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## Anti-aging product panel

Sunday, July 02, 2006

### The mirror may lie, but a dermatologist knows the truth

We asked Dr. Kenneth Beer of Palm Beach Esthetic Center in West Palm Beach to examine panelists' faces before and after treatment.

A lot of factors combine to create good skin, among them,



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Beer says: 'It's very interesting to look at who smokes and where they grew up.'

**SKIN TYPES:**

Dr. Beer types skin on a scale from 1-6. Type 1 never tans; Type 6 is black.

**COSMETIC AGE:**

In light of sun damage, wrinkles and other factors that age skin, Beer assesses each woman's age, cosmetically speaking.

**What the Product Panel tested:** Freeze 24/7 Anti-Aging Eye Serum

**Length of test:** Product claims to work within 10 minutes, so we tested it in the presence of dermatologist Dr. Kenneth Beer

**Cost:** 0.5 oz. for \$105

**Where:** Available at [www.freeze247.com](http://www.freeze247.com) and some department stores

**Product claims:** Banish crow's-feet and say bye-bye to fine lines and wrinkles, dark circles and puffiness with this groundbreaking eye serum. This lightweight, fast-absorbing eye serum delivers a youthful appearance around the eyes. Diminishes the appearance of fine lines and wrinkles directly under and around the eye area within minutes of application.

**Anne Rodgers, 51**

City: West Palm Beach

Occupation: Editor of Charm's Saturday page for women 45+

**Attitude on aging:** Everyone has bad days, but mostly I'm thrilled to be my age. I make an effort to stay healthy, because for me, that's the key to feeling young. That, and not cutting my long hair!

**Background:** Nonsmoker; grew up in Texas

**Doctor's exam:** "Anne looks younger than she is. Her areas of concern are diffuse sun damage and fine lines that are common in women her age."

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**Skin:** Fair, Type 2; moderate sun damage; mild wrinkles

**Cosmetic age:** 46

**Doctor recommends:** Topical cosmeceuticals like his own Palm Beach Peel Green Tea antioxidant cleanser, intense laserlike pulse treatments for sun damage, Botox for wrinkles around the eyes and filler for the corners of her mouth. No surgery.

**Her opinion of Freeze 24/7:** "I used too much product. Perhaps that's what caused the excessive white flakiness around my eyes a half-hour after I used Freeze 24/7. But even without that side effect, I wouldn't buy it. Though I felt the skin around my eyes tighten (similar to how a mask feels when it dries), I could see no change when I looked in the mirror. If I had spent \$100 on this product, I'd try to convince myself the smoothness was real and pretend the lines around my eyes were less noticeable. Pretend being the operative word."

**Doctor rates Freeze 24/7 on Anne:** Zero (on a scale of 1-10)

**Alexandra Scavnicky, 63**

**City:** West Palm Beach

**Occupation:** Retired airline employee

**Attitude on aging:** With age I have gained the feeling of self-confidence that I was never able to achieve as a younger person. I think self-confidence plays a major role in how you look. If you feel you look good, you will look good to other people.

**Background:** Grew up in the Florida sun; smoked for 30 years.

**Doctor's exam:** "She has loose eyelids and deep creases around her eyes. She has pronounced smile lines, and prominent downturning at the corners of her mouth. Overall, her face appears to have lost volume and is sort of saggy."

**Skin:** Type 1, very fair.

**Cosmetic age:** 63. "She looks her age as a result of sun damage," Dr. Beer said.

**Doctor recommends:** "She would benefit from a surgical approach to her eyelids. Also, Botox and injections of Sculptra (a volume replacement) would be beneficial."

**Her opinion of Freeze 24/7:** "While applying, it felt soft and good around my eyes. Soon my skin began to feel as though it had been rubbed with mint — very refreshing. By the end of the

10 minutes I could see a definite difference: My skin appeared much smoother. The areas that had the deeper wrinkles were not affected. I am not sure that anyone else would notice the difference. But I did and that is what counts. If someone is very unsettled about aging, this would give a great boost."

