

# BUST A MOVE

You may not be able to defy gravity, but you can sure fight it. From smoothing out your décolletage to finding the perfect bra, these doctor-approved tips will keep things looking up

## 20s

“Remember that UV exposure is detrimental both in the short- and long-term,” says San Diego dermatologist Melanie Palm. Burns aside, rays break down collagen (which keeps your bust firm) and elastin (which keeps it lifted). When you apply facial sunscreen with at least SPF 30 daily, don’t forget your décolletage. Then skip that 3 P.M. trip to the vending machine. Like the sun, “too much sugar can destroy collagen,” says nutritionist Brooke Alpert. Choose antioxidant-rich treats instead, like berries and citrus fruits, which help protect collagen.

Avène Hydrating Sunscreen Lotion SPF50+, \$30; drugstore.com.



## 30s

If keeping the poolside cocktails flowing overruled reapplying SPF in your 20s, make up for those sun sins and avoid even more damage by using an antioxidant vitamin C serum every day under sunscreen. “It reduces excess pigment and preserves collagen,” says L.A. dermatologist Jessica Wu. To maintain moisture, opt for an anti-inflammatory lotion at night, she says. Expecting? Keep in mind that “a slow weight increase helps prevent stretch marks,” says N.Y.C. dermatologist Rosemarie Ingleton, who suggests aiming for no more than 10 pounds over two months.

Dr. Jessica Wu Vivid Intense 15% Vitamin C Serum, \$60; beauty.com. Sisley Intensive Bust Compound, \$285; sisley-paris.com.



## 40s

If you’re not expecting, then you’ve got a green light to try some of the strongest collagen builders around—vitamin A–derived retinoids—every third night: They help keep skin firm and even out a rough texture, says Dr. Palm. To further tackle discoloration, use an exfoliating glycolic acid lotion daily. If your sun damage is extreme, in-office Intense Pulsed Light treatments (around \$300 per visit) can address both brown and red spots, says Dr. Palm. “You’ll see a difference with one treatment, but it’s best to do two sessions one month apart,” she says.

RoC Retinol Correxion Deep Wrinkle Night Cream, \$23; cvs.com. Lancôme Absolue White Aura Brightening Cream, \$250; lancome-usa.com.



## 50s+

That perma-dry feeling you get at this age isn’t just annoying: “Dehydration makes crepiness look worse than it is,” says Dr. Wu. In the morning, apply a rich moisturizer with hyaluronic acid, ceramides, or omega fatty acids to hydrate and plump. At night, continue using your retinoid, or switch to an amino acid–based peptide cream, which stimulates collagen but is less likely to irritate your already dry chest. If creams don’t quite cut it, you can remedy wrinkles and sagging with an in-office treatment like Ultherapy (around \$2,500 per session). “It uses ultrasound to heat and tighten skin and can firm the chest area in one go,” says Dr. Palm.

June Jacobs Rapid Repair Healing Cream, \$60; www.junejacobs.com. StriVectin TL Advanced Neck Cream, \$95; strivectin.com.



## Three Measures of the Right Bra!

“I would say 85 percent of women do not wear the correct size,” says Frederika Zappe, national fit specialist for Eveden. When your bra isn’t doing its job, it can lead to premature sagging and even back pain, she says. Before you make your next purchase, check these features.

Huit 8 Grand Jeu bra, Eveden, \$72; nancymeyer.com.



The fabric between the cups (the **CENTER GORE**) should lie flat against your chest. If there’s a gap, that means your cups are too small or your band is too big.

When you buy a bra, the **BAND** should fit on the loosest hook (so you can tighten as the fabric stretches) and sit parallel to the floor across your back.

The **UNDERWIRE** should surround all of your breast tissue; if it digs into skin at all, you need to go up a size.

Your best bust booster? Push-ups! Head to [instyle.com/fitness](http://instyle.com/fitness) for expert moves from trainer Anna Kaiser.