

GOOD  
HOUSEKEEPING

# YOUR LOOK

GH ANTI-AGING AWARDS • FASHION FOR BREASTFEEDING MOMS



## *What is beauty?*

When we talk about beauty, it's often within the context of consumerism. Plain and simple, good looks can now be bought—via a pot of cream or a trip to the doctor's clinic. But obsessed as we are about appearances, it's refreshing to know that for many of us—or at least our panelists for this year's beauty awards (see page 41)—beauty goes beyond simple aesthetics. “It's being comfortable in your skin,” said one. “It's being happy and contented,” replied another. “It's confidence, strength.” “It's maintaining composure amidst the difficulties in life.”

“It's about acceptance—embracing who you are.” Sure, there's nothing wrong with buying into the latest beauty breakthroughs. But nurturing beauty within? Nothing can beat that. Make that your first step before diving into our eight-page product special.

Text by Elaine Natividad Reyes. Photograph by Turi Alvarez/COMÉ Visual Productions.  
Hair and makeup by Elaine Ganuelas. Art direction by Theodora Cruz. Model: Janeena Chan.



GOOD  
HOUSEKEEPING  
**ANTI-AGING  
AWARDS**

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2017

Another year, another set of beauty breakthroughs! Here are the top-performing products that stood out in our panel testing—from impressive skin care and makeup to age-defying hair care—and are now certified holders of the GH Anti-Aging Awards seal.

Text and styling by Elaine Natividad Reyes. Photographs by Kurt Alvarez (model, panelists) and Louie Aguinaldo (products); courtesy of Shiseido. Makeup by Ara Fernando and Muriel Vega Pérez (panelists); Elaine Ganuelas (model). Hair by Toni Santos and Mabe dela Cruz (panelists); Elaine Ganuelas (model). Art direction by Theodore Cruz.

# INNOVATIVE ANTI-AGERS

## Serums



### SKIN LIFTING SHISEIDO BIO-PERFORMANCE LIFTDYNAMIC SERUM, P5,500/30ML, SHISEIDO, GREENBELT 5 1/L.

This multi-benefit serum impresses with its silky texture, and supports skin's natural restorative powers to tighten, lift, and firm skin from within, thanks to its TruStructiv Technology.



### REJUVENATING BENEFIT COSMETICS SPECIALIST INSTANT COMEBACK FACIAL SERUM, P2,700, BENEFIT COSMETICS, ROBINSONS MAGNOLIA 1/L.

Comeback is real! Tired, dehydrated skin can score a rejuvenating kick from this booster serum designed to improve the effectiveness of your existing skin care routine, and that energizes, plumps up, and hydrates your face and neck.

**Panelist feedback:** Pie Valencia says, "It feels very light, non-greasy, and doesn't clog pores. The bottle is beautiful, too!"



### SMOOTHENING GOLDFADEN MD NEEDLE-LESS LINE SMOOTHING CONCENTRATE, P5,980, AEGLE WELLNESS CENTER, 6/L THE CITY CLUB ALPHALAND BUILDING, MAKATI.

This potent cream smoothens skin with acetyl-hexapeptide, a synthetic compound that can inhibit expression lines or wrinkles by relaxing facial muscles, coupled with pure hyaluronic acid to hydrate and revitalize.

**Panelist feedback:** "This has a Botox-like effect," says dermatologist Kaycee Reyes, adding that it delivers immediate results.



### FIRMING SNOE DON'T WORRY BEE HAPPY ELIXIR, P1,399, SNOE BEAUTY, ROBINSONS FORUM 1/L.

This local find makes use of bee venom to fool the skin into thinking it's been stung, causing the body to direct blood towards the area and stimulate the production of anti-aging collagen and elastin.

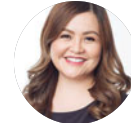
**Bonus benefit:** It also has kefir lactobacillus, an antibacterial and antioxidant, which addresses skin disorders like acne, eczema, and psoriasis.

## THE GH BEAUTY PANEL

Meet our panel of experts and women of all ages who tested this year's product nominees.