**Doctor rates Freeze 24/7 on Alexandra:** 5 (on a scale of 1-10). "It appears to form a film that precludes you from wrinkling."

**Pat Morgan, 46**

**City:** Palm Beach Gardens

**Occupation:** Editor of Charm's Thursday page

for mothers

**Attitude toward aging:** My mother, who incidentally was 41 when the last of her nine children (that's me) was born, always said, "You can't really experience much of life without getting some age on you."

Luckily, my mother also blessed me with good-skin genes. Plus, as a journalist (and former fashion editor), I'm pretty much a skeptic when it comes to "hope in a jar."

**Background:** Nonsmoker

**Doctor's exam:** Minimal wrinkles around eyes. Her crow's-feet "appear to be less than most women her age," Dr. Beer said. "She did a really good job in choosing her parents. Good genes trump good creams every day."

**Skin:** Pretty fair, Type 2

**Cosmetic age:** 43

**Doctor recommends:** Botox for wrinkles around eyes, and topical products to optimize her skin.

**Her opinion of Freeze 24/7:** "In about 2 minutes I started to feel a tingling around my eyes. It wasn't an unpleasant feeling, but it was noticeable — almost like a mild numbing sensation. After 10 minutes, I got nose-to-glass with a mirror in Dr. Beer's office to examine my eyes. Maybe, maybe there was a slight difference, the faintest sort of a softening. Maybe. But if I had to look that hard to see it, why would someone standing next to me at a cocktail party notice any difference at all? Answer: They wouldn't. After 20 minutes or so, the tingling became more

of a tight feeling. Within an hour, the tight feeling was gone, too. And my eyes still looked essentially the same. No way would I spend \$105 on this. In fact, I wouldn't buy it for \$1.05.

**Doctor rates Freeze 24/7 on Pat:** Zero (on a scale of 1-10)

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**Marta Abreu, 51**

**City:** West Palm Beach

**Occupation:** Receptionist

**Attitude on aging:** Accepting that you are not 20 anymore and looking back at everything accomplished in life gives an inner beauty.

**Background:** Nonsmoker

**Doctor's exam:** Minimal wrinkles around eyes, no wrinkles around lips. She has lost some volume under her eyes making them appear hollow.

**Skin:** Type 3

**Cosmetic age:** "A little bit better than 51," Dr. Beer said.

**Doctor recommends:** "I would replace volume with a volume replacement like Sculptra, Resalyn or Radiesse." These injectable treatments are available through a dermatologist.

**Her opinion of Freeze 24/7:** "I put it around my eyes and it felt cold and heavy it was not a lightweight product at all. I waited 10 minutes and nothing happened. The area around my eyes looked exactly the same as before."

**Doctor rates Freeze 24/7 on Marta:** Zero (on a scale of 1-10).

**Georgia Novotny, 71**

**City:** West Palm Beach

**Occupation:** Retired

**Attitude on aging:** As long as I can stay healthy, I am comfortable with the reality that every day I am getting older. And I don't plan on wasting one minute of the time I have left.

**Background:** Nonsmoker. Grew up in Minnesota.

**Doctor's exam:** Deep wrinkles around eyes. Very deep forehead lines. Overall sagging skin.

**Skin:** Type 2

**Cosmetic age:** Looks her age

**Doctor recommends:** "She would benefit from a surgical face-lift to remove extra skin. She also needs Botox to get rid of wrinkles and Sculptra to replace lost volume. Even if you have a face lift you still need to deal with volume loss and wrinkles for muscles so you still need Botox and Sculptra. Just getting rid of extra skin will not restore volume."

**Her opinion of Freeze 24/7:** "I could feel my skin being drawn as it dried. It did give me a smoother appearance until I washed my face. At the cost of \$105, will I run out to get some? No. Whipped egg whites will do the same.

**Doctor rates Freeze 24/7 on Georgia:** 5 (on a scale of 1-10)

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