

They promise to rid you of wrinkles, or banish those eyebags – but can anti-ageing beauty products really hold back the hands of time? **Lisa Haynes** takes a look

# A war on your hands

**W**HENEVER a new 'miracle' cream launches, you can't help but wonder if it might really turn back the skin clock, whether it costs £5 or £255.

Remember the hoards of people queuing up to bag Boots' wonder anti-ageing product? When the £16.75 Protect and Perfect Serum's benefits were publicised in a TV programme earlier this year, an entire year's supply whizzed off the shelves in just two weeks.

Half of all UK women regularly use anti-ageing products, according to a recent survey by antioxidant supplement, Selenium-ACE. But despite the majority spending up to £240 a year on protective skin care, only one in three believed it made any difference.

Celebrities such as 49-year-old Madonna have that kind of youthful glow about the face that get us wondering about their beauty secrets – but even the queen of pop has

to battle the signs of ageing when it comes to her hands.

So can we hold back the hands of time? If you've spotted the first signs of ageing – lines, pigmentation or dull skin – but you don't live too debauched a lifestyle, creams can help. Smooth the years away with our guide to younger looking skin.

## Hands

Madonna may still have the body of a 20-something, but her hands are a tell-tale sign of her true age. Many of us slap on the pricey face creams in the hope of keeping wrinkles and lines at bay, but few of us consider anti-ageing care for our hands.

"To prevent and slow down the ageing process on hands, use a product with an SPF to protect against sun exposure," says Ravi Ratnavel, consultant dermatologist and advisor to Neutrogena. "Active Soy can also help reduce the appearance of brown spots and evens out skin tone."



**Budget Buys:** Neutrogena Norwegian Formula Anti-Ageing Hand Cream, **below left**, £3.99, or Dove pro.age Hand Cream, £2.99.

**Splurge Spends:** Mavala Anti-Blemish Cream for Hands, £12.95 (mavala.co.uk), or M-Activ Anti-Ageing Hand Cream, £39.50 (m-activ.com).

## Eyes

The eyes have it when it comes to giving your age away – and no amount of concealer can cover up the damage. A specialist eye cream should help smooth lines and wrinkles and hydrate this delicate area.

Laura Cummins, The Body Shop's head of skin care, has this advice: "Always use your ring finger to apply eye cream – it doesn't have the strength of the other fingers, so is naturally gentler."

"Apply the cream in light dabs, starting at the inner corner of the eye, moving

outwards. Never rub the skin around the eyes, it's ultra fine and easily damaged."

**Budget Buys:** The Body Shop Wise Woman Eye Cream, £15 for 15ml, or Agera Advanced Eye Lift, £32 for 10ml (agera.co.uk).

**Splurge Spends:** Creme de la Mer The Eye Concentrate, **left**, £120 for 15ml, or Zelens Intensive Triple Action Eye Cream, £95 for 15ml (zelens.com).

## Face

Forehead furrows and a puckered pout may become the bane of our lives in the future so help banish them now by using skincare with anti-ageing properties.

"Certain areas of the face are more susceptible to stress," explains Janine Bird of Creme de la Mer. "Eyes, lips and the throat are all more likely to show the first signs of ageing."

**Budget Buys:** Avon Anew Ultimate Age Repair Elixir, **left**, £25 for 30ml, or Roc Complete Lift Immediate Lift Serum, £24.95.

**Splurge Spends:** Sisley Radiance Anti-Ageing Concentrate, £205, or Pro-Ferm Instant Lifting Serum, £75 for 30ml, at Space NK.



## Neck

Don't neglect your neck in the battle against ageing when you're applying lotion and potions to your face. Make

sure you dedicate time to smoothing your neck with your face cream or try using a specialist product.

Dr Hilary Allan, cosmetic dermatologist, warns: "As areas of the body often on display in the sun, in the same way the face is, these areas should be high on the list for anti-ageing prevention."

**Budget Buys:** Boots No7 Uplifting Day Cream, £16 for 50ml, or Dove pro.age Neck & Chest Beauty Serum, £6.99 for 100ml.

**Splurge Spends:** Lancome Renergie Morpholift R.A.R.E.

Neck Treatment, **above left**, £51 for 50ml, or Bliss Thinny Thin Chin, £32 for 50ml.



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## The best of British for you

HOW many of the products you've got in your make-up bag actually do what they say on the tube?

It's a problem continually faced by us in the beauty industry – finding products that do exactly what you want.

Over years of waxing and tanning the fashionistas of Manchester, for instance, I have tried and tested several different brands and techniques to get things exactly how I want them.

Of course you can grab a piece of salon expertise with the various professional haircare ranges out there, developed by famous hairdressers – but there are precious few equivalents for the beauty world.

Products that have been designed and tested by the best in the business.

This week I'm pleased to tell you about a new range that yours truly may even be getting a guiding role in. The British Beauty Experts range.

Bringing together a group of experts who cover everything

from perfect nails to top tans, it is designed to give the best expert advice for each area, at high street prices, at Boots and Urban Retreat.

Leighton Denny, for instance, has been drafted in to develop the nail range. Leighton, a top nail technician to the stars, has come up with a capsule collection of nail essentials and with clients like Joan Collins, Geri Halliwell, Davina McCall and Jade Jagger, he truly is the man in the know.

My favourite product of his,



## Salon Secrets

With Samantha Marshall



the Metallic Nail Duo (pictured) is a snip at £9.95 for two glistening colours.

Make up is by Daniel Sandler, who regularly has the likes of Naomi Campbell, Mena Suvari and Kate Moss in his chair. His collection features Lip Service £19.95 – the first four-piece lip kit containing all you need to create a flawless, seductive, plump pout. Plus plenty of other goodies

And it doesn't end here. Phase two of this exciting project sees lines by Shavata, wig expert, Vicki Ullah and there may even be a certain Manchester waxing expert with her own range... watch this space!