**ELAINE NATIVIDAD REYES, 31**  
Beauty and Features Editor,  
*Good Housekeeping*  
Philippines



**KAYCEE REYES M.D., 35**  
Dermatologist and  
founder of Luminisce Skin  
and Laser Clinic,  
Bonifacio Global City



**JANINA GUTIERREZ-TAN PH.D., 41**  
Chemist and beauty  
entrepreneur



**ARA FERNANDO, 36**  
Professional  
freelance makeup  
artist and hairstylist



**MURIEL VEGA PEREZ, 31**  
Professional  
freelance makeup  
artist and hairstylist



**KATRINA CASTAÑEDA, 28**  
Preschool teacher, writer,  
and mom of two



**PATRICIA MORATO-ROA, 37**  
Entrepreneur and  
mom of two



**PIE VALENCIA, 45**  
Management of Change  
agent and breast cancer  
survivor



**NINA BAILON ARCE, 57**  
Licensed architect  
and mom of three



**NORIE DIMACULANGAN PH.D., 61**  
University dean and  
consultant, mom of five



# OUTSTANDING SKIN CARE

## Eye creams and serums



**EYE LIFT IN A BOTTLE**  
**LA MER THE LIFTING EYE SERUM, P12,450, LA MER, RUSTAN'S THE BEAUTY SOURCE, RUSTAN'S MAKATI 1/L.**

This precision serum supports the skin around the eye and brow area—giving a lifting effect—with its proprietary Stretch Matrix Complex coupled with sea botanicals that help promote the natural production of elastin. Added perk: The cool applicator stimulates microcirculation and soothes tired skin.

**Panelist feedback:** Beauty chemist Janina Gutierrez-Tan says, “It may be pricey, but you can use literally a drop at a time. I love how it feels on my skin, and I also felt the effect instantly.”

**ALL-AROUND**  
**CLINIQUE SMART CUSTOM-REPAIR EYE TREATMENT, P2,950, CLINIQUE, RUSTAN'S THE BEAUTY SOURCE.**

This multitasking treatment answers multiple needs simultaneously: brightening, firming, plumping, and smoothing. Use twice a day for best results.



**QUICK REFRESHER**  
**THE BODY SHOP OILS OF LIFE INTENSELY REVITALISING EYE CREAM-GEL, P1,695, THE BODY SHOP, ROBINSONS GALLERIA 1/L.**

The cream-gel format melts on skin in an instant, and contains light-reflecting particles for an immediate illuminating effect.

**Key ingredients:** Antioxidant-rich precious seed oils—black cumin, rosehip, and camellia oil—combined with fatigue-fighting caffeine.



## Spot correctors



**MILD BRIGHTENER**  
**ZO SKIN HEALTH BRIGHTALIVE NON-RETINOL SKIN BRIGHTENER, P7,000, BELO MEDICAL GROUP CLINICS.**

Not a fan of retinol and hydroquinone? This brightener does away with those two strong ingredients—which are potential irritants—and addresses hyperpigmentation with a unique, gentle complex containing Vitamin C, hexylresorcinol, soy, and licorice root.

**BLEMISH ERASER**  
**EVENSWISS WITH DERMATOPOIETIN EVENTONE SERUM, P4,200, EISKIN LABORATORIES, (632) 654-7176.**

Even out sun spots, age spots, acne marks, and other blemishes with this tone-correcting serum. The active ingredient Dermatoipoetin helps activate skin's regenerative powers by stimulating it to produce more collagen and elastin.

**Panelist feedback:** Nina Bailon Arce says, “It feels smooth and silky on the skin.”



## Oils

**ALL-OVER BLEND**  
**NUXE MULTI-PURPOSE DRY OIL, P2,150, RUSTAN'S THE BEAUTY SOURCE.**

A mix of six precious plant oils, this is surprisingly lightweight, and feels like a thin layer of silk on skin and hair.



**SOFTENING FACE OIL**  
**PIXI SKINTREATS ROSE OIL BLEND, P1,280, GLAMOURBOX.PH.**

Another plant oil cocktail—a blend of sweet almond, rosehip, jojoba, pomegranate seed, and rose geranium oils—this coats skin with natural conditioners to refine texture, boost resilience, and leave it looking extra luminous.



# CREAMS OF THE CROP



## Moisturizers with SPF



**IMPROVED CLASSIC**  
**POND'S AGE MIRACLE**  
**WRINKLE CORRECTOR**  
**DAY CREAM SPF 18,**  
**P725, WATSONS,**  
**GREENBELT 11/L.**

The smooth, lightweight texture makes it daytime-friendly, while its unique Retinol-C Complex offers continuous anti-aging power without irritating the skin.

