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## **DR. BRIAN GLATT INTRODUCES THE "SELFIE MAKEOVER"**

Rihanna's doing it. Kim Kardashian is obsessed with it. Even Hilary Clinton has done it a few times. And we all know Anthony Weiner can't get enough of it. It's the global phenomenon known as "the selfie", a self-portrait of the digital age, and

taking the perfect selfie is considered an art form. Dozens of Web sites and YouTube videos are now dedicated to showing you how to take the picture-perfect selfie. It starts with the right angle, a sexy pose and good lighting. With a snap and a tap, you are ready to upload to Twitter, to Facebook, to InstaGram and everything in between.

**“Unlike celebrities, we don’t have makeup artists and hairstylists on call or designer clothes to make us look flawless,” says Dr. Brian Glatt, New Jersey board certified plastic surgeon and an assistant clinical professor in the Department of Surgery, Division of Plastic Surgery at Mount Sinai School of Medicine in New York.** “Many of the cameras on smartphones are also incredibly good. The rise of digital cameras and the iPhone coincided with the immense increase in the use of social media sites. Selfies are retweeted and tagged and shared – a lot of people are seeing them so it’s natural to want to look your best.”

### **Introducing the Selfie Makeover**

**Do the Kardashian Gaze:** Kim Kardashian has mastered the selfie gaze. You know the one – the sultry stare into the camera that involves smiling not only with your mouth but through using your eyes. “Making eye contact with the lens and raising your eyebrows are the most important rules for taking the perfect selfies,” says Dr. Glatt. He recommends Botox for elimination of wrinkles around the eyes (crows feet) and forehead; and between the eyes (also known as the 11’s – the vertical wrinkles between your eyebrows).

**Go Ahead, Pucker:** There's no easier way to amp up your sex appeal than with a sexy smooch. But if you weren't born with full, sultry lips like Sofia Vergara or Scarlett Johansson, Dr. Glatt recommends the injectable filler Juvedem XC to plump up your lips.

**The "Make-Under":** From Beyonce to Lady Gaga, celebrities are sharing their bare-faced photos with the world via Instagram and Twitter. “Seeing a star without makeup was once only possible thanks to stalker paparazzi – now celebrities are shedding their makeup and showing off their natural selves albeit with flawless and radiant skin,” says Dr. Glatt. Ready for your next make-under selfie? Dr. Glatt recommends a chemical peel such as the MicroPeel®. It uses an appropriate strength alpha-hydroxy acid (AHA) to penetrate and clean the pores and gradually lighten pigmentation. It improves skin texture and tone to create a refreshed appearance.