

T&C'S FALL FASHION GUIDE

TOWN & COUNTRY

A full-page photograph of actress Kirsten Dunst standing on a sandy beach. She is wearing a light blue, short-sleeved, button-down dress with a white blazer over it. She has blonde, wavy hair and is looking directly at the camera. The background shows the ocean and a clear sky.

TRAVEL SPECIAL
A SEA AND SKI PULLOUT

SEPTEMBER 2015

KIRSTEN DUNST

**MOVIE
STAR,
MUSE,
AND
MAMA'S
GIRL**

**EXCLUSIVE:
THE ODYSSEY
OF GREECE'S
EXILED KING**

**UNIQUE
CHIC
LUXURY
PIECES
THAT LAST**

**CURSE
OF A
\$6 BILLION
FAMILY
FORTUNE**
BY VICKY WARD

**THE MAD
MAN OF
FASHION**
BY MATTHEW WEINER

**THE JETSET'S
MAGIC BEAUTY
POTIONS**

LOOKING GLASS

BEAUTY, HEALTH, AND WELLNESS

SIP AND SEE
Can the key to
optimal health
be found through
a straw?

They float northward, to the light-filled West Village storefront of CAP Beauty, where they fortify themselves with shots of probiotic and collagen concoctions from the Beauty Chef, superfood-powered tonics from Sun Potion, libido-invigorating powders from Moon Juice, private label coconut butter, and herb-infused bitters from Urban Moonshine.

"We can't keep this stuff in stock," says CAP co-founder Cindy DiPrima, holding up a large jar of Glow, the Beauty Chef's best-selling "inner beauty powder," which was developed by Carla Oates, a leading Australian naturalist. "Our customers go as crazy for this as they do for a Tata Harper face oil." Her clients aren't typical Sephora-goers. "We're not beauty girls," says co-founder Kerrilynn Pamer. "We don't know what the trendy nail shade is; neither do our customers. We're more about skin, looking good, and feeling good from the inside."

Indeed, the allure of the elusive little-to-no-makeup, I-just-woke-up-like-this glow has built to a fever pitch. Skincare is, predictably, getting more play (think of all the face masks and essences flowing from Korea), but the newest game in town is the beauty ingestible. From tiny glass shot bottles of edible clay and rosewater at Juice Generation that urge customers to "think beyond the face mask" to a collagen supplement from Reserveage that is backed by clinical data claiming a

40 percent reduction in crow's feet in eight weeks and is selling out at Whole Foods, women are eating and drinking their way to younger-looking skin.

The devotees of Shen Beauty in Brooklyn—they wander in after work or weekend brunch in striped cashmere from the Elder Statesman and flowered pants from Erdem—certainly think so. They're crazy for the Beauty Chef's luxe brown bottles too, not to mention supplements from Valia labeled Metabolize, Bloom, and Hydrate. In the up-and-coming Crown



Drinking It ALL IN

A NEW GENERATION OF NEXT-LEVEL ELIXIRS IS RIDING THE JUICE CLEANSE WAVE ALL THE WAY TO THE BEAUTY COUNTER.

*By Jean Godfrey-June
Photograph by James Wojcik
Styled by Will Kahn*

If the intersection of wealth and beauty was once salons like Kenneth in New York and Carita in Paris, places where women had their skin, hair, and nails coddled to polished perfection, today you'll find it on Greenwich Street in Tribeca at 10:30 in the morning, as slim-calf women in tousled ponytails and narrow hoodies (neon Nikes are on their way to replacing teetering slingbacks as the ultimate signifier of the true life of leisure) emerge from Soul-Cycle and saunter down the wide sidewalks, clutching nothing but their phones.

LOOKING GLASS WELLNESS



RESERVEAGE
COLLAGEN
BOOSTER (\$42)

WELCO SUPER
ELIXIR BOOSTER (\$130)



ALOHA DAILY GOOD
GREENS (\$75)



THE BEAUTY CHEF
GLOW INNER BEAUTY
POWDER (\$40)

POWER POTIONS
Mixtures that
promise an increase
in collagen,
alkalinity, and that
elusive glow have
replaced their
get-it-quick
predecessors. FOR
DETAILS SEE PAGE 243.

→ Heights neighborhood a little shop called Mountain dispenses bone broth and Chinese herbs. Its café serves a blotchiness-obliterating watermelon-lavender concoction, tonifying chicken soup supercharged with bone broth, and detox shots of cold-pressed ginger and lemon. The owners recently catered a gala in Manhattan entirely with their trademark healing cuisine. "Is beauty just the way you look?" co-owner Justine Lynch asks. "I think it's about the spark in your eyes."

