



Beauty

Sarah Vine

Let me introduce you... ...to three great, under-the-radar brands



When it comes to skincare, I'm no snob. Big brands, small brands, budget or luxe, I'm happy to try them all. And I do: the bathroom shelves at home are laden with lotions and potions at various stages of the testing process. Drives my other half nuts – but then he's got his books, I've got my creams.

Big brands have no trouble getting magazine coverage, since they have armies of soignée PR girls to make the case, usually over a lavish tea at Claridge's or a posh egg at the Wolseley (not that I'm complaining). But there are plenty of smaller, indie labels which are either just

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starting out or which don't have quite such deep pockets yet still deserve a shout-out.

One pot I have been drawn back to time and again is RéVive's Sensitif Cellular Repair Cream SPF15 (£125; uk.spacenk.com). RéVive is the brainchild of an American plastic surgeon called Dr Gregory Brown. It's not especially new – the brand has been around since the late Nineties, but it's a cracking range. This cream has been especially good in the cold, dry weather, since it is very soothing and nourishing. There's only one downside: it's eye-wateringly expensive. That said, it performs way better than some creams I have tried that are twice the price.

If you're more naturally inclined (paraben-free, organic, no animal testing, etc), and like the idea of supporting a British brand, Orico London (oricolondon.co.uk) ticks all these boxes. Being an old bird, I favour the Superico Vitamin Rich Face Oil (£28) and the Pure Uplift Face Firming Elixir (£29); but it also has a great range for ordinary skin called Streetwise, which starts at £12. Everything is packed with nourishing natural ingredients and sweet-smelling essential oils. The body products are fabulous, too.

Completely new (and also British) is Aurelia, a new range of probiotic skincare. There's a bit of a buzz around probiotics in the beauty industry at the moment, and several of the big guns have either just launched or are preparing to launch probiotic ranges. The key advantage of probiotics in skincare is that they help calm the skin and reduce inflammation (research shows that bad ageing is due to excessive inflammation in the body).

It's a small but cleverly thought out brand: cleanser, serum, day and night cream and an oil. I love the oil (Cell Repair Night Oil, £45; aureliaskincare.com), of course, because I always do: it's warming and fragrant and you need barely a drop for the entire face. It's also versatile: normal to combination skins can use it once or twice a week as a treatment; drier or older skins can use it daily. It works very well in conjunction with the Revitalise & Glow Serum (£47), which you wear underneath for supercharged probiotic benefits. ■

What we love

Serums



FROM TOP: **Stila Light Source Spot Correcting & Brightening Serum**, £32 (stila.co.uk). **Clarins Double Serum**, £55 (clarins.co.uk). **NeoStem Serum**, £59 (marksandspencer.com). **L'Oréal Paris Age Perfect Cell Renew Advanced Radiance Restoring Golden Serum**, £24.99 (lorealparis.co.uk). **SkinCeuticals Redness Neutralizer**, £70 (skinceuticals.co.uk). **PRUE WHITE**