

FASHION'S NIGHT OUT A Star-Studded Shopping Celebration

VOGUE

NOV

NINE

BEHIND THE
SCENES OF
THE BLOCKBUSTER
MOVIE MUSICAL
WITH

Nicole,
Marion,
Penélope
& Kate

IT'S NOT EASY BEING GREEN

An Urban
Apartment
Makeover

A Dandy in
Survival School

Guerrilla
Gardeners
Take the City

A Fashionista
on the Farm

THE PERFECT WEEKEND WARDROBE

FLORALS AND PLAIDS FOR THE COUNTRY
TRIBAL PRINTS FOR TOWN

+ Skin Care's Miracle Antiaging Apple

\$3.99US \$4.99FOR

111



0 357079 1

DYNAMITE!
AN APPLE A DAY MAY
KEEP WRINKLES AWAY.
PHOTOGRAPHED BY
RAYMOND MEIER
STYLING EDITOR:
ELISSA SANTISI.



THE SUPER APPLE

Could a humble—nearly extinct—apple tree in Switzerland be the new fountain of youth?

The Uttwiler Spätlauber apple tree in Switzerland may not mean anything to you, and until several years ago, it didn't mean much to anyone else, either. The fruit it bore was tart—too tart to eat. And, as in a fairy tale whose heroine is lonely and much neglected—ugly on the outside, though beautiful underneath—no one came to pick these apples. As years went by, the trees started to dwindle until there were only three left. But even as the trees were dying out, the apples were hanging on. Once picked, an Uttwiler Spätlauber apple lasted months longer than its shriveled cousins (this is indeed the reason the variety was first cultivated in the mid-eighteenth century: its excellent storage ability). If the tree's bark or unpicked fruits' skin

was punctured, it would heal itself, like human skin. What was keeping these apples alive? What was their secret to such prolonged youth? And, naturally, how quickly could this miracle ingredient be put into a skin cream, fully harnessed to stop the aging process—in people?

The scientists at Mibelle, a Swiss biochem lab, went to work. They discovered that the key to the apple's longevity lay chiefly in its unusually resilient stem cells. Stem cells in plants function much as they do in people: Their job is to maintain and repair tissue. Adult stem cells in human skin have a limited life span, and as we age and as we expose ourselves to inevitable environmental assaults—like UV light, i.e., sunshine—they decrease in number, as does their ability to regenerate tissue. The result is the familiar loss of skin elasticity and radiance, and finally, wrinkles. Aging.

Enter the apple. New technology made it possible to replicate the cells of the nearly extinct Uttwiler Spätlauber in the lab; researchers called the ingredient PhytoCellTec Malus Domestica. In clinical tests, the apple's stem cells appeared to be *protecting* human stem cells. Like a youth tonic, they were nourishing and stimulating them, defending them from UV radiation (like a natural SPF booster), even delaying their aging and death. In a skin-care trial targeted at crow's-feet, a generic face cream spiked with PhytoCellTec reduced wrinkle depth in 20 subjects by 15 percent after four weeks.

Word got out. 3Lab immediately put the apple-stem-cell extract in its deluxe M Cream, Super h Serum, and Perfect C Serum, out this month. Chantecaille promptly incorporated it into its Nano Gold Energizing Eye Cream. "This is like the new retinol," says creative director Olivia Chantecaille. "They found the apple doesn't age—that's why we create beauty products, so we won't age!" Lancôme tweaked its own version of the apple complex in the new Absolué Precious Cells cream—so named because the skin's most precious cells are, after all, its stem cells. When Francesco Clark, founder of Clark's Botanicals, heard about the Uttwiler Spätlauber, he didn't think twice, either, before formulating his Cellular Lifting Serum with it. "We launched it on a Tuesday, the day after Obama repealed the stem-cell act," says Clark. "It was a total fluke." And apart from the legions of loyal fashion-world friends who are snapping it up—at a cool \$355 ("It lasts three-and-a-half months!"), even in *this* economy—Clark has a fan in Washington, too. Michelle Obama. "She wrote me a letter!" For a more recession friendly apple-stem-cell fix, though, Scandinavian company Lumene offers its new ExCELLent Future Deep Repairing Cream and Serum, both just under \$30.

And so, this fairy tale has a happy ending. Today, the endangered Uttwiler Spätlauber trees (there are now seven) are protected by the European environmental group ProSpecieRara. The apples themselves are so revered, in 2008, the Swiss government put them on a post-age stamp. Maybe someday we'll even eat them. Imagine what *that* could do for you.—SARAH BROWN *beauty* >156