

FRESH-FACED BEAUTY

Get ready for your wrinkle-free close up

* 'Getting a good night's sleep is vital for sustaining a great-looking complexion, as this is when our bodies repair and rejuvenate,' says L'Oréal Paris Skincare Specialist, Debbie Thomas. 'Lack of sleep gives skin less time to heal itself and to generate new healthy skin cells that give that fresh, plump look.'

* Don't neglect what's below your face! Your neck, décolleté and hands are the first places to show signs of ageing, so always smooth your moisturiser in upward strokes on your chest and neck area, and use a hand

cream containing AHAs to activate new skin cells.

* Apply a wrinkle-reducer or primer before using foundation to fill in fine lines and create a smoother surface for your base to sit on.

Maybelline Instant Anti-Age The Smoother (£9.99)



* The area around your eyes is very delicate, so never be too rough with this fine skin.

Instead, apply eye cream 'using gentle tapping motions,' says Olay Principal Scientist, Dr Siân Morris.

Optimum Firm & Lift Eye Cream (£7.49)



* When you reach age 40+, facial exfoliation is even more necessary to boost cell turnover.

However, choose a very gentle formula to avoid thinning the skin's surface, and use twice a week.



YOUR ANTI-AGEING MAKE-UP KIT

FOUNDATION: The hormonal changes that come with age can make skin drier, meaning any moisturiser you apply seems to instantly dissolve. Choosing a base with lots of hydration-boosting and skin-plumping ingredients will ensure your skin stays moisturised all day.

Maybelline The Eraser Foundation (£9.99)

EYES: Mascara is essential for keeping us looking youthful, as it will 'open' and lift eyes in an ultra-flattering way. Apply most of the mascara at the base of your lashes and sweep upwards for a luscious look.

BLUSH: Skin can begin to look a little grey with age, so adding colour is vital. Apply a non-drying cream blusher to the apples of cheeks to get a rosier, more healthy-looking finish.

Rimmel The Max Bold Curves Mascara (£6.69)

LIPS: A smear of bright colour on your lips will lift your whole complexion and brighten your smile, which immediately takes years off!

Max Factor Colour Collections Lipstick in Hint of Red (£7.99)

MeMeMe Cheek-E Blusher (£4.99)



20s

'Dermatologists agree that up to 80% of all ageing is directly related to exposure to sunlight,' says L'Oréal Paris Skincare Specialist Debbie Thomas. 'UVA rays cause permanent damage to the collagen fibres and elastin coils in your skin.'

SOLUTION: At this age, skin is tight and toned, but prevention is better than a cure. Start using an SPF moisturiser every day – whatever the weather.



YOUR SECRET WEAPONS

Simple
Regeneration Age
Resisting Vitamin
E Serum Pads
(£4.03)



L'Oréal Paris
Revitalift Face
Contours &
Neck Re-Support
Cream (£14.25)



Garnier UltraLift
Firming Day Cream
(£8.94)

30s

The first signs of ageing usually start in your 30s – particularly around the eyes, where fine lines start to appear. This happens because collagen fibres in the skin are damaged.

SOLUTION: Stick to a skin-happy diet that's high in antioxidants and essential fatty acids, and use products containing vitamin A and peptides to plump skin and boost collagen production.



Optimum Line Decrease
Collagen Filler (£7.49)



Olay Regenerist 3 Point Super Serum (£29.95)

40s

The lymphatic system slows down once you hit 40, which can result in skin losing elasticity. According to Purity Skincare Ambassador Abigail James, our oestrogen levels (which keep your skin pert and elastic) are also reduced as we age. But don't panic!

SOLUTION: Keep skin fully hydrated by using a targeted moisturiser containing ingredients enriched with vitamin E and Pro-retinol.



Making it's mark on the skin world is the revolutionary Optimum Swiss Apple Skin Renewal Day Cream, introductory offer £0.99 (ends May 10th, will be £12.99)



Glossary

We explain the magic anti-ageing ingredients to look out for in your skincare:

- Peptides:** Amino acids that soften wrinkles.
- Collagen:** Helps boost skin-cell regeneration.
- Pro-retinol:** Retinol (or Vitamin A) helps the cells on the outer layer produce new collagen and elastin.
- PhytoCellTec technology:** Uses Swiss apple cells to protect and enhance the performance of your skin's cells.
- AHAs:** Natural acids that reduce signs of ageing by exfoliating your skin.