

THE WAG

FASHION & beauty...

WAG Web Watching

There are a bevy of online sites that offer sample sale-like steals, without the stampede of shoppers. Here are some of our favorites:

Ideeli: Last season's top designer items, hand-picked by the site's fashion editors. You can sign up for their "2nd row" service for free, but for the more exclusive sales and for the opportunity to shop one hour earlier than other members, it will cost you \$6.99 a month. www.Ideeli.com

The Gilt Groupe: Perhaps the most "exclusive" of the sites, Gilt requires an invitation by a member to join. But when you do, you get access to a wide selection of luxury brands at member prices (like a Dennis Basso dress that retails for almost \$4,000—for just \$400!) You'll receive an e-mail to alert you when the sale is about to start and you'll have 36 hours before it's all gone. Exclusively for WAG readers, Gilt is extending a special membership invitation by using this link: www.gilt.com/thewag

Haute Look: This site offers 36- to 72-hour sales from some of the top designer labels (Vera Wang and James Perse) with discounts of up to 75 percent off retail price. Membership is free. www.hautelook.com

Billion Dollar Babes: This site offers exclusive sales from a-list designers like Dolce & Gabbana, Valentino,

Other similar sites to check out:

www.ruelola.com
www.secretstyle.com
www.editorscloset.com



Chic Clutch

Need a handbag that's fit for any occasion but fits into your travel bag, too? We love this embossed leather clutch by Kaia Peterka. It's the perfect shimmery accent to your summer whites.

Available at LOLA, 80 Purchase St., Rye, 921-3162



Rachel Roy Audrey Classic Slacks; Original Price: \$550; Gilt Sale Price: \$98

Beauty Buzz

Understanding SPF

Besides a great swimsuit, what else do you need to wear at the beach this summer? Sunscreen, of course. Getting the most out of your SPF starts with decoding what's on the labels. Mt. Kisco dermatologist **Dr. David Bank** explains the four most important things you need to know before you stash that sunscreen in your beach bag.

Watch Your Rays: UVA, or Ultraviolet A rays, are long and highly penetrable rays that can damage your skin even through glass windows, while UVB or, Ultra-

they are the main culprit behind sunburn and surface skin cancer. Both can be harmful. "It is imperative that you protect your skin from both UVA and UVB rays," explains Bank. "Look for products labeled 'broad spectrum,' which indicates it shields against both types of rays, and look for ingredients like Avobenzone, Helioplex, Mexoryl, zinc oxide, or titanium dioxide."

SPF: SPF or Sun Protection Factor, measures the length of time a product protects against skin reddening compared to how long the skin takes to redden without protection. For example, someone who would burn after 5 minutes in the sun would expect to burn after 50 minutes if protected by a sunscreen with SPF 10. While the Skin Cancer Foundation recommends a sun block of at least SPF15 because it blocks 93 percent of UVB rays, SPF's higher than 30 block 97 percent and are advisable for sun-sensitive individuals, skin cancer patients, and people at high risk of developing skin cancer. "Since it takes 30 minutes for sunscreen to absorb into the skin, remember to apply your sunscreen at least a half-hour before being exposed to the sun," says Bank.

Oil Intake: Oil-free sunscreen is noncomedogenic, meaning it doesn't block pores. Bank suggests using it on your face or other acne prone areas, such as your chest or back.

Waterproof: For a product to be waterproof according to the FDA's definition, it must maintain its SPF level for 80 minutes after water exposure. A water-resistant product maintains its SPF level for 40 minutes after water exposure. Bank says, by definition, both products will give you protection in the water, but it never hurts to reapply sunscreen every one to two hours if you're sweating, or in and out of the water.