

Outlook on Lifestyle

Share the secret: Experts offer tips on how to achieve great skin at 40

Turning 40 needn't be fatal, as the saying goes. These days, 40 is likely to be fantastic!

And, as more American women than ever are nearing their 40s (the aging Baby Boom generation of the late 1940s and early 1950s is the largest population group in the U.S.), one thing is becoming very clear: A 40-year-old woman in 1987 is nothing like her mother was at the same age.

Even though many of the claims made by beauty products have recently been called into question by the FDA, many genuine medical and technological advances have been made in health and skin care — which partly accounts for why today's 40-year-old woman is in such great shape.

She is healthier, in better physical condition and more active — probably participating in sports or fitness programs.

Combine all this with changing attitudes about aging, and you also have women of 40 and over looking more youthful and prettier than ever.

Actually, some of the most celebrated beauties in the world are members of the "Fabulous Forties Club" and gladly list their age along with their other accomplishments! Linda Evans, Cher, Candice Bergen, Donna Mills, Raquel Welch,

Jane Fonda, Catherine Deneuve, Diana Ross, Victoria Principal — all are over 40 and proud of it.

Most of them credit regular exercise, good nutrition and meticulous care of their skin and hair as reasons for their great looks.

Looking more like 29 than 39, *Margareta Arvidsson*, a former Miss Universe and still a top photographic model, says she started taking care of her skin at an early age.

"Like many Swedish women, I learned to live and eat healthy when I was very young, and I have always taken care of my skin," says Margareta.

"I drink a lot of water, exercise regularly, watch my diet and use lots of moisturizer. In fact, I may apply moisturizer two or three times a day, especially if the air is very dry. Of course," adds Margareta, "I never tan my face; I always wear a sunblock."

In addition to taking care of her outer beauty, Margareta also attributes her inner tranquility to regular transcendental meditation.

Over-40 skin savers

What can you do to look your prettiest and best, no matter what your age? First, pay careful attention to your skin — it is usually the first place to show signs of

age and, while it is true that skin is genetically determined, there are steps you can take to help prevent it from aging prematurely.

As time goes by, two things happen to age skin: 1) It gets noticeably drier, and 2) it loses its suppleness because the elastin fibers break down.

To keep over-40 skin as smooth and resilient as possible, follow these tips:

- **Stay out of the sun.** Nothing breaks down the collagen and elastin in the skin faster than sun exposure. Best is to get no tan at all but, if you must, go for a light tan, always using a sunscreen with an SPF of at least 12. Avoid the peak hours between 11 AM and 3 PM, and wear a hat and sunglasses for added protection.

- **Drink plenty of water** — tap, mineral or carbonated. Drinking at least six to eight glasses daily will cleanse your system and moisturize skin from the inside for a clearer, more radiant complexion.

- **Make a good moisturizer part of your daily routine.** It acts as an "environmental protection agent" and barrier against the heat, wind and cold, and also guards against the evaporation of moisture from the skin.

Apply it correctly for best results: After cleansing your face, while your skin is still damp, smooth on your moisturizer with upward strokes. This allows the skin to absorb the water while the moisturizer seals it in.

A great new one to try is *Swedish Secret*. Unlike other skin care products on the market, *Swedish Secret* makes no questionable claims about "anti-aging" or "cellular renewal."

Instead, it offers a unique combination of quality ingredients, that combine all the therapeutic benefits of complicated skin care regimens in one simple, allergy-tested product.

One of the "secrets" of this great moisturizer is a special emollient that has been used in Sweden since the days of the Vikings! (*Swedish Secret* is available in drug stores for about \$10.00 or call 1-800-426-5488, Operator A.)

- **Occasional gentle dermabrasion** — a light friction with washcloth, complexion brush or special facial sponge — is great for glowing skin.

As you age, surface skin cells dry more quickly, and a gentle rubbing action removes these dead cells, allowing the newer ones to shine through.

- Finally, remember to use a **light touch** when making up — heavy foundations exaggerate rather than hide facial lines.



Gold is expressed in metallic weaves and accents in clothing as well as rich beauty of real gold jewellery. The magnetism of gold on gold is heightened by dynamic design and the look of rare and precious artifacts from ancient cultures. The 18kt gold earrings are by Lu Squadra. The bracelets, also in 18kt gold are by Wincreations.

1987 DIAMONDS-TODAY AWARD WINNING COLLECTION CELEBRATES "THE NEW SOLITAIRE"

A new look in Canadian diamond jewellery design is emerging. Canada's jewellery designers are incorporating unusual materials such as leather, ebony, onyx and steel into their designs to create a modern style that works with contemporary fashion but is classic enough to last through the years.

A collection exemplifying this new look was unveiled in Toronto at a gala awards presentation held to honour the 15 winners in the 1987 Diamonds-Today competition. Sponsored by De Beers Consolidated Mines, Limited, the competition is Canada's largest and pre-eminent jewellery design contest. The 1987 competition marks the eighth time professional and student designers from across the country have competed to gain the highest recognition offered by the Canadian jewellery profession.

The theme for this year's competition, "The New Solitaire", challenged the designer to create an outstanding piece of jewellery that is a showcase for one beautiful diamond solitaire. Each piece is a design of taste and style, classic and enduring. The award-winning pieces reflect quality in materials and craftsmanship as well as design.

The 1987 competition invited jewellery designers to create their ultimate diamond design in the category of Women's Diamond Jewellery. Each entry was to contain one solitaire diamond of one carat or more set in an alternate substance either in addition to or in place of a precious metal.

