics experts. The alliance sent Pro-X for independent clinical testing, which proved a significant reduction in lines and wrinkles, an improvement in the skin's moisture barrier, and an increase in the level of surface skin turnover comparable to that of much younger skin.



Olay Professional Pro-X Age Repair Lotion with SPF 30, Wrinkle Smoothing Cream, Hydra Firming Cream, Deep Wrinkle Treatment, Eye Restoration Complex, and Discoloration Fighting Concentrate, \$42 each.