

THE HERO DAY CREAM

*Le Lift Crème, £89,
Chanel (020 7493 3836)*

HOW IT WORKS Extract of edulis root, a plant rich in antioxidants, helps support the production of collagen and elastin fibres, resulting in skin with a denser texture.

WHEN TO APPLY In the morning, on clean skin or after serum.

HOW TO APPLY

“Mornings often pass in a blur, but spend just one minute applying your cream with basic massage techniques and your skin will reap the rewards,” Georgia advises. “Warm an almond-sized amount of cream between your fingertips. Place both hands on the centre of your forehead and, using firm pressure, slide them outwards, from the centre of your brows towards your temples. Next, place your fingertips on either side of your nose and slide out towards your hairline. Repeat the action, slowly making your way down to your jaw with each repetition. Finally, place hands at the centre of your chin and slide out towards your jawbone.”

CHOOSE THIS IF... You're taking your first steps into anti-ageing. The lightweight texture suits younger skin, which tends to be more oily than older skin, and works effectively on fine lines.

GEORGIA'S TOP TIP “After applying your day cream, wait a few minutes before applying make-up, to allow the ingredients to fully penetrate the skin.”

THE HERO FACE MASK

*Lifting and Firming Mask, £150,
Crème de la Mer (cremedelamer.co.uk)*

HOW IT WORKS A concentrated cocktail of marine extracts, including brown algae, peptides and plant stem cells, penetrate the skin, giving an instantly plumped-up effect.

WHEN TO APPLY Once or twice a week, after

cleansing and before serum or moisturiser.

HOW TO APPLY “Using your fingers or a brush, apply a thin layer of face mask from your forehead down to your décolletage,” says Georgia. “Take a warm towel and lay it over the entire area. This will encourage pores to open, helping the ingredients to reach the deeper layers of the epidermis. Alternatively, run a warm

bath and let the steam work its magic. After ten to 20 minutes, wipe off the excess and apply your serum and moisturiser.”

CHOOSE THIS IF... You want particularly fast results. This mask is the perfect instant firming fix – you'll see a lifted complexion after just one application. **GEORGIA'S TOP TIP** “Always exfoliate prior to applying a face mask. This will rid skin of dulling dead cells that can hinder product absorption.”

GO TO THE PROS

The *InStyle* beauty team test three of the best facials

Aromatherapy Associates Rose Infinity Facial, £120 for 90 minutes

(aromatherapyassociates.com)

“A cleanse and enzyme peel is followed by a luxurious facial massage. It was so relaxing, I fell asleep. When I awoke, fine lines had vanished, and my skin felt more taut.”

*Delphine Lamandé-Frearsen,
beauty director*

Georgia Louise Signature Facial, £242 for 90 minutes

(georgialouise.co.uk)

“Using her lift and sculpt technique – a series of massage strokes designed to aid lymphatic drainage and iron out fine lines – Georgia Louise left my skin looking and feeling radiant.”

Malena Harbers, beauty editor

Su-Man's Signature Facial, £200 for 60 minutes,

*Away Spa at W London
(020 7758 1071)*

“Su-Man's Eastern-inspired techniques aren't exactly relaxing – the deep extraction and firm massage border on painful – but they deliver. I left with lifted, glowing skin, and a calmer mind.”

Jessica Tibbits, beauty writer

THE HERO EYE CREAM

*Cellular Performance Lift
Remodelling Eye Cream,
£125, Sensai (0800 123 400)*

HOW IT WORKS Hibamata, a seaweed extract, stimulates fibroblasts to produce integrin, a protein that helps strengthen the cell network that supports the skin, resulting in a firmer texture.

WHEN TO APPLY On clean skin, morning and evening.

HOW TO APPLY “The eye area is particularly delicate as skin is ten times thinner here than on the rest of your face. Use your ring fingers rather than your index fingers to dot on eye cream to prevent applying too much pressure. First, split a rice-sized amount

of eye cream between your two ring fingers. Starting just below the inner corner of your eyes, tap the product along your eye socket out towards your temples, taking care not to drag the skin. Repeat the action, this time starting just above the inner corner of your eyes, following the contour of your brow bone out to your temples.”

CHOOSE THIS IF... You want to hide dark under-eye circles, too. This cream also boosts blood circulation around the eye area, helping to shift dark shadows.

GEORGIA'S TOP TIP “Store your eye cream in the fridge for extra de-puffing power.” □