**Panelist feedback:** Makeup artist and hairstylist Ara Fernando says, "I've always been a fan of Pond's. I love that this has a subtle pleasant scent, built-in SPF, and Retinol-C for wrinkle management. It's so moisturizing without the sticky feeling!"

**BUDGET BUY**  
**KOJIE.SAN DREAM**  
**WHITE ANTI-AGING**  
**CREAM WITH**  
**SUNSCREEN SPF 30,**  
**P145, ROBINSONS**  
**SUPERMARKET,**  
**ROBINSONS GALLERIA 1/L.**

For a day cream that offers anti-aging, brightening, and moisturizing properties—while also protecting with SPF 30—this one's a steal!

**Key ingredients:** Hydrotensil Complex, a combination of collagen, elastin, and honey extracts; Milk Peptide Complex (MPC), a milk-derived protein to strengthen and smoothen skin; and Kojic Acid, a natural skin lightener.



**AT-HOME LASER**  
**L'ORÉAL PARIS REVITALIFT**  
**LASER X3 DAY CREAM,**  
**P1,499, WATSONS.**

Who needs a laser treatment when you can get similar benefits from a jar? This drugstore find boasts triple anti-aging powers: It



**EDITOR'S PICK!**

**OLAY TOTAL**  
**EFFECTS 7-IN-1**  
**DAY CREAM SPF 15,**  
**P789, WATSONS.**

This do-it-all product is a vanity staple for good reason: Skin is drenched in a creamy formula that nourishes skin's surface while also working deeply for long-term complexion care, thanks to VitaNiacin and antioxidants.



## Moisturizers without SPF

**LUXE CREAM**  
**ESTÉE LAUDER**  
**REVITALIZING SUPREME+**  
**GLOBAL ANTI-AGING**  
**POWER SOFT CRÈME,**  
**P6,240, ESTÉE LAUDER,**  
**RUSTAN'S THE BEAUTY**  
**SOURCE.**

A unanimous favorite, this feels ultra comfortable and sinks in real fast, leaving skin super soft to the touch. The exclusive Moringa extract is loaded with antioxidants to protect against aging damage and boost skin's density and elasticity.

**Lab claims:** In a consumer test carried out by the brand, 96% of 107 women said their skin felt firmer after four weeks of use.



minimizes pores, smoothen fine lines, and boosts skin's bounce.

**Panelist feedback:** Norie Dimaculangan says, "It really smoothen skin. After a couple of weeks, people are already noticing the changes in my face."





## NIGHT TREATMENTS

TLC for your skin while you sleep



### OVERNIGHT OIL

Kiehl's Midnight Recovery Concentrate, P2,895, Kiehl's, Power Plant Mall 2/L.

Naturally derived oils—lavender, evening primrose, and squalene—come together to replenish lost moisture and repair damage.

#### Panelist feedback:

Makeup artist Muriel Vega Perez says, "I love the instant effect. Skin looks fresh and tight!"



### GENTLE WORKER

Human Nature Radiant Grace Night Cream, P995, [humanheartnature.com](http://humanheartnature.com).

Sensitive skin can reap serious benefits minus the irritation with this all-natural cream that smoothens and firms.

#### Key Ingredients:

Olive leaf extract and Vitamin E for anti-aging properties; Vitamin C for sun spot treatment; jojoba oil for hydration.



# GENIUS MAKEUP



## Foundation

**MAX FACTOR AGELESS ELIXIR MIRACLE 2 IN 1 FOUNDATION + SERUM, P895, THE SM STORE.**

This quick cover-up doesn't settle into fine lines and soaks skin with its built-in serum to moisturize and care for a tired complexion throughout the day. It's also got SPF 15 for UV protection.



**EDITOR'S PICK!**

**RADIANCE ENHANCER SHISEIDO FUTURE SOLUTION LX TOTAL RADIANCE FOUNDATION, P4,300, SHISEIDO.**

This gorgeous cream base fuses age-defying skin care with flawless coverage. Its exclusive Skingenecell 1P technology inhibits the signs of aging, while its brightening ingredient, the 4MSK, perfects the skin's surface, giving a fresh, smooth, and even complexion.

