



Anti-ageing skincare update

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Brands A-LA

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We take a look at the latest innovation in the anti-ageing sector.

Aromatherapy Associates, Anti-Age Skincare Collection

- Incorporating **six new products** the Anti-Age Skincare collection claims to slow ageing and plump skin. The range comprises: Instant Skin Firming Serum, Fine Line Face Oil, Intensive Skin Treatment Oil, Overnight Repair Mask, Rich Repair Nourishing Cream and Rich Repair Eye Cream.
- The brand stresses the importance of **active ingredients from plant extracts** and **essential oils** as being central to the offer.
- Key ingredients include **apple seed extract**, **raspberry seed oil** and **date palm oil** for their cell renewal and anti-oxidant properties. **Inca inchi oil** and larch extract are included to **stimulate collagen** whilst pomegranate and rosehip seed oil are said to contain anti-inflammatory properties.
- Aromatherapy Associates has also launched its **Age Repair Facial**, which incorporates the new skincare range and uses massage techniques developed specifically to address signs of ageing. This includes using lighter strokes for lymphatic drainage and deeper techniques to tighten and tone muscles and the skin.



Aromatherapy Associates, Anti-Age Skincare Collection

Bakel

- Key to the Bakel brand message is the claim that products **contain no preservatives, emulsions, colourants or perfumes**. The brand's core philosophy is that **less is more when it comes to product formulation**, with few but high quality raw ingredients used.
- The new line includes six fluid products that are designed either to be used alone or in combination. The **Collagen Firming Formula contains just three ingredients**: natto gum which claims to have high-elasticity and firming properties; panthenol, which soothes skin and vegetable glycerine, which creators say hydrates the skin.
- Bakel says that **its simplified approach to ingredients ensures that active ingredients are more easily absorbed** and allergy risks are minimised.



Bakel

BeautyScoop

- Touted as the "the edible beauty accessory", BeautyScoop claims to improve the health of skin, hair and nails by providing the body with lipids and peptides from the inside out.

- The product is a powder sachet to be take once day mixed a with hot or cold drink (BeautyScoop **claims that alcohol helps improve absorption**).
- According to creators, the product is more effective than classic topical treatments because topical treatments can be easily washed off.
- BeautyScoop is priced at £130 for 21 sachets.



BeautyScoop

By Terry, Nectar Opulent

- Positioning itself firmly at the premium end of the market, By Terry emphasises the **rarity of ingredients** and **complex formulation** of its product.
- The cream is composed of over 60 ingredients and claims to address all aspects of anti-ageing skincare issues because, the brand explains, "women long for **expertise and effectiveness united in a single product** to target all of their skin needs." The cream also makes use of recent developments in mineral skincare, incorporating amethyst, tourmaline and pearl.
- The combination of amethyst and tourmaline is said to help **stimulate microcirculation** and bolster the skin's structure. Freshwater pearls are combined with Soft-Sculpt powder to act as a polisher that claims to smooth the appearance of wrinkles and **reflect light**.
- The cream also contains three types of orchid, which help to protect against collagen-harming enzymes, maintain skin hydration and protect skin from harsh environmental conditions.
- By Terry, Nectar Opulent is priced at £208 for 50ml.



By Terry, Nectar Opulent

Carita, Diamond of Beauty

- Luxury beauty brand Carita has launched a new anti-ageing skincare cream, Diamond of Beauty.
- Carita says that the product uses **gemmotherapy**, which uses biological energy from embryonic plant tissue and extracts beneficial minerals and trace elements from precious stones.
- **Tourmaline powder** emits magnetic energy and boosts micro-circulation, while diamond powder - a catalyst - reinforces this power and also reflects light.
- Cytovector technology - a liposome that delivers active ingredients to the heart of the cell - combines peptides, plant and soy proteins to boost the synthesis of collagen and rebalancing the structure of the skin to limit sagging.
- Lightening cytovector delivers ferulic acid to promote an even complexion and **limit the formation of melanin**, while myrtle extract stimulates the formation of sirtuins - proteins which prolong cell life and aid communication between cells.
- **Active ceramides** have also been added to nourish dry areas of skin, and a "vital sugar" hydrates skin and limits damage. A light fragrance of citrus, coriander leaf, geranium, ylang ylang, rose, iris, patchouli, cedar and sandalwood aims to symbolise luxury and "cocoon the senses", say the company.
- Carita, Diamond of Beauty is priced at £95.



