

FACE VALUE

It's time to put your money where your mouth is – literally! The new breed of anti-ageing creams and rejuvenating treatments is your key to a beautiful-looking skin
Words Helen Clemson Photographs Gavin O'Neill/One League

1 BOTOX FOR BEGINNERS

While Botox is usually associated with wrinkle busting, it's also a preventative anti-ageing tool and can be used in your late twenties and thirties in areas that show early signs of ageing. '[With the use of Botox] you'll see an increase in the thickness of your skin, which means "true" anti-ageing for your skin,' says Cape Town-based aesthetic medical practitioner and anti-ageing expert Dr Alek Nikolic. Worried about that frozen-face look? 'Consider "Baby Botox", which means a lower dose,' says Dr Nikolic. Discuss this option with your practitioner, as well as a treatment plan that is tailored to your needs.

2 THE GREAT COVER-UP

Anti-ageing treatments can help keep you looking as young as you feel, but sun protection must still be a top priority. 'Sun protection determines the tone, texture and colour of your skin – as well as pigmentation – in later life,' explains Dr Nikolic. 'Use a sunblock that contains zinc oxide or titanium dioxide, or both.'

3 THE NON-PERMANENT PLUMPER

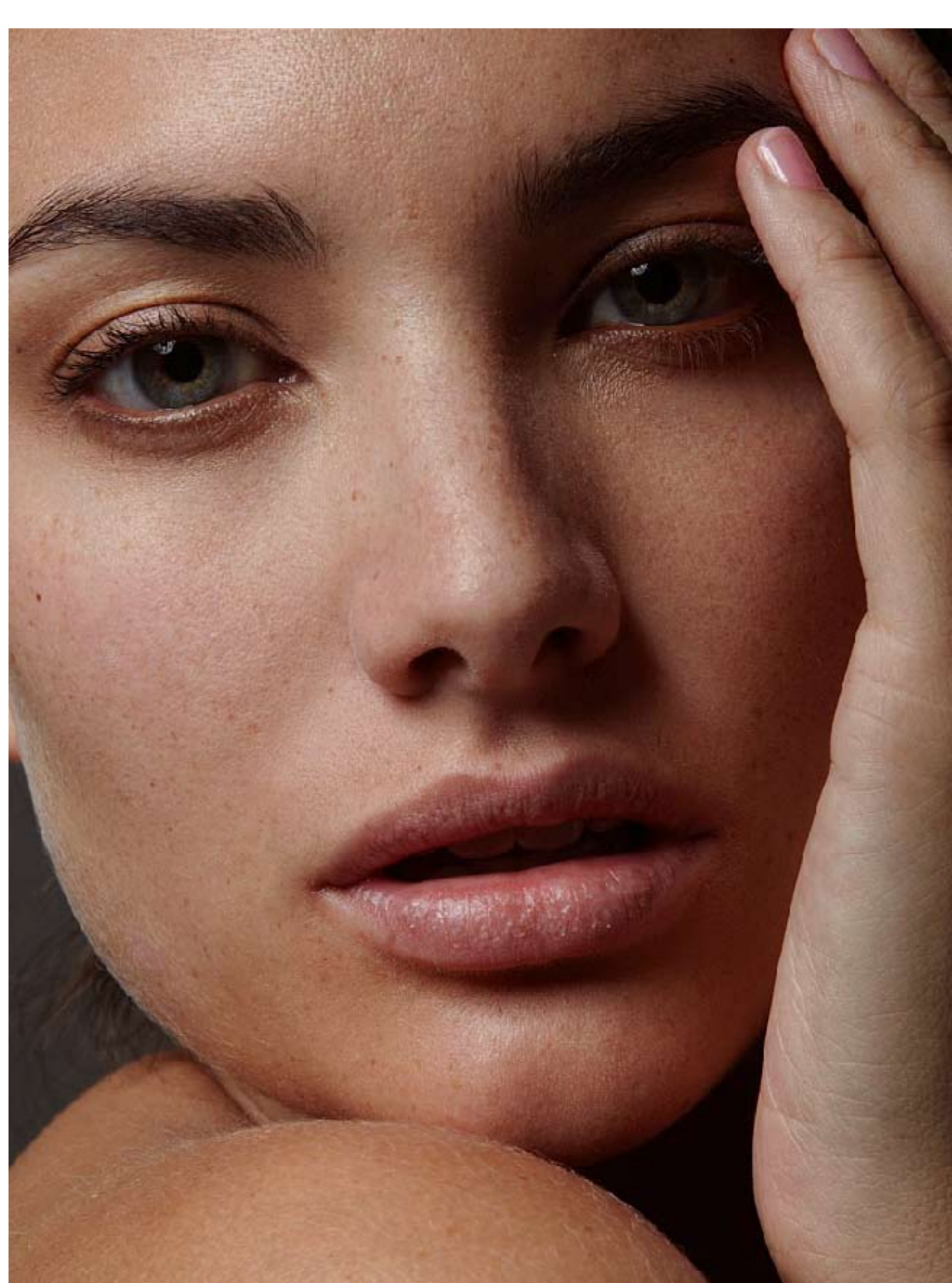
You might never have thought that losing weight could be a bad thing, but as you enter your forties you begin to lose volume in your face,

which can leave you looking gaunt and droopy. To recreate the shape of a more plump, youthful-looking face, must you go to the surgeon? 'No, not necessarily,' says Dr Nikolic. 'In the past, implants were inserted into the cheeks but your face changes over time so eventually they have to be removed. There's been a move towards injecting dermal fillers to fill in lines, grooves and depressions, or to simply restore volume. Fillers can also do wonders for ageing hands and are used to combat dark shadows and rings around the eyes. The results are instant but you can expect to experience a bit of bruising, swelling – which should come down within 24 hours – and redness.'