**Panelist feedback:** Patricia Morato-Roa says, "Shiseido is a revelation to me. This is my favorite!"



**ULTRA LIGHT LIQUID BOBBI BROWN INTENSIVE SKIN SERUM FOUNDATION SPF 40, P3,750, BOBBI BROWN, SM AURA PREMIER 1/L.**

One of the lightest formulas we've tried, this combines the benefits of a treatment serum with a skin corrector in a silky emulsion that's so easy to blend. Bonus: It's formulated with lychee, bamboo grass, and cordyceps mushroom extracts, a.k.a. natural ingredients that help re-energize the skin.

**Panelist feedback:** Beauty Editor Elaine Natividad Reyes says, "The liquid glides on smoothly—great for achieving sheer, dewy coverage."



## Powder Makeup

**FACE PERFECTOR LAURA MERCIER CANDLEGLOW SHEER PERFECTING POWDER, P1,850, LAURA MERCIER, RUSTAN'S THE BEAUTY SOURCE.**

This lust-worthy pressed powder sets, perfects, and finishes with a luminous glow, thanks to the pigment's soft-focus effect that blurs the look of imperfections. The super fine texture is a winner, too.



**HYDRATING COVER-UP M.A.C. COSMETICS STUDIO PERFECT COMPACT FOUNDATION SPF 15, P2,200, M.A.C. COSMETICS, RUSTAN'S MAKATI 1/L.**

Perfect for all skin types, this long-lasting powder has fortified moisture fusion complex to keep skin healthy-looking (especially if you're on the dry side) while also keeping excess shine at bay. The result is a long-wearing matte look that's never flat.

**CONVENIENT CUSHION CATHY DOLL MATTE POWDER CUSHION OIL CONTROL SPF 50, P1,100, WATSONS.**

This oil-control formula leaves a fresh matte finish, while also providing anti-acne and anti-aging benefits. The mess-free cushion compact format is a plus.

**Key ingredients:** It has tea tree oil extract to prevent pimples, Korean herb extracts to fade dark spots, and titanium dioxide to brighten by protecting from UV damage.





# FACE SAVERS

## Lip products

**NOURISHING COLOR**  
**REVLON**  
**ULTRA HD GEL LIP COLOR, P575, THE SM STORE.**

Butter up dry lips with the extra hydrating formula of this new gel lippie, which has hyaluronic acid to attract and retain moisture while also plumping up lips for a smoother appearance. It wears like a balm, but is rich in pigment. The light mango-vanilla scent is a bonus treat!



**LIP SMOOTHER**  
**MAKE UP FACTORY**  
**REAL LIP LIFT, P795, MAKE UP FACTORY, ZALORA.COM.PH.**

Forget about flaky color with this lip foundation, which smoothens the fine lines on your lips and ensures an even canvas prior to lippie application. Plus, it has anti-aging Sepilift to prevent the occurrence of more lines, hyaluronic acid to plump up your kissers, and phytosqualene to lock moisture in.



## Concealer

**COVER-ALL**  
**NARS CRÈME BRULEE**  
**SOFT MATTE COMPLETE CONCEALER, P1,650, NARS, RUSTAN'S THE BEAUTY SOURCE.**

It may look thick and tacky, but this cream concealer is very easy to blend, giving full, opaque coverage that looks *au naturel*. Its Optimal Diffusion Powder creates the illusion of a perfect complexion while advanced powders adhere to skin seamlessly—you won't have to worry about accentuating your fine lines as you pat it on.

**Panelist feedback:** Katrina Castañeda says, "I belong to Team No Sleep and I'm happy I found this! Just a few dabs go a long way, and it doesn't fade even when I sweat while doing yoga."



**INSTANT VOLUMIZER**  
**MAYBELLINE BROW**  
**PRECISE FIBER VOLUMIZER, P399, WATSONS.**

This fiber-infused gel formula delivers color and volume with just a swipe of its mascara-like wand. The tapered spoon brush allows for controlled application—even up to the thin end of your arches.

## Brow Boosters

**LONG-LASTING TINT**  
**K-PALETTE**  
**LASTING EYEBROW TINT, P895, BEAUTY BAR, SHANGRI-LA PLAZA 3/L.**

We love this time-saver: This innovative brow tint lets you enjoy fuller-looking brows without having to do your kiley every single day. The liquid pigment may look intense when you apply it, but peels off to a natural-looking tint that lasts up to a week.