Carita, Diamond of Beauty

Chantecaille, Nano Gold Energizing Eye Cream

- Chantecaille uses nano-technology to deliver 24-carat gold to **treat skin at a cellular level**, which the brand says **enables cell regeneration** and **collagen production**.
- The formula also uses **stem cell technology** based on a rare species of apple that is claimed to activate cell renewal.
- The product also contains **light-diffusing particles** that give the appearance of more luminous skin immediately.
- The other key ingredient is ginseng, which is said to increase blood circulation and aid the removal of toxins in the skin.
- Chantecaille, Nano Gold Energizing Eye Cream is priced at £215.



Chantecaille, Nano Gold Energizing Eye Cream

Darphin, Stimulskin Plus Lift Renewal Series

- Another **anti-ageing programme** - this time taking 30 days - Darphin's Stimulskin Plus Lift Renewal Series is divided into six ampoules that are each to be used for five days.
- The serum contains **mica particles** to give the appearance of brightness. Sweet almond extract is said to lift, while algae extract is said to address dullness.
- Darphin says that the product performs two functions. The first is boosting the **cellular renewal process** and the second is to help strengthen the structure of the skin.
- Ingredients include hematite, which is said to **help stimulate collagen synthesis** in the skin.
- The 30-day Stimulskin Plus Lift Renewal Series costs £195.



Darphin, Stimulskin Plus Lift Renewal Series

Euoko, Y-Series

- According to its creators Euoko's Y-Series offers consumers the opportunity to sculpt, lift and smooth skin. Euoko says that the range targets every aspect of ageing by incorporating **a high**

concentration of peptides, vitamins, amino acids and plant extracts.

- The formula is also said to contain a topical facial muscle inhibitors. In total there are **five products** in the range, and each is noted as containing **emotive notes** such as "Swiss mountain flowers" or "calming island plants".
- Products in the range are: Marine Cream Cleanser, Pattern Chic, Intense Lift Concentrate, Blueprint Resculpting Cream and Instant Precision Cellular Masque.



Euoko, Y-Series

Jan Marini, Age Intervention Line Regeneration Mask

- A new concept in topical anti-ageing and skin regeneration,
- Jan Marini's new Age Intervention Line Regeneration Mask combines **skin resurfacing technology** with **powerful anti-ageing proprieties**
- The **key anti-ageing ingredients** include green tea extract, red tea extract, white tea extract, pomegranate extract, coenzyme Q-10 and the new red wine longevity extract, resveratrol
- The formula uses a **dual action occlusion and delivery system** designed to resurface the skin leaving a luminous skin texture.
- Jan Marini Skin Research retails at £70.



Jan Marini, Age Intervention Line Regeneration Mask

LA 2 Week Miracle

- Tapping into the trend for beauty programmes that are used for a **finite amount of time** and **at-home treatments**, LA 2 Week is a four-step "age management system" that comprises a toner, serum, face cream and eye cream and is to be used over (unsurprisingly) a two-week period.
- Products use nanotechnology to enable deeper penetration into the skin and a concentration of peptides are said to **mimic a growth factor peptide in the skin**. This, according to the brand, "acts by **reprogramming the skin cells** memory, working as a powerful regenerating agent and restoring damaged skin, increasing elastin and collagen production much faster than even some prescribed medication."
- The system is recommended for ages 30 years plus for both men and women. Makers claim that the **intensive treatment** encourages the skin's natural recovery function, restoring skin texture within two weeks.



LA 2 Week Miracle

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