

SAVE YOUR FACE: COLORADO'S FOUNTAIN OF YOUTH

5280

Denver's Mile-High Magazine

April 2005

Can Colorado-made skincare products grant your wish for healthy skin?

BY CHERYL NEDDERMAN. ILLUSTRATION BY KIM ROSEN

Cheap

105 WAYS TO DINE IN DENVER FOR UNDER 10 BUCKS (AND WE'RE NOT TALKING BURGERS IN A BASKET)

PLUS KILLER LOOKS FOR SPRING
OUR SEDUCTIVE FASHION FINDS

COLORADO'S WILD SIDE
CAN YOU HANDLE IT?

GET OUTTA TOWN
UTE MOUNTAIN IS CALLING



Over in the sleepy hamlet of Telluride, Sunny Griffin's yam-and ginseng-infused product line, Astara, is creating quite a buzz in the skincare industry. Why? Astara products are made entirely with raw ingredients—nothing is heated above 110 degrees. The raw-foods concept hypothesizes that cooking food destroys its “living energy” and regenerative elements. Astara subscribes to this new, überhip trend, and it appears to be working. You'll find the products in Colorado Ritz-Carlton spas as well as at the Hotel Monaco in Denver, where instead of a piece of chocolate you'll find an Astara hydrating mask on your pillow. And yes, the superstars—Liv Tyler, Mel Gibson, and Ashley Judd, for example—are onboard, too.

But unlike the farm-dwelling Lily, Griffin had a different motivation for developing Astara. Thirty years ago, Griffin was one of the country's hottest supermodels—the Gisele of her day with an impressive resumé. A few years after retiring, Griffin moved to Colorado. “I kept desperately trying to find something that would work at this altitude,” she says. “Even you people in Denver have no idea how hard it is up here.”

She and a chemist-friend developed the product line, old modeling checks footed the bill, and 10 years later the line is garnering attention from *Cosmopolitan* to *Organic Style*. “Whenever I go home to L.A., my friends ask me if I've had a facelift,” says Griffin. “The results are truly visible.” For life in Colorado she recommends the Activated Antioxidant Infusion, a powerful moisturizer.

