

Give your hair a boost

Hair naturally thins as you get older, so anything you can do to counteract that process will help you stay gorgeous. Volumizing shampoos are great, but the most effective (and quickest) youth boost comes courtesy of a volumizing spray gel, like Pantene Pro-V Fine Hair Spray Gel Root Lifter (below, \$4; drugstores). "These sprays are like a collagen injection for your hair," says Jet Rhys, owner of Jet Rhys Salon in San Diego. The key, Rhys notes, is not to spray it all over your crown but to get it onto the underside of your hair, near the roots.

Get younger-acting skin

The old way of thinking about your face was that if you could just get rid of a few wrinkles, you'd take years off your looks. While that may be true, it's not just wrinkles that make you look older, according to a study in *Evolution and Human Behavior*; skin tone and luminosity also affect your perceived age. Luckily, the newest anti-aging products have been formulated to take all the signs of aging into account. L'Oreal Paris Youth Code SPF 30 Day Lotion (far right, \$25; drugstores), for example, tricks your skin into acting like it did back in your 20s. With adenosine, a collagen-stimulating molecule found naturally in your skin's DNA, and biolysat, which stimulates your skin's own repair process, it's able to not only reduce wrinkles but improve texture, tone, and radiance, as well.

Use a redness-reducing

concealer "You may not realize it, but redness and visible blood vessels on your cheeks and nose are another sign of sun damage, and they do make

you look older," Dr. Gordon says. The best way to get rid of the red is with a laser treatment, which can cost up to \$500 or more at the dermatologist's office. If you're not ready to spend that kind of cash, a yellow-based concealer, such as Clinique Redness Solutions Targeted Corrector (below, \$20; clinique.com), can do wonders. Dot the concealer over any red areas—pay special attention to the notoriously rosy crevices near your nostrils—tap it into skin with your ring finger, then smooth on your favorite tinted moisturizer or a foundation that matches your skin tone.

Brighten your smile

"Stains accumulate on your teeth as you age, so whiter teeth make you look younger," says Lana Rozenberg, DDS, a dentist in New York City. In-office light-activated whitening treatments can take you up to eight shades whiter (at a cost of up to \$1,000), but you can now get similar results at home. Go Smile's Smile Whitening Light (\$198; gosmile.com) comes with a handheld light that activates the included whitening gel; three back-to-back 10-minute sessions with the light will brighten your teeth up to five shades. Caution: Because these new whitening systems are more effective than ever, it's easy to go overboard—which can look fake. "Just make sure your teeth aren't whiter than the whites of your eyes," Dr. Rozenberg says.

Spritz a zesty scent

Weird but true: People may think you look up to five years younger if you're sporting a grapefruit scent, according to a study at the Smell and Taste Treatment and Research Foundation. Make that little bit of science work in your favor by wearing Jo Malone Grapefruit Cologne (far left, \$55; jomalone.com). The spray's citrus note is balanced by vetiver and rosemary, so it comes off bright and fresh, not grapefruit-juice acidic.

