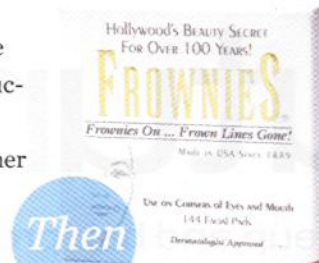


Wrinkle Fix

PAST: **Frownies** Created in 1889 (and still sold), these tiny, flesh-colored pads were designed to train muscles to relax and stop creasing—over time. According to the instructions, you stick them on wrinkly spots for three to five hours, morning and night.

PRESENT: **Wrinkle Filler and Relaxer** Freeze 24-7's Freeze & Go Instant Smoother and Brightener contains a silky, silicone-based filler made with GABA (a proven muscle-relaxing agent) to instantly smooth and fill in fine lines. Think of it as an elegant spackle.

FUTURE: **Pretty Poison** The R&D team at Freeze 24-7 forecasts the development of a hyper-effective, bioengineered peptide analogous to snake venom. "It'll have fast-acting, muscle-relaxing effects similar to those from a snake bite, but without the negative side effects, like death or being eaten alive," says the company's Craig Arpino.



Now

From left: Frownies facial pads, \$13; drugstore.com. Freeze 24-7 Freeze & Go Instant Smoother and Brightener, \$65; at Saks Fifth Avenue.