Over 170 entries were received, a record number in the history of the competition. Many of the designs submitted were brooches reflecting the growing trend towards the popularity of the brooch as a fashionable piece of jewellery. Three brooches were selected as award-winners. Russell Oliver of Oliver Jewellers in Toronto won an award for his brooch featuring a magnificent 3.05 carat oval diamond set in 18 karat white and yellow gold and black onyx. Carolyn Anne Torlot of Carolyn Anne Designs in Quebec and Marion Cameron of Henry Birks and Sons Ltd. in Montreal also received awards for their diamond brooch

designs.

Among the designers who submitted ring designs, Peter Myerson of Myerson's Limited in Toronto; Sandor Kerekes of Premier Diamond in Toronto; Andre Traub of Bernick Jewellery Ltd. in Toronto and Nyles Mindham of Stones Fine Jewellery in Toronto won awards. The award-winning ring designed by Andre Traub demonstrates that innovative diamond designs can also be classic and timeless. A 1.01 carat diamond is suspended between two pieces of oxidized steel, wrapped in 24 karat gold wire.

The earrings designed by Robert Hutchings of Alyca Jewellers in Ottawa celebrate the fire and brilliance of one carat diamonds. A one carat diamond is the focal point in each earring formed by a fan of black ebony and white gold.

The shoulder-baring dresses so popular this year demand the presence of an exquisite necklace. Any woman would be thrilled to wear any one of the four award-winning necklace designs created by Hovanes Boyadjian of Bijouterie Hovonor in Montreal; Mary Ann De Vries Buis of Catbalue Gold and Silversmith Ltd. in Vancouver; Oksana Kit of Coro Canada Inc. in Toronto and Helena Brosseau of Burkhardt Jewellers in Toronto. The use of alternate materials, including steel cable; translucent chrysochryse, an apple green semi-precious stone and anodized aluminum in these pieces reveal new and exciting ways to showcase the beauty of a carat diamond.

Claire Vessot of Henry Birks and Sons Ltd. in Montreal won an award for her innovative use of a 1.25 carat diamond caught in a wave of 18 karat white gold and soft leather. Shelley Letwin of Beni Sung Fine Jewellery and Varouj Tabakian of Jewellery by Varouj Tabakian both in Toronto also won awards for their diamond bracelet designs. Each of the designs submitted to the competition were judged on the basis of quality in design, craftsmanship and materials, with a focus on "The New Solitaire" theme.

Plants grow lush and beautiful in new self-watering plant pots

Most plants grow well indoors unless they get too much or too little water. Too much is as bad as too little.

It's difficult to determine exactly how much water to give each species of plant. An African Violet needs water more often than a Geranium.

Décor America has designed a line of Self-Watering Plant Pots to solve these plant problems. When you fill the pot's clear waterwell, capillary action allows each plant to take in only as much water as it needs. The pot is specially designed to aerate the root systems as well. Plants grow lush and beautiful — even hard-to-grow Ficus trees thrive.

The Royal Horticultural Society of Victoria (affiliated with the R.H.S. of U.K. and The State Garden Clubs of U.S.A.) recommend Décor's Watermatic™ Self-Watering Plant Pots.

Self-Watering Plant Pots are great for people who travel or like to keep plants in a second home. You can forget about watering a 6" pot for as long as four weeks. Available in a range of styles, colors and sizes, they're priced from \$4.25 to \$11.95.

For more information contact: Décor America Inc., 250 West Artesia Boulevard, Compton, CA 90220; tel. 213-605-0994.



MARGARETA ARVIDSSON, model and former Miss Universe, looking more like 29 than 39! The moisturizer Margareta uses is *Swedish Secret*, now available at drug stores in many parts of the USA or by calling, toll free, 1-800-426-5488, Operator A.

Development of Bar Code technology makes programming a VCR as easy as drawing a line

In the same fashion that Bar Coded grocery items are passed over a supermarket scanner to speed up check-out, a hand-held, pen-like scanner has been developed by Panasonic to simplify programming a VCR. This new adaptation of Bar Code technology makes programming a video recorder as simple as drawing a line.

"Using a scanner and Bar Code sheet, anyone can program his or her VCR without confusion," says Stan Hametz, vice president/general manager of the Panasonic Consumer Video Group.

"The sheet, included with each of Panasonic's three Bar Code VCRs, offers codes for television channel, date and times.

"To access this information, and load it into the VCR's program memory, consumers simply draw an invisible line over the corresponding codes with the scanner. A tone sounds as each code is registered."

After the appropriate time on, time off, channel and date have been selected, the information is transferred directly to the VCR by pointing the scanner at the deck and pressing a transmit button. The recorder receives the information and sounds a set of tones for confirmation.

The viewer also gets visual confirmation as the list of programs to be recorded — up to the maximum eight choices — can be viewed directly on the television full-screen display.

While the quickness and simplicity of Bar Code video technology will benefit all VCR users, consumers who have never before been able to program their decks will find Bar Coding especially helpful.

"Many everyday VCR users are easily flustered by the array of buttons and lights on the average home deck," Hametz says. "With Bar Code programming, the whole



WHEN THERE'S SOMETHING ON TV that you just don't want to miss, Panasonic offers Bar Code programmable video recorders. By simply passing a pen-like scanner over Bar Codes for channel, time and date, almost anyone can quickly program his or her VCR. An On-Screen Display makes checking selections easy.

recording process is easy."

Hametz cites senior citizens and children as two groups which will find the new Bar Code technology particularly beneficial.

"Elderly people watch a great deal of television, but many have difficulty using their VCRs because getting up and down to program their units can be a problem," says Hametz.

"With Bar Coding, these people no longer have to be near their deck to program it for recording.

"Children also illustrate how useful and simple Bar Code VCRs will be. Youngsters who are confused by all the buttons on a video deck will have no problem using the simple scanner and function sheet," Hametz says.