Ingestibles aren't a new idea—you are what you eat, *Brillat-Savarin* said, more or less—but they are newly luxurious. In London Elle Macpherson is introducing a shake made with Super Elixir Nourishing Protein, a follow-up to her \$135-a-pop Super Elixir itself a logical extension of her best-selling lingerie line and famous nickname, "the Body." Her company, WelleCo, was inspired by a personal journey. "I found out that the reason I didn't feel good, though I exercised and had a healthy diet, was a lack of alkalinity in my body," she says. Super Elixir has been formulated to increase alkalinity, and it led to major changes. "My skin and hair aren't dry," she says. "I sleep better, I stopped craving sugar, my mood stabilized, and I lost weight around my middle."

Serial entrepreneur Constantin Bisanz created Aloha after a similarly personal odyssey, during which he combed the world for the healthiest nutrition and wellness practices he could find. Aloha currently sells whole food supplements on its website and at Virgin Hotels and ABC Carpet and Home but aims to be a lifestyle brand with its own cafés where people meet for protein shakes instead of coffee. Its Daily Good Greens powder is comparable to a cold-pressed juice in terms of nutrients delivered, with wheatgrass, exotic mushrooms, and moringa promising to make the skin glow, but it keeps much longer and costs much less.

At her sleekly clinical Manhattan offices, dermatologist Dendy Engelman has a new answer for patients who ask, "What else can I be doing for my skin?" Along with Botox, fillers, and topicals, Engelman has begun recommending ingestible

collagen supplements, although she was initially skeptical about them. "The idea that compounds would get through the digestive system and make their way to the skin in significant concentrations seemed impossible," she says. "But I've had a total change of heart. The studies are really compelling. In one they radio-labeled collagen that was taken orally, and they found it in a number of organs—including the dermis—after eight weeks. The 40 percent reduction in crow's feet—that made me stand up and take notice!" (She is not affiliated with Reserveage, the brand that uses the collagen in its supplements.)

Engelman explains that the average person loses collagen at a rate of about 1 percent a year. "It's the underlying structure of skin, so anything you can do to slow that degradation down, I say do it," she says. "Enhance collagen production from the inside, just as you do with retinol from the outside." Most collagen is derived from pigs, cows, chicken, and sometimes fish, so it's off-limits to vegans, but Reserveage is coming out with a vegetarian collagen-boosting formula this fall.

Even plastic surgeons are behind the

trend. Manhattan facial surgeon Michelle Yagoda believes strongly in the power of ingested nutrients. "Even if I make the most gorgeous jawline or the smoothest neck, some people still don't look good. People with brittle, dry hair, dry skin, and cracking nails look older," she says. "Much of what passes through skin ends up in its deeper layers in extremely low concentrations." BeautyScoop, her combination of peptides, lipids, antioxidants, and minerals such as silica, does a brisk business in her office and online (it's available at the Space NK apothecary at Harvey Nichols London as well). Yagoda reports that in a 60-week study, 86 percent of participants reported an improvement in skin, hair, and nails. "The difference," she says, "was amazing."

But some skin experts view the craze as a bit of hope in a bottle. "You still can't skimp on sun protection, or nutrition. You can't smoke, and you still need sleep," says Manhattan dermatologist Amy Wechsler. "Sleep is still thought of as a luxury, but it's essential for good-looking skin." She will say that of all the ingestibles out there, good old biotin (five to 10 milligrams a day) does indeed help with nail growth and repair.

Still, for many, the results from ingestibles are encouraging. On the walls at Shen are several close-up shots of owner Jessica Richards, one before she started taking Valia's Hydrate supplements, one two weeks along, and one after four weeks. "It makes a huge difference in your skin. People are amazed," she says. "At \$22 for a bottle, people are definitely excited to try it—and at that price, it's something they can maintain." Reserveage CEO Naomi Whittel notes that while the market for ingestibles, and specifically collagen, has been huge in Asia for years, it was only when formulas started delivering quicker, statistically measurable results that the U.S. market finally came alive. "Americans want science, and they want to see a change, fast." Her skyrocketing sales at Whole Foods are Exhibit A.

Visible change—from Lynch's spark in the eyes and Macpherson's slimmer middle to the shiny hair and dewy skin Yagoda promises with BeautyScoop—is definitely the acid test. "We get customers buying two packages of Beauty Chef Glow at once," DiPrima says. "They notice a difference when they don't take it, so they need one for their boyfriend's apartment." ■