



Lavinia Borcau
SKIN CARE

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THE LOOK

SKINNING THE SURFACE

By Tina Cassidy



There are just so many layers to it, beginning with Melissa Etheridge's new CD. The album, called "Skin," has pictures on the album jacket of Etheridge getting a white tattoo on her neck. One can practically hear the implement buzzing as it injects ink into her nape, spelling out in graceful letters the release's title and giving new meaning to the words "marketing tool." Album promotion and wince factor aside, the idea of white tattoos - more subtle than those in black or green - seems alluring until one learns more about them.

"A year ago they were popular, but because the white fades so quickly and easily, it looks more like scar tissue and gets gross quickly," says Kenneth Bolster, an artist at the Golden Tattoo Studio in Salem, N.H., who has done about six white tattoos over the past 12 months. The only difference between a white tattoo and a traditional one is the ink color. The process is identical, meaning the pain and cost are the same.

"The people who mostly get it are already tattooed," Bolster says. "They just want to put it in their collection." Scott Barry, a tattoo artist at Darkwave Tattoos in Roxbury, says the white ones can look good "when they're actually done right." The catch? "They're pretty hard to do right, because the blood shows through when you're tattooing, so you don't know where the ink is going."

But you always know where that piece of cake is going - straight to the hips. Which brings us to another trendy ringer to put your skin through: Endermologie, an FDA-approved cellulite-reduction therapy that is gaining in popularity as word spreads about its effectiveness. It's basically a therapeutic massage done with a machine. "It's very safe, nonsurgical, noninvasive," says Lavinia Borcau, owner of Lavinia Borcau Skin Care in Brookline, which has been doing Endermologie for about a year and was among the first in the area to offer it. "It works on the first

continued on page 2



continued from page 1

layer of fat, which is cellulite, which is not affected by diet or exercise.” Borcau said there can be some bruising from the machine folding the skin, but otherwise the procedure doesn’t hurt.

“It’s actually pleasant,” she says. “Our clients love it.” It costs about \$96 per visit, and it takes about 20 visits to see complete results: the loss of anywhere between 1 and 3 inches of lumpy fat, smoothed out through massage.

While plump may not be an attractive look for one’s derriere, it’s the hottest thing in lips. Those who envy Angelina Jolie’s full mouth but are too cheap, too chicken, or too smart for collagen injections, take note: Get Lip is a gloss based on the same substance as the drug Viagra. When applied to lips, it’s supposed to make them look and feel bee-stung (without the actual sting). It can be used like any regular lip gloss, and over time, company Jeni Lee asserts, it can reduce wrinkles around the mouth. Available at Nordstrom or www.jenilee.com. Another product, Lip Venom, does the same thing using essential oils, ginger, cinnamon, and wintergreen to stimulate the lips and cause swelling. It, too, is a gloss and is available at www.duwoponline.com. Who said beauty was more than skin deep?

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