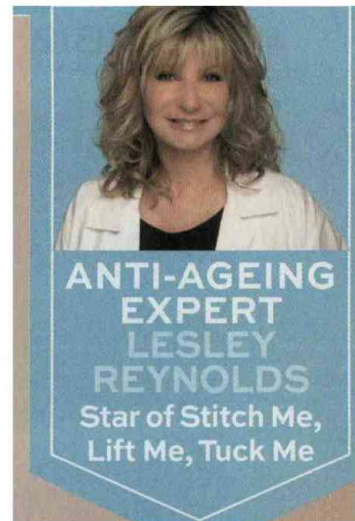


Pump up the volume!

Defy gravity with star products that stop sagging...

Blessed with a baby face and plump cheeks? Well, count yourself lucky – you'll look younger for longer. This is called the triangle of youth, because in a young face the widest part is the cheeks. But, as we age, our face usually loses volume – including around the brows temples and under the eyes – and all that excess skin sags towards the jawline, so your once-rosy cheeks end up as jowls! Several factors cause

the face to deflate – our skeletal structure actually thins, so cheekbones recede, the fat volume in our cheeks diminishes and is tugged by gravity, and collagen production slows down, so our facial skin is no longer as firm as it used to be. Hormonal fluctuations during the menopause will also affect its moisture levels and elasticity. But you can get rid of a saggy face and defy gravity – here's how!



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BEST BUYS

Look out for products with skin-plumping ingredients like vitamin C, plant stem cells and peptides

- **Stratum C Menopause Repair Serum, £49** is a light gel that contains collagen-boosting peptides to rejuvenate the skin.
- **Harley Street Skin StemCellution Anti-Ageing Serum, £50**, is derived from apple stem cells to stimulate collagen, plump up skin and aid cell repair to help turn back the clock.
- **Olay Regenerist 3-Point Treatment Cream, £29.99**, contains Matrixyl which targets eyes, jawline and neck.
- **Transformulas FaceContour & Tightening Creme, £36.95**, contains potent ingredients to help lift and redefine facial contours and revitalise skin.



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AT THE CLINIC

SHORT TERM: SCULPTRA
Tiny beads of poly L-lactic Acid (PLLA) are injected in a pattern all over the face, a bit like a trellis, to stimulate your skin's collagen production and to restore a youthful shape to the face. You may need three to four treatments four weeks apart. Results last two to three years.
Cost: around £450 per treatment.

LONGER TERM SOLUTION: FRENCH LIFT
This is ideal if you have a little facial sagging, and gives a very natural effect through lifting of the midfacial fat pads. It involves tiny incisions in the hair, so scars are not visible and results last up to five years. Expect slight bruising and swelling after the procedure for up to one week.
From £4,500 (call 0207 436 4441).

PICTURE: GETTY (POSED BY MODEL)