



#THE
SOCIAL
MEDIA
ISSUE

**SUMMER
BEAUTY
HEATS UP!**

SEXY HAIR,
EASY MAKEUP &
HOT TIPS FROM
THE COOLEST
GIRLS IN
THE WORLD

**6 TOTALLY
NATURAL
CURE-ALLS
THAT REALLY
WORK!
(AND A FEW
THAT DON'T)**

**THE NEW
SEXUAL
REVOLUTION!
LOVE, SEX,
HAPPINESS:
THERE'S AN
APP FOR THAT**

**HOW TO SUCCEED IN BUSINESS
13 POWERHOUSE WOMEN
SHARE THEIR SECRETS**

**ANNA
KENDRICK
RED-HOT &
HILARIOUS!**

**FASHION
DRESS BETTER
IN LESS TIME
THAN IT TAKES
TO SHOOT
A SELFIE
#NOFILTER**

**YOUR
STYLING
QUESTIONS
ANSWERED**

**+
FALL
FASHION
PREVIEW**

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ELLE.COM



DOCTORS' ORDERS: According to Sherber, Pepto as a facial mask is “kind of a cool hack.” It contains bismuth subsalicylate—a relative of acne-fighting superingredient salicylic acid, the beta hydroxy acid that unclogs pores and promotes skin turnover. “Pepto exfoliates and mattifies the skin, like a super-awesome pore strip,” Marmur says, “but it could be too drying” for any but the most oily skin. Note: Don’t try this if you’re allergic to aspirin or if you’ve ever reacted badly to mineral makeup, as many contain bismuth.

EDITOR TEST-DRIVE: “The dried Pepto-Bismol on my face felt like Elmer’s glue—without the fun peeling part. I didn’t notice any major pore minimization, but my blemishes seemed to shrink, so I’d definitely use it again as a spot treatment.”

THE SMILE BRIGHTENER: ACTIVATED CHARCOAL



ONLINE BUZZ:

Believers swish activated charcoal regularly for its purported hyperwhitening effect on teeth.

DOCTORS' ORDERS: “There’s no chemical reason why it would work, other than just as an abrasive,” says Graham Forbes, DDS. That’s how most whitening toothpastes act, gradually breaking down stains. “My main concern would be it’s maybe too rough,” which could lead to

gum recession or enamel damage, especially if you follow up with vigorous postrinse brushing.

EDITOR TEST-DRIVE: “I’ve used whiteners in the past, but most made my teeth feel sensitive, so I was excited to try something natural. The charcoal powder was wildly messy: With black seeping from my mouth, I looked like the girl from *The Ring*, and I’m still finding traces of it on my tiles and towels. But after a somewhat silty gargle, my teeth were pretty sparkly.”

THE ORANGE CRUSH: CARROT OILS

ONLINE BUZZ: Pool and beach bums champion vitamin A- and E-rich carrot derivatives to protect and pamper from head to toe.

DOCTORS' ORDERS: Carrot oil might make for a nourishing leave-in conditioner, but don’t count on it for UV protection. “It’s like putting on baby oil—you could actually end up burning your scalp,” Marmur says. “I recommend vitamin A to improve skin and hair, but you have to ingest it.”

EDITOR TEST-DRIVE: “The most common carrot oils have a soybean-oil base, which turned me off: They were too greasy for both skin and hair. Pure carrot-seed oil, however, I love! I dab the bright orange oil on my cheeks when I need a little glow, or use it to smooth the ends of my hair. (It’s too expensive to use all over.) But I definitely still get my SPF from other sources.”

THE ALL-STAR: COCONUT OIL

ONLINE BUZZ: Coco addicts use it everywhere morning and night—as a multipurpose moisturizer, as a cleansing balm, and even as a mouth rinse.

DOCTORS' ORDERS: “Coconut oil is very emollient,” says Sherber, citing a recent study that showed eczema-prone skin responded better to coconut oil than it did to mineral oil. Many oils perform well as a makeup remover, but according to Sherber, most of us shouldn’t depend on the coconut variety as a cleanser. “I’ve seen patients follow coconut-oil-cleansing tips on Pinterest and come in with atrocious acne,” she says. And though some coconut-derived products are advertised as having “natural sun protection,” Sherber emphasizes that they’re not reliable substitutes for moisturizers with a proven SPF rating and that the reflective finish could intensify skin’s exposure to UV rays. As far as a mouth rinse, Forbes says, “You’re not going to hurt yourself, but you’ll spend twice as long doing dental hygiene as you would otherwise.”

EDITOR TEST-DRIVE: “I’m hippie-dippie, so I’m not a stickler for requiring natural products to outperform their chemical counterparts. But I’m sad to say that coconut oil failed me. As a hair treatment, it was much too heavy for my wavy hair. And I can’t recommend it as a face cleanser: It gunked up in my eyes when I used a dab to remove mascara and didn’t seem to fully erase my foundation and concealer, so I ended up needing to rewash—using so much extra water—each evening. I couldn’t keep it in my mouth for longer than a minute before gagging, so no luck with the ‘oil-pulling.’ However, coconut oil does rock as body moisturizer: I put it on right after the shower, while my skin was still damp. My skin looked so soft and dewy, plus it smells amazing.”



Sarah Maingo/Trunk Archive; still lifes: Devon Jarvis/Studio D