

WIS
INTENSE HYDRATION
AND POTENT
INGREDIENTS GIVE
THESE TREATMENTS
SUPER PLUMPING
POWER.

BY BELISA SILVA
PHOTOGRAPHED BY GEORGE CHINSEE

SWELL IDEA

03 KENRA PLATINUM BOOSTING SPRAY-FOAM

This all-over volumizer, which contains hydrolyzed silk, thickening panthenol and UV protection, promises hair that's big by day but touchable by night. (\$18; kenra.com)

01 ANASTASIA BEVERLY HILLS LINE ERASING SERUM

Revive and tone sagging skin with this blend of Tibetan goji berry, sodium hyaluronate and a Balkan botanical infusion sourced from Romanian plants and herbs. (\$45; Sephora)

02 ELIZABETH ARDEN CERAMIDE PLUMP PERFECT GENTLE LINE SMOOTHING EXFOLIATOR

A weekly treatment, enriched with peptides and hibiscus seed extract to deep clean, remove dead skin and simultaneously fill in wrinkles and moisturize from the inside out. (\$22; Elizabeth Arden counters)

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04 SENSUAL THE LIPSTICK

A hydrating blend of apricot and sunflower oils, yuzu and silk extract work to smooth, plump and provide antiaging benefits. Available in 15 shades. (\$55; Bergdorf Goodman)

05 GIVENCHY LE MAKEUP GLOSS INTERDIT

This vibrant gloss features futuristic pout-inflating technology and color reflecting properties for a mirrorlike finish. (\$24.50; Sephora)

06 LANCÔME RÉNERGIE MICROLIFT R.A.R.E. LIFTER INTENSE TARGETED REPOSITIONING LIFTER

This serumlike treatment, infused with skin-lifting polymers and collagen-building peptides, promises a more luminous complexion when used in the morning and evening. (\$110; Lancôme counters)

07 ESTÉE LAUDER TIME ZONE ANTI-LINE/WRINKLE EYE CREME

This contouring eye treatment features a proprietary sirtuin technology derived from rice, which is said to stimulate skin's proteins to boost defenses. Hyaluronic acid adds under-eye resiliency. (\$43.50; Estée Lauder counters)

WWD BEAUTY BIZ

