

# BEAUTY & HEALTH

INFO TO HELP YOU LOOK AND FEEL GREAT

5 TRICKS FOR...

## sexy cleavage

- Skin care for your chest
- Bodacious bra maneuvers
- What A-listers with A-cups do... and more!

By Jenna Mahoney

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## 1 SMOOTH THINGS OUT

The décolleté (pronounced, for the record, “day-col-TAY”) shows age fast, thanks to the lack of subcutaneous fat and all the sun exposure it gets, says New York City dermatologist Hilary Reich, M.D. “Women know to apply sunscreen to their faces but often forget to cover their chest when wearing low necklines.” Be sure to extend your facial sunscreen downward whenever your chest is going to see the light of day. For the damage that’s done, use a mild scrub, such as Palmer’s Cocoa Butter Formula Gentle Exfoliating Facial Scrub, \$10, a few times a week. To add a sexy glow, moisturize daily with a cream that has light-reflecting pigments. We like Hawaiian Tropic Shimmer Effect Lotion Sunscreen SPF 20, \$7.99.



## 2 Never let 'em see you sweat

If you tend to get sweaty in your cleavage area—and we’re right there with you—Reich suggests a between-the-boobs swipe of antiperspirant (blot with a tissue before dressing). Later in the day, it feels great to spritz your bust with an antibacterial and anti-inflammatory lavender spray (like Kerstin Florian Lavender Spray, \$32). If it’s really sticky outside, swipe with Noxzema Clean Moisture Makeup Removal Cloths, \$3.99. “The combo of camphor and menthol absorbs wetness,” she says.

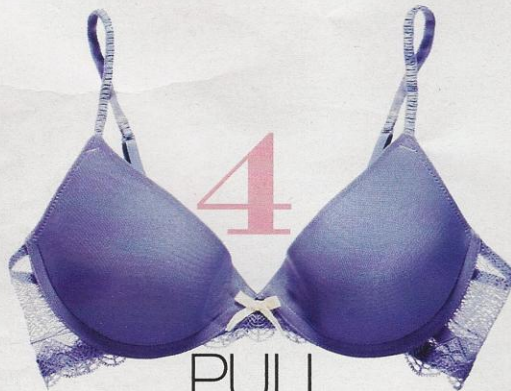


## 3 Perk up!

One more reason to practice good posture: It creates a natural boob lift! To strengthen your back so you stand up straighter, try what celebrity trainer Gunnar Peterson calls the “Titanic lean”: “Heels against a wall, hold something sturdy behind you, like a handrail, and lean forward,” he says. “Let your shoulders roll back, and hold for 15 to 30 seconds. Do this daily for a week and watch the lifting magic.” Another option: “Row, row, row,” says celebrity trainer Harley Pasternak. Nowhere near a rowing machine? “Push-ups and pull-ups will also do the trick,” Peterson says.



For a more buxom look, pretend you're king of the world.

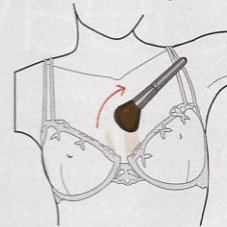


## 4 PULL YOURSELF TOGETHER

With the right bra, anyone can have cleavage. To boost a bust, Linda Becker, owner of the Linda’s Bra Salon lingerie shops in New York City, suggests a push-up style: “Look for one with cups in a smooth material—no lumpy lace—that have both bottom and side padding.” Shift each breast toward the center of the bra to create cleavage. For small-chested women, Becker recommends a backless self-adhesive bra like NuBra Feather-Lite, \$30. Simply stick a cup on each breast, then pull them together in front to clasp—but avoid lotion, body oil, and, if possible, sweating (see Trick #2), all of which can cause a self-adhesive bra to slip off.

## 5 Make sexy shadows

As a finishing touch, enhance the twins with a little contouring. Swirl a blush brush in a bronzing powder (such as Guerlain Terracotta Bronzing Powder, \$49, above) that’s one shade darker than your skin tone, then dust it from the dip between your breasts to just north of the nipple areas, says Lorac Cosmetics founder Carol Shaw. “Feather outward for the most natural look,” she says.



TOP LEFT: THAYER ALLYSON GOWDY; STILLS: PHOTOGRAPHED BY GREG MARINO/STUDIO D; TITANIC: PARAMOUNT PICTURES/COURTESY NEAL PETERS COLLECTION; ILLUSTRATION: DATA TICKLER.