

★ SPECIAL ISSUE ★ SPECIAL ISSUE ★ SPECIAL ISSUE ★

allure

THE BEAUTY EXPERT

OCTOBER 2005

**BEST OF
BEAUTY**

152

WINNERS

- SHAMPOO
- CLEANSER
- MOISTURIZER
- MASCARA
- LIP GLOSS
- FRIZZ TAMER
- CONCEALER

**EDITOR FAVES
READER RAVES**

In her book *Face Value: The Truth About Beauty—and a Guilt-Free Guide to Finding It* (Rodale Books), dermatologist Hema Sundaram makes a compelling case for the sound evolutionary role that ideals of female beauty have played in human history: We see beauty in clear skin, good teeth, and thick, shiny hair, she writes, because all these things are the outward evidence of youth, plentiful estrogen, health, and therefore fertility. To prove that this preference predates the barrage of media images foisted upon us by the makers of cosmetics, dentifrices, and shampoos, Sundaram cites classic Indian stories dating back as far as 5,000 years ago that describe “long, thick hair black as a rain cloud, soft and glossy, with a billowy curl.” No modern-day advertising copywriter could put it better.

USA \$3.50
CANADA \$4.50
FOREIGN \$4.50



Gwen Stefani
Inside Her Magic Kingdom