

# Woman's Own

## The new miracle age erasers

With the latest – and hottest – skin savers, you can knock off the years. Beauty expert Alison Young reveals how to lift, plump and go...



A self-confessed beauty addict, Alison Young is a top skincare expert with more than

in the beauty well as working of the UK's top farms, she also presents a beauty programme of online shopping

### The precenter

'Our skin faces a daily assault course with exposure to sunlight, pollution and stress,' explains Alison. 'I believe the rate at which our skin

UVA/UVB cream every day before applying make-up. Look for 'old school' antioxidants, like vitamins A, C and E, but also watch out for hot new ingredient hesperidin, a molecule found in orange peel, which is a powerful anti-ageing antioxidant.'



**TRY**  
● **Clarins Multi-Active Day, £36** It's a bit expensive, but fans of this cream love the way it absorbs easily and leaves skin feeling firmer and hydrated. Recently reformulated, it also contains hesperidin, the latest must-have antioxidant.

uk.com No fancy packaging, but this hard-working cream is the perfect base under make-up. As well as boosting moisture so skin feels plumper and looks more youthful, it has an SPF30 to protect against future damage.

● **Ultrasun Face30, £30 (for two), www.qvc.com**

### The skin brightener

'We all want glistering skin as it helps us feel younger,' says Alison. 'Exfoliating once or twice a week keeps skin glowing. But a common mistake is to pile on the moisturiser in the hope it will make skin look glossy, when, in fact, it sits on the skin's



surface and leaves it visibly greasy. Instead, smooth on one of the new light oils or serums before applying moisturiser. These absorb quickly and are packed with radiance-boosting ingredients, giving the skin a dewy, youthful appeal.'

### The retoucher

'Blotchy skin tone piles on the years faster than wrinkles,' says Alison. 'Once we hit our forties, dark areas of pigmentation on the face, the backs of hands or chest can be a sign of too much sun-worshipping, as well

as hormonal changes. To look more youthful, choose dual-action products containing salicylic or glycolic acid – which have an exfoliating action and help reduce discolouration – and natural ingredients, such as liquorice or grape, which boost skin's radiance.'



### The firmer

Finding your jawline isn't as taut as it used to be? Join the club. Bring on the new skin treats. 'Going beyond collagen-plumping creams, you now need to look for products specially formulated to tighten or firm,' says Alison. 'Don't expect results overnight, but, used regularly, they'll give you firmer feeling skin in about four weeks.'

**TRY**  
● **Skin Doctors Instant Cellfit, £29.95** Could this be a miracle in a bottle? This fast-acting serum contains a protein molecule that has an instant tightening and lifting effect and reduces the appearance of fine lines.

● **No7 Lift & Luminate Day Cream, £19.50** Specially formulated for 45+ skin, this is packed with anti-ageing peptides and white lipin to boost moisture levels and improve firmness. Plus it contains SPF15.

● **Lulu's Time Bomb Youth Juice, £30, www.lulusplace.co.uk** The youth-boosting lotion to Lulu's stop-the-clock range, a tight combo of olive, avocado and bioreplaces skin's natural oils lost with age. A small amount applied to fingertips is all you need.

● **SkinVitals Brighten yday Illuminating Lotion, £13 (01622 859 898)** wonder booster revives skin with its mix of skin-brightening, must-have ingredients in C and white peony.

● **Even Better Skin Tone Retoucher, £30** It contains a special yeast to brighten skin and reduce age spots, as blemishes caused by acne.

● **White Gold Skin Brightening Lotion, £30.50, www.qvc.com** This treatment contains glycolic acid, mulberry, hibiscus and grape, to revives skin tone in four weeks.



**PRO TIP**  
It's normal to feel a slight tingling when using a glycolic or salicylic acid-based product for the first time. But if you have sensitive skin, do a patch test 24 hours in advance to test for sensitivity.

**SkinVitals Brighten Everyday Illuminating Lotion, £13 (01622 859 898)**  
This wonder booster revives lacklustre skin with its mix of skin-brightening, must-have vitamin C and white peony.