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FACE FORWARD

Six innovations that will shape the future of beauty.

BY ERIN STOVALL

REMEMBER WHEN MANICURES chipped before you left the salon and false eyelashes fell to the floor if you blinked too fast? Gel nail polish and lash extensions changed the game—a peek at the checking accounts of countless women is all the proof you need. Now product developers are busy at work on the next generation of beauty breakthroughs. Here are a few of the revolutionary developments.

1. MAKEUP ON DEMAND: MINK BEAUTY

Your colleague shows up at work in the most gorgeous indigo blouse, and you instantly fall in love with the color. Instead of spending the next two hours online hoping to find *anything* to wear in a similar shade, you just snap a picture of the blouse and—in a matter of seconds—create an eyeshadow that’s an exact match. It

sounds like science fiction, but it will soon be reality thanks to Mink Beauty cofounders Grace Choi and Janet Kim. How it works: The Mink Beauty printer is preloaded with a cartridge containing FDA-approved cosmetic-grade pigments. It connects to an accompanying app via Wi-Fi, allowing you to 3-D print any image from your phone onto one of the brand's sheets and swipe it over your eyes or cheeks with your finger or a brush as you would any other powder makeup. Mink plans to have printers available at a national retailer this fall. Also in the works is technology to create bespoke foundations and lipsticks.

2. THE "NEW" CANNABINOIDS: CBG AND CBN

By now you've probably heard all about beauty products infused with CBD. In fact, you may even be tired of hearing about them. The trend shows no signs of slowing down, and brands have started to explore the benefits of lesser-known chemical compounds that make up the cannabis plant, namely cannabigerol (CBG) and cannabitol (CBN). The former is known as the "stem cell" of the plant, says Sarah Mirsini, founder of MĀSK skincare, which uses the two cannabinoids in its products. Studies are ongoing, but CBG appears to have a calming effect on the skin when applied topically, and CBN has anti-inflammatory properties.

3. SUPER "BOTOX": DAXI

Revance Aesthetics is about to shake up the facial injectable market with a wrinkle-relaxing neuromodulator called DaxibotulinumtoxinA for Injection—that's DAXI for the rest of us. Like others on the market (Botox is likely the one you've heard of), Revance's innovation contains botulinum toxin A. One key difference: DAXI is bound to a proprietary peptide, which may be why it typically "lasts around two months longer than its competitors," explains Sapna Palep, MD, a board-certified dermatologist and founder of Spring Street Dermatology in New York City. This means more time between appointments, a game changer for busy patients looking to stave off fine lines. Stay tuned for more; the FDA is expected to approve DAXI later this year.

In clinical trials, patients using DAXI were able to go an average of 24 weeks without seeing wrinkles return.

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4. HYPERCUSTOMIZED SKINCARE: L'ORÉAL PERSO

Personalized skincare has been on the rise for a while, but even the fastest of these advancements requires a few days' wait while a lab creates your unique formula and ships it to you. That's about to change. Enter the L'Oréal Perso, a device that lets you play cosmetic chemist in your kitchen. After you snap a pic using the brand's app, your skin is analyzed with artificial intelligence. Through GPS, the app recognizes your location and pulls data regarding your city's current temperature, humidity level, and UV index. Enter your skin goals (say, smaller pores or a brighter complexion) and whether you want a richer or lighter formula, and the machine spits out a single dose of moisturizer, serum, or eye cream thanks to internal cartridges that contain active skincare ingredients. The only bummer? The projected launch date isn't until 2021.

5. TRAVEL-READY HAIR TOOL: AER DRYER

If packing your plug-in hair dryer is just a drag, we have some exciting

news. It's finally time to cut the cord, because the AER Dryer (\$389; aerdryer.com) is a first-to-market professional-grade cordless version created with the help of Staff Systems, an engineering firm known for its work with electric cars. Thanks to its lithium-silicon battery (which took over seven years to develop), the dryer can be operated cordlessly for up to four hours and is quieter than traditional models. The device also features built-in artificial intelligence and environmental sensors that allow it to retain information about your blow-drying habits and optimize temperature and wind speed in real time, sending updates to your dryer using Bluetooth technology. Bonus: The AER is also superbly sustainable; since it uses less energy, it could lead to approximately six times fewer CO₂ emissions than traditional dryers.

6. NEXT-LEVEL DIMPLE FIGHTER: CCH FOR CELLULITE

Long-term cellulite solutions often involve incisions, local anesthesia, and multiple days of recovery. But with CCH for Cellulite, stubborn dimpling can be significantly improved with just a series of injections. The drug is essentially an enzyme called collagenase clostridium histolyticum, used by doctors to treat disorders like Dupuytren's disease, which causes the collagen tissue under the skin of the hands to thicken and tighten. Endo Pharmaceuticals scientists started thinking about other conditions caused by fibrous collagen bands, and the idea of using it for cellulite was born. "The results I've seen have been remarkable, and I think it'll have a wide demand once released," said Anne Chapas, MD, medical director at Union Square Laser Dermatology in New York City. CCH for Cellulite is likely to be FDA-approved by the end of this summer. Pretty cool stuff, right?

