

tried + tested MAGIC MASKS

Face masks are flooding beauty aisles. But which work, and for what? The Beauty Lab breaks it down with their top-tested picks.









FOR HYDRATION

OVERNIGHT MASK

These no-rinse masks are like super-strength night creams. LAB RESULTS Amorepacific won the Lab's test, upping skin moisture a huge 49%.

Lab pick: Amorepacific Moisture Bound Sleeping Recovery Masque, \$60, sephora.com

FOR PURIFYING

RINSE-OFF CLAY MASK

Wash-off charcoal-and-clay masks nix grease and clarify. **LAB RESULTS** Mary Kay earned the Seal for reducing oil 89% and shine 84% in 15 minutes.

Lab pick: Mary Kay Clear Proof Deep-Cleansing Charcoal Mask, \$24, marykay.com



FOR A FAST FIX

SHEET MASK

Single-use paper or cloth masks are great for moisturizing and plumping skin in minutes. LAB RESULTS Skin Laundry boosted hydration 25%.

Lab pick: Skin Laundry
Hydrating Facial
Sheet Mask, \$48 for eight,
skinlaundry.com

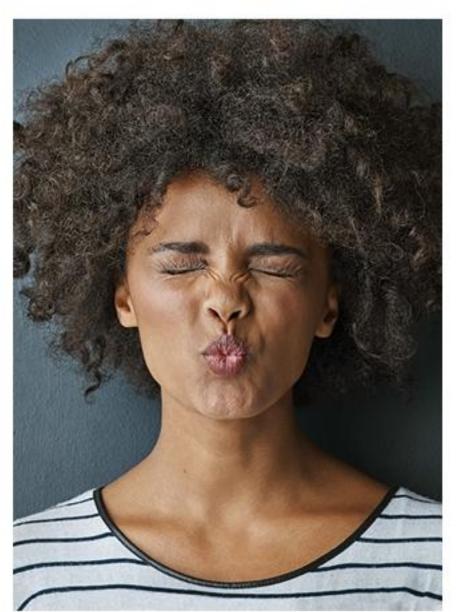
FOR EYES

UNDEREYE PATCHES

These mini masks are made to stick it to sleepy eyes.

LAB RESULTS Skyn Iceland instantly soothed and lessened the look of lines in Lab testing.

Lab pick: Skyn Iceland Hydro Cool Firming Eye Gels, \$30 for eight pairs, ulta.com



myth or miracle?

FACIAL EXERCISES

New techniques touted by skincare brands like Aveda (facial yoga), books (like Facial Magic Facial Exercises by Cynthia Rowland), spas and even "gyms" for the face (FaceGym, Skin Fit Gym and FaceXercise) claim that repeating specific movements can boost circulation and lift and tighten skin over time. But can a face "workout" replace an anti-aging cream?

LAB LOWDOWN In one study, 30 minutes of facial exercise daily for two months, then every other day for three months, increased the fullness of testers' cheeks, making them look nearly three years younger (they used a program from Happy Face Yoga, happyfaceyoga.com). "Because facial aging is due in part to muscle loss, if you can commit to a routine, exercise may strengthen those muscles, making the entire face look more firm and youthful," explains Beauty Lab Senior Chemist Sabina Wizemann. "But it shouldn't replace anti-aging skincare and sun protection."