4 THE HEAVENLY HYDRATOR

Hyaluronic acid is present in your skin naturally, but it's also used in dermal fillers. Dermatologists or aesthetic practitioners use it to fill out wrinkles because this miracle molecule has marvellous hydrating capabilities. It retains high quantities of the water in your epidermis, which means skin can regain some of that youthful, plump look. RoC's Retin-Ox Wrinkle Filler, R345, contains hyaluronic acid and retinol (which helps renew skin fibres) to smooth out and plump up skin. It can be used day or night and is perfect for the 40-something who's in need of targeted treatment.





5 THE EASY EYE LIFTS

Ever thought about treating droopy eyelid skin with laser? 'If you catch the sagging early enough, laser may mean that you won't need surgery,' says Dr Nikolic. 'This treatment is only for skin laxity and it's only effective when you start to see the early signs of problems developing - in other words, a treatment to aim for in your forties rather than your fifties. You can treat both upper and lower lids with laser.'

What's new for the eyes at beauty counters? We love L'Oréal Paris's Derma Genesis range of youth-boosting creams, which use up-to-the-minute ingredients Pro-Xylane and hyaluronic acid to help replump, tauten and add glow. Try their Derma Genesis Cellular-Youth Nurturing Eye Contour Cream, R170, which works on wrinkles, dark circles, bags and sagging skin.

6 THE SKIN POLISH

'Women as young as 25 will see the benefits of a superficial chemical peel,' says Dr Nikolic. 'I prefer using a product by NeoStrata that contains glycolic acid. They were the first to use it 15 years ago, so the product has the most research behind it.' In other words, the end result is predictable. And it's a true 'lunch-time' peel. 'No-one will know you've had it done because there's no redness or physical peeling.' You'll find the outer layer of skin that contains dead cells will be removed, your skin products will penetrate better and there will be an increase in cell turnover and collagen and elastin production. And it won't thin your skin: 'There's actually a 25 per cent increase in skin thickening. It also helps smooth out fine lines and reduce pigmentation.'

If you're looking for something to use at home, try an exfoliating face cream to smooth out your skin, boost radiance and purify your pores. We love Givenchy's Peel Me Perfectly, R505.

7 THE SCI-FI BEAUTY BALM

We're certainly living in the era of the super cream, where the best-researched ingredients ever are formulated into cutting-edge potions. Estée Lauder's new Time Zone Line and Wrinkle Reducing Creme SPF 15, R545, has a two-fold approach to age reversal. It reduces the appearance of fine lines and wrinkles and it 'reminds your skin to function in a younger way'. Its two star ingredients are industry firsts: Sirtuin EX-1 Technology helps skin stimulate proteins so that your skin cells are able to renew their daily assault-fighting abilities, and Tri-Hyaluronic Acid Complex replenishes moisture and rebuilds and sustains your skin's own natural hyaluronic acid levels. This cream also contains an SPF - and did we mention its exquisite scent?

8 THE LIGHT RELIEF

Many of us want an effective anti-ageing remedy without any downtime or tell-tale signs that we've had work done. 'If this

is your brief, then a light-based machine therapy rather than a laser procedure is your best bet,' says Dr Nikolic. 'I'm in favour of a light-based therapy that's a combination of light (known as IPL) and bipolar radio frequency. This is a wonderful way to treat pigmentation and vein removal, shrink pores and increase the skin's collagen and elastin levels.'

9 THE SWEET DREAMS CREAM

Sleep is one of your body's most helpful healers. And as your skin is your biggest organ, it needs a good night's rest after the stress it endures during the day. Enter Elizabeth Arden Intervene Stress Recovery Night Cream, R395, which caters to the 25 to 39-year-old woman and her busy schedule. It's a lightweight moisturizer that uses Biodormin technology (as do the other products in the Intervene range); it's also naturally derived and supports your skin's cell metabolic rate. What does this mean? Simply that your skin gets time out to repair and revitalize. As if that weren't enough, this little night-time beauty also works on boosting clarity, texture and (got to love it) radiance.

10 THE VITAMIN INJECTION

New to our shores from Denmark is Beauté Pacifique, a cosmeceutical brand formulated to reduce the signs of ageing, and combat sun and free-radical damage, using vitamin A. Look out for Crème Métamorphique Vitamin A Anti-Wrinkle Creme, R1 080, which penetrates deep into the skin. It's important to only use this treatment every second day for the first eight days because of the large amounts of vitamin A it contains - your skin needs time to acclimatize to it. It's also great for improving elasticity as well as softening your skin. ■ Dr Alek Nikolic, 021-797-0960, Aestheticfacialenhancement.co.za

1 Estée Lauder Time Zone Line and Wrinkle Reducing Creme SPF 15, 50ml, R545.

2 Givenchy Peel Me Perfectly, R505.

3 RoC Retin-Ox Wrinkle Filler, R345.

4 Beauté Pacifique Crème Métamorphique Vitamin A Anti-Wrinkle Creme, R1 080.

5 L'Oréal Paris Derma Genesis Cellular-Youth Nurturing Eye Contour Cream, R170.

6 Elizabeth Arden Intervene Stress Recovery Night Cream, R395.

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