Optical illusion
Smooth wrinkles and refresh looks with eye procedures and products for every age

Story by: DANA WILSON | Photo by: YOGESH CHAUDHARY
More often than not, doctors say they perform a combination of therapies to achieve the most natural-looking results.

We asked several experts to share a sampling of eye treatment options for women in their 20s, 30s, 40s and up. Here are their recommendations.

**20s**

This decade is all about prevention.

"The first place you start is with skincare," said Dr. Jeffrey Donaldson of Donaldson Plastic Surgery. "There are good cleaners (and) good moisturizers to help the skin around the eyes. Sun damage can be treated with cosmetics first."

The second option he usually offers his youngest patients is Botox injected in small amounts. "This remedy, which lessens lines and wrinkles by relaxing isolated muscle fibers, works well for women in their late 20s who have noticed traces of lines or wrinkles around the outer eye," Donaldson said. (If your mother and grandmother have crow's feet, chances are you'll share that trait, thanks to genetics.)

Dr. Robert Heck of Columbus Aesthetic and Plastic Surgery said women who start using Botox in their 20s may avoid forming eye wrinkles at all. "The women who are using Botox are aging much, much slower," he said. The process requires upkeep, though. Botox costs about $400 per treatment and is typically administered every three months.

**30s**

To maintain a youthful glow now is the time to explore a skin care line with aggressive anti-aging ingredients.

Medical-grade brands such as Obagi and SkinMedica are highly recommended by doctors and plastic surgeons but require a consultation—and prescription.

"The difference between an over-the-counter product and the prescription grade is really going to be the degree of the grade that you get," said Jason Lichtman of Central Ohio Plastic Surgery. Many over-the-counter eye creams promise impressive results but are essentially just glorified moisturizers, he said.

"It's the equivalent of if you look at your house and the paint is cracking," Lichtman said. You can try to patch up the cracks, he said, or go for the foundation.

Botox and other injectable fillers also remain a popular treatment for women in their 30s. As women age, the skin beneath the eyes loses its supple texture and begins to hollow, creating dark circles. "A lot of people come in complaining of bags under their eyes," said Dr. Jeffrey Donaldson of Donaldson Plastic Surgery. To fix that problem, he typically uses a filler such as Juvederm to plump the sunken eye area at any age include permanent make-up and Latisse, an eyelash-enhancement product.

A multi-tasking anti-aging eye treatment with stimulants to reduce puffiness, dark circles and fine lines, the The Results:

"After several uses, I didn't notice any drastic changes. The treatment+ is quite expensive for a small tube, but I've used it several times, and I don't think any other product works as well."

We tested an array of over-the-counter eye products to see if they delivered on their promises. A few impressed, while others fell short. The best products earned five stars.

**BRIGHT EYES:**

**Putting Products to the Test**

LA MER

The Eye Balm Intense

The Results:

"The thick formula is quite greasy when first applied but ultimately plumped the lines and hydrated the under-eye area all day. It also reduced slight puffiness in the morning, but didn't dramatically reduce dark circles."