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be nice to your neck

Guilty of neck neglect? **FIGHT THE DROOP** with an effective skin regimen that doesn't stop at the jawline.

WE LOVE OUR NECKS, honestly, we do. Without them, how would we stick our neck out for a friend, move our head around, or get oxygen from our lungs to our brain? And don't forget the abundance of nerve cells clustered at the base of the neck—that's an erogenous zone. *Oh là là!* Clearly this statuesque structure performs very important functions beyond being a showcase for those fabulous beads you found on vacation.

Fact is, we're busy, frugal, and, frankly, uninformed. Who knew necks needed special attention? Is it really worth squandering that costly antiaging salve just to save our necks?

The answer is yes, say dermatologists, makeup artists, and women (most famously Nora Ephron) who wish they had paid a little more attention to this swath of skin. Avoid the pull of gravity and get a chin up with a few toning tips.»

for stressed-out necks

We crane it forward to stare at the computer and contort it to cradle the phone. Here, three healthy habits to keep your neck in line.

GOOD POSTURE

Keeping your shoulders back, try to line up your ears with them, suggests A. Lynn Millar, professor of physical therapy at Winston-Salem State University in North Carolina. If you find yourself dipping your neck to hold the phone, stop! Briefly bend your neck to the opposite side, and focus on remaining in the proper position—or invest in a headset.

ENDURANCE EXERCISES FOR NECK MUSCLES

Lie on your back with your head on a pillow. Tuck your chin to your chest, and hold that position for five seconds (longer as it becomes easier). Then press your head back. Repeat 10 times daily.

CAT-AND-COW POSE

To alleviate tension and tightness, get on your hands and knees and inhale, dropping your head downward and rounding the spine like a startled cat. Next exhale, arching back, lifting your head, chest, and derriere toward the ceiling. Repeat 12 times daily, advises Loren Bassett, an instructor at Pure Yoga, in New York.