**Panelist feedback:** Beauty Editor

Elaine says, "For best results, leave it on your brows overnight—instead of just two hours—as this gives a longer-lasting tint."



## SPRAY-ON SUNSCREENS

Heavy lotions are out; mists are in!



**SKIN STRENGTHENING**  
**Belo SunExpert SPF 50**  
**Transparent Mist UVA/UVB, P479.75, leading supermarkets.**

This weightless spray offers broad-spectrum protection, preserves moisture, and boosts skin's natural defense with Cell Protect Technology.



**MULTI-PURPOSE**  
**Happy Skin Catch the Sun On the Go Hydrating UV Mist SPF 35, P699, happyskincosmetics.com.**

This one product can take the place of your primer or setting spray, hydrator, and sunscreen! The super light liquid feels so refreshing, you'll never want to skip your daily SPF again.



# HAIR SOLUTIONS

## HOW WE TESTED

*Good Housekeeping* hosted a one-day beauty testing event, where our panelists—a mix of beauty experts and women in their 20s, 30s, 40s, 50s, and 60s—tried, examined, and rated this year's product nominees based on the following criteria: look, texture, scent, instant effect, color or coverage, price, and overall appeal. They also each took home a set of products to use on a regular basis. After a month, they were asked to give additional feedback. To watch the highlights of our beauty-filled testing day, log on to [facebook.com/goodhousekeeping.ph](https://www.facebook.com/goodhousekeeping.ph).

## Hair Color

**FAST FIX  
CONCEAL PREMIUM  
SEMI-PERMANENT  
BRUSH TIP TOUCH  
UP SOLUTION, P285,  
WATSONS.**

No time for a salon touch-up? This handy wand lets you cover up gray roots with just a few swipes: This non-dye solution (meaning, it has zero ammonia and hydrogen peroxide) effectively covers up graying strands with a natural-looking tint that can last for up to three washes. It's available in three shades: Deep chocolate brown, dark mocha brown, and copper maple brown.



**DIY COLOR  
AND SHINE  
PHYTO PARIS PHYTO  
COLOR PERMANENT  
COLOR TREATMENT,  
P895, RUSTAN'S THE  
BEAUTY SOURCE.**

Perfect for dry, graying, or damaged hair, this hair color-in-a-box covers up strands evenly while respecting your hair and scalp. It also restores your mane's glorious shine, thanks to conditioning Alès oil and botanical pigments.

**Panelist feedback:** Muriel Vega Perez says, "It gives hair a vibrant color without making strands stringy and dry."

## Thickening Treatments



**BODY BUILDER  
L'ORÉAL PROFESSIONNEL  
SERIOXYL INTRA-  
CYCLANE THICKER HAIR  
SERUM, P2,352, LEADING  
SALONS.**

Fine or thinning hair can get a much-needed boost from this serum, which adds visible fullness and body to strands. To use, simply massage through towel-dried hair, then dry and style as usual.

**Key ingredient:** Intra-Cyclane, which gives an instant thickening effect.



## Shampoo

**PURIFIER CÉLETEQUE DERMO  
SCIENCE HAIR & SCALP CARE CLARIFYING  
SHAMPOO, P200, THE SM STORE.**

This once-a-week wash acts as a deep cleanser for your scalp: It removes buildup—from your regular shampoo, conditioner, and styling products, plus dirt and oil—allowing your skin to breathe. As a result, hair is able to grow unimpeded, and scalp problems, such as dandruff and itchiness, are easily relieved.

**HAIR BOOSTER  
KÉRASTASE  
DENSIFIQUE  
SERUM JEUNESSE  
HAIR YOUTH  
SERUM, P3,750,  
LEADING SALONS.**

Here's a youth serum for your locks: This non-greasy leave-in treatment counteracts the deterioration of hair's quality with age by protecting your scalp and restoring the softness and volume of hair fibers. Best results are seen after three months of use, but you can already notice an improvement in hair density after the first month.

**Panelist feedback:** Janina Gutierrez-Tan says, "I felt my hair gain volume. To keep it from getting frizzy, though, I pair with conditioner."

