

With the latest crop of HI-TECH serums, creams and masks promising a tighter, more youthful COMPLEXION, could this be the end for fillers?

It's the modern skincare dilemma – do you rely on anti-ageing creams to keep things firm and taut, or will you turn to a professional for something a little stronger, such as Botox or plumping fillers? Most women will give this question some thought when signs of ageing start to show but, according to a recent survey commissioned by Nurture Replenish Skincare, more of us than ever are saying no to the needle. Of 2,000 women polled, 74 per cent said they would avoid cosmetic surgery in favour of a more natural approach. Whether it's down to “frozen face” horror stories, or celebrity role models like Cate Blanchett showing us how to age without help from the surgeon, one thing's for sure, the Botox backlash has begun.

Luckily for us, a slew of new hi-tech firming and lifting products packed with potent active ingredients have just hit the market, meaning we have the best chance ever of fighting skin slackening without booking in at Harley Street. OK, so they're not exactly purse-friendly – the expense of the active ingredients combined with the cutting-edge technology used to develop them pushes prices high – but consider the cost per wear and it makes sense. For example, if you spend £100 on a cream which lasts for three months, that's just over £1 per day – a price worth paying for firmed up, younger-looking skin. And the key to

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maximising the visible results? It's all in the application. We asked facialist to the stars and natural-beauty advocate Georgia Louise, who's worked with Emma Stone and Cameron Diaz, how to get the best out of the latest anti-ageing products.

#### THE HERO SERUM

*Stimulskin Plus Re-shaping Divine Serum, £159, Darphin (0800 074 6905)*

**HOW IT WORKS** Extract of sea emerald (a marine plant native to the Philippines) helps support the production of collagen, the protein responsible for keeping our skin plump and firm. **WHEN TO APPLY** On clean skin, morning and night, before applying moisturiser. **HOW TO APPLY** “Serums are generally light in texture and sink into skin quickly, so be speedy with your application. Apply four drops, one on your forehead, one on each

of your cheeks, and one on your chin. Massage in circular motions until it has fully penetrated,” says Georgia. **CHOOSE THIS IF...** You are prepared to invest in your skin. Serums are often the priciest part of a skincare regimen as they have the highest concentration of active ingredients. In turn, they give the most conspicuous results. **GEORGIA'S TOP TIP** “Serums are rich in potent ingredients, so avoid using them around the delicate eye area.”

#### THE HERO NIGHT CREAM

*Rénergie French Lift, £95, Lancôme (lancome.co.uk)*

**HOW IT WORKS** Potent active ingredients resveratrol and oligoside work together to anchor fibroblasts, responsible for the production of collagen and hyaluronic acid in the dermis. Increased production of collagen and hyaluronic acid results in skin with a firmer, denser texture.

**WHEN TO APPLY** In the evening, on clean skin or after applying serum.

**HOW TO APPLY** “Most people have a little more ‘me’ time in the evening, so use the extra few minutes to perform a more in-depth massage,” Georgia suggests.

“Warm an almond-sized amount of night cream between your fingertips. Place your index fingertips on your forehead, just underneath your hairline. Slide them down towards your temples using a firm pressure. Repeat, moving down your face horizontally, line by line, until you reach your eyebrows. Next, place your index fingertips at the top of the bridge of your nose, and slide them out towards your hairline. Repeat the action, slowly making your way down to your jaw with each repetition. Finally, place your index fingertips just below your earlobes. Slide down your neck until you reach your collarbone. Following your jawline, repeat the action, making your way towards the centre of your neck.”

**CHOOSE THIS IF...** You have dry skin. This cream is a rich, heavy treat.

**GEORGIA'S TOP TIP** “As well as enhancing the effects of firming products, a five-minute facial massage before bed will also help you relax, and signal to your body that it's time to sleep.” ▸

