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BEST

Serum Theorem



MEET THE NEW SUPER-SERUMS WITH NOT ONE BUT MULTIPLE SKIN BENEFITS. OUR SPECIAL GUEST BEAUTY EDITOR, **LISA OXENHAM**, BEAUTY AND STYLE DIRECTOR AT *MARIE CLAIRE* HAND-PICKS THE BEST NEW OVERACHIEVERS IN SKINCARE

LIGHTEN & BRIGHTEN

SkinCeuticals Pigment Regulator

Designed to replace the banned whitening ingredient hydroquinone, this high performance serum contains two lightening ingredients: kojic acid — a by-product of rice fermentation — and emblica fruit, high in vitamin C, both inhibit the enzyme that produces melanin while glycolic acid, from sugar cane, resurfaces the skin.

£ £75 for 30 ml

🔍 skinceuticals.co.uk
0208 997 8541



DETOX & CLEAR

La Prairie White Caviar Illuminating Serum

'Getting rid of toxins in the cells protects against premature ageing,' says Dr Sven Gohla, President of the La Prairie Group. His research showed that the same toxins caused skin pigmentation. This detoxing serum with an immediate cooling effect evens out the skin tone, and the pearlescent pigment creates instant radiance.

£ £260 for 30 ml

🔍 harrods.com
020 7730 1234



LIFT & ILLUMINATE

Estee Lauder Re-Nutriv Age-Correcting Serum

Containing reparative algae and a super-charged antioxidant it claims to prevent or even reverse signs of ageing by prolonging and renewing the lifespan of cells. The serum contains South Sea pearls that give instant luminosity and colloidal gold that has an immediately calming effect on irritation making it a great winter weather staple.

£ £150 for 30ml

🔍 esteelauder.co.uk
0870 034 2566



RESTORE & REPAIR

Guerlain Abeille Royale Youth Serum, Firming Lift, Wrinkle Correction

Professor Alexis Desmouliere, Professor of Physiology at the University of Limoges, realised smoothing wrinkles works in a similar way to healing cuts. This serum infused with honey and royal jelly (both effective wound healers) stimulates collagen and elastin production. After one month, 87 per cent of testers said their skin was plumper and smoother.

£ £80 for 30ml

🔍 guerlain.com
01932 233 887



RADIATE & FIRM

Elizabeth Arden Pre-vage Face Advanced Anti-Ageing Serum

Containing even more of the famed antioxidant idebenone than the original Prevage that was so popular, this new serum leaves skin looking smoother and brighter immediately. Tests conducted on 102 women aged 25 to 65 over eight weeks showed a noticeable reduction in lines, wrinkles, age spots and discolouration.

£ £145 for 50ml

🔍 elizabetharden.co.uk
020 7574 2714



PROTECT & BOOST

Rationale Skincare Niacinamide serum

Niacinamide (Vitamin B3) helps to protect and boost the skin's immune cells from damage caused by UV rays, as well as repair previous sun damage (brown pigmentation and fine lines). 'I recommend my patients looking for anti-ageing to apply a few drops to face and neck every morning underneath their moisturiser and SPF', says consultant plastic surgeon Mr Paul Banwell.

£ £110 for 25ml

🔍 wellbourne-cosmetic.com
0845 2600 246



HYDRATE & REJUVENATE

Olay Regenerist 3 Point Super Serum

Olay most concentrated serum to date targets the face, neck and décolletage. With amino-peptides (which are said to help regenerate skin cells), new 'Power Release Technology' (which helps the serum penetrate the skin immediately) it disappears seconds after you put it on, leaving a hydrated, plump and velvety complexion.

£ £29.99 for 50ml

🔍 boots.com
0845 609 0055



PLUMP & REPAIR

Clinique Repairwear Laser Focus Wrinkle & UV Damage Corrector

Clinique have come up with a serum that gently micro-mimics a laser's effects to trigger skin-cell renewal. 'A laser wounds the skin and during the recovery the healing process gets rid of the wrinkle,' says Dr Tom Mammone, Executive Director of Clinique Research & Development. 'This serum triggers the healing component, without the wound'.

£ £35 for 30ml

🔍 clinique.co.uk
0870 034 2566



SMOOTH & SOOTHE

Dr. Andrew Weil for Origins Mega-Mushroom Skin Relief

Formulated with global natural health guru Dr. Weil's six signature ingredients including anti-irritant mushrooms, ginger, turmeric plus anti-oxidants, in one month 94 per cent of people tested found redness had reduced and 88 per cent said their skin felt less sensitive.

£ £41 for 30ml

🔍 origins.co.uk
0800 731 4039



STRENGTHEN & PRESERVE

Givenchy Vax'in For Youth

Professor Suresh Rattan, Head of Cellular Ageing at Aarhus University, discovered regular exposure to small amounts of stress boosts a cell's resistance to future stress. 'This is the first time this technology has been applied to the field of anti-ageing skincare', he says. In as little as seven days, 82 per cent of women found their skin more youthful-looking.

£ £60 for 30ml

🔍 givenchy.com
01932 233 824

