

New Fast Beauty Fixes

The most talked-about treatments promise major results with only a small time commitment. But do they really work? Alexandra Parnass investigates a fresh crop of lunchtime lifts.

ANTIAGING FACIAL

The power of a good facial often gets overlooked in this age of injectables, lasers, and other aggressive, often painful complexion-smoothing treatments. That's why we sat up and took notice when we heard that porcelain-skinned Madonna was devoted to a facial called the Intraceuticals Infusion—so devoted, in fact, that she bought an Intraceuticals hyperbaric oxygen machine for each of her homes.

How does it work? "Our treatment simultaneously infuses moisture, vitamins, and antioxidants into the skin via a cooling, calming, topical, hyperbaric oxygen-delivery system," explains Deirdre Burke, national sales manager for the company. Katchen, who offers the facial, explains, "Basically, the treatment is one to three different serums that the machine works to infuse into your skin." A handheld "pen" is run over your face to saturate the skin with pressurized oxygen and serum. The oxygen theoretically facilitates serum absorption. Each serum is a cocktail of hyaluronic acid, with vitamins such as A, C, and E, green tea and other antioxidants, and peptides. "You get a kick from the serum for immediate hydration, which minimizes and plumps lines. The hyperbaric pressure stimulates circulation," says Katchen.

The results: Burke says, "You will instantly see an increase in hydration, firmness, and lifting of the brow, cheek, and jawline. The results last for one to two weeks." The company claims effects are cumulative, so a course of six is recommended, once a week, and then "touch-ups" once a month. Kelli, 48, a Los Ange-

les plastic-surgery consultant, has been getting treatments for four months. "I see a huge difference in my skin," she says. "The texture is improved, it's dewy, and it's definitely firmer."

Best candidates: Anyone who wants to fight aging. Burke adds, "I've seen terrific results on rosacea and acne, as pressurized oxygen creates a perfect environment for healing."

Time commitment: 45 minutes.

Cost and availability: Treatments are \$150 to \$300. For a spa near you, go to intraceuticals.com.