

## BEAUTY SECRETS

# The miracle worker?

There's a new kid on the beauty block. It's the anti-wrinkle ingredient scientists say really works...

**M**atrixyl is one of the most sought-after ingredients in anti-ageing products today,' says skincare expert Malvina Fraser. Researchers at the University of Reading found that it doubles the production of collagen – a form of protein that helps keep our skin's elasticity, making it key to younger-looking skin. But don't go Matrixyl mad and spend a fortune on every skincare product. Rather use one that meets your age-specific needs and see the difference.

## IN YOUR 40s...

**PROBLEM** This is the decade when ageing really starts to show. 'Upper and lower eyelids begin to sag, crow's feet develop, frown lines deepen and vertical lines begin to appear and deepen around the lips,' says Malvina. Time to ask for more from your daily moisturiser.

**SOLUTION** Day creams... **Ark Age Maintain Replenishing Moisturiser (£27, arkskincare.com)**

This sinks into the skin, and leaves it feeling velvety soft. Skin looks more even, tighter and radiant.

● **Olay Regenerist 3 Point Treatment Cream (below,**

**left; £29.99, Boots)** A luxurious cream from a brand that never disappoints – for added indulgence, try **Olay Regenerist 3 Point Cleansing System (£39.99, Boots)**, which comes with a Matrixyl-based cleanser.

**Night cream... Dr Lewinn's Ultra R4 Regenerative Night Cream (left; £46, drlewinns.co.uk)** This lovely, rich cream doesn't feel greasy. Night creams are a must this time of year to compensate for moisture we lose from the elements.

## IN YOUR 30s...

**PROBLEM** The eye area is first to show signs of ageing on our face. 'Upper eyelids become more hooded and fine wrinkling begins beside the eyes,' says Malvina. Time to invest in an anti-ageing eye cream.

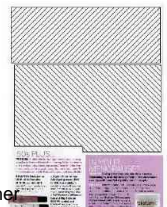


**SOLUTION** **Thalgo Silicium Eye Cream (£36, thalgo.co.uk)** You'll notice your eye area looking brighter and fine lines reduced if you stick with this.

● **Malvina Eye Lifting Serum (left; £75, malvinaskincare.com)** If your eye area's your main concern, this is a great investment. It really smooths and firms the area. Apply by tapping on for 30 seconds day and night.



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## 50s PLUS...

**PROBLEM** 'Fluid builds in the upper cheek area, causing pouches to form and lower cheeks to sag. Wrinkles deepen and the décolletage becomes papery,' says Malvina. The more you invest in your skincare, the more you'll benefit – try a facial serum with Matrixyl to plump and smooth skin.

**SOLUTION CACI Amino Lift Peptide Complex (£44.99, [caci-microlift.co.uk](http://caci-microlift.co.uk))**

A tiny amount makes skin feels silky soft, with a reduction in fine lines.

● **Crystal Clear Intense Anti-Ageing serum (£60 for 50ml, [crystalclear.co.uk](http://crystalclear.co.uk))**

Perfect for those who need a moisture boost, as it leaves skin feeling nourished.

● **No7 Restore and Renew Day and Night Serum (£24.95, available at Boots)**

At last, a serum for the 60-plus market from this much-loved brand!



## IN YOUR MENOPAUSE?

**PROBLEM** During the menopause, skin finds it hard to make collagen, so during these years fine lines and wrinkles accelerate. Skin can feel dry, itchy and less supple.

**SOLUTION** Help is at hand. The UK's first-ever skincare range created for menopausal women has just launched, and it contains the optimum amounts of Matrixyl. So, with as much as 30% of your skin's collagen lost at this time, the new **Stratum C Menopause Protect Cream (£85, [stratumc.com](http://stratumc.com))** promises to counteract this. It's pricey but worth it if your skin really needs a boost.



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