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NEW  
SEASON  
SKINCARE  
SOS

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*Overwhelmed by product-packed shelves and conflicting advice online? As the latest skincare launches hit beauty counters, we show you how to shop for your skin issues, and offer up tried and tested solutions...*



## THE PROBLEM *You're stuck in skincare limbo*



**What's a girl to do** when she's stuck in the rut between having the invincible complexion of a teenager and being eligible for targeted anti-ageing regimes aimed at those in their mid-thirties? Because in this transitional period come lifestyle changes (think financial responsibilities, stressful jobs and too much partying) that will make your skin look old.

But don't reach for anti-ageing labels yet, because while experts agree that 25 is a good time to adopt an anti-ageing skincare approach, overloading your face with potent creams designed for older skin can result in a sensitised complexion. 'Most lifting and firming products contain heavy peptide concentrations that stimulate collagen production,' explains dermatologist Dr Marko Lens. 'While great for women in their forties, these can put younger skin cells into overdrive and lead to major irritations.'

Establishing a skincare routine is essential. 'The more hydrated your skin, the fewer fine lines you will get and the smaller the ones you already have will look,' says make-up artist and skincare fanatic Gucci Westman. Invest in a good eye cream and use it – skin around the eyes is the thinnest, so wrinkles will appear here first. Last but not least, clean your face – properly. A squeaky-clean canvas is essential for optimal product absorption, and wearing the remnants of the day's make-up all night will do you few favours.

STIMULATES  
CELLULAR  
METABOLISM  
AND FIGHTS  
SIGNS OF  
FATIGUE



MAKES LIGHT  
WORK OF  
REMOVING  
MAKE-UP  
WITHOUT  
STRIPPING  
SKIN OF  
MOISTURE

1. Aurelia Cell Repair Night Oil, £45. 2. Fresh Black Tea Age-Delay Lotion SPF 20, £38.
3. Sisley Sisleyouth, £118 – designed specifically for 25-35-year-olds.
4. Vichy Idealia Eyes, £23. 5. Raccine Ultimate Hydra Gentle Refining Scrub, £19. 6. Merumaya Overnight Recharge Night Cream, £33.50.
7. Dr. Hauschka Soothing Cleansing Milk, £24