

dismisses claims that facials rid skin of toxins as 'unscientific'. "Massage can only do so much," admits Amanda Birch, senior therapist at Michaeljohn. "But if you've started to notice your skin slacken, massage is good. It's like a facial workout to strengthen the muscles that support your skin." Although no formal studies support claims that friendly pressure boosts skin density, countless collaborate the calming, mood-improving side effects. Massage releases endorphins, the hormones associated with stress release, and offloading angst can melt years off you. "Stress can hasten the deterioration of facial muscles," comments Birch. "I've had clients weep with relief. You can see the difference in their face after a single session." Better than Botox, we'd say.

WHICH FACIAL IS RIGHT FOR YOU?

**THE WORKS:** **Bespoke Lifting Treatment, £115 for 90 minutes, Michaeljohn.** Course of five, plus monthly top-ups recommended. Tailored sessions, but expect manual pressure-point massage combined with dermabrasion. Call 020 7629 6969. Or, Carita, the French beauty brand, has a ProLift Firming Facial which lifts jowls and sculpts cheekbones as well as leaving skin firm

and radiant. Prices start at £70. Call 020 7313 8780 for your nearest spa or salon.

**HOLISTIC:** **Indian Face Lift, £45 for 45 minutes.** Course of four to six sessions, plus monthly top-ups recommended. Combines energy balancing, acupressure and lymphatic drainage. Brightens and softens skin, widens eyes, eases lines. Therapists nationwide,

visit [faceliftmassage.com](http://faceliftmassage.com); 020 7609 5390.

**ACUPUNCTURE:** **Acu-Lift, £200 for 90 minutes at Vaishaly's Marylebone Facialist Clinic.** Course of six, plus monthly top-ups recommended. Facial acupuncture with electro-stimulation. Muscles are toned, lines softened and chins firmed. Your body feels energised. Call 020 7224 6088.

# 2 Are pills just a fad?

Beauty pills are skincare's hottest new trend. Apparently our vital organs grab the lion's share of nutrients from food which means our skin misses out – so these 'nutraceuticals' feed skin from the inside. And serial dieting deprives skin even more. "There is a real relationship between a healthy body and healthy skin," says Dr Howard Murad, one of the few dermatologists who refuses to administer Botox. "Creams protect cells from the outside, but good nutrition is how you repair wrinkles internally. Supporting your skincare regime with supplements gives your skin maximum, healthy potential." No supplement can replace a good diet, though. Murad advocates colourful, antioxidant-rich foods eaten raw for their fibre and active moisture; omega-3 'good fats' from almonds and flax seeds to strengthen the skin barrier against inflammation; and egg yolks to boost healthy collagen and elastin. His superfoods for skin are pomegranate seeds and goji berries. Packed with essential fatty acids, B-vitamins and 18 amino acids, goji berries are small, raisin-like chews containing 500 times more collagen-boosting vitamin C than oranges. Maybe wash them down with a cuppa – and that doesn't have to mean green tea. A new study published in the *European Journal of Cancer Prevention* reports that two cups of tea (no sugar) daily could cut your skin cancer risk by up to 65 per cent. →

The new way to feed your skin: from the inside...

WHICH SUPPLEMENT IS FOR YOU?



**1 FOR FIRING AND PROTECTION:** **Pro-Ferm+, £55 for 90 tablets, Space.Nk.** Spirulina regulates cell growth, blood flow and inflammation. Trace elements copper, zinc and manganese strengthen collagen and elastin, and carotenoids boost UV defence and give skin a healthy glow. Call 0208 740 2085; [spacenk.com](http://spacenk.com).

**3 FOR OUTDOOR TYPES:** **SODzyme by Life Extension, £23.95 for 60 capsules.** This power antioxidant superoxide dismutase (SOD) is said to be 1,000 times more potent than vitamin C. Also has the skin superfood goji berries, protecting skin from the elements and ageing. Visit [victoriahealth.com](http://victoriahealth.com).



**2 THE NON-PILL OPTION:** **Dr Brandt Anti-oxidant Water Booster, £26 for 60ml, Space.Nk.** Each drop of this liquid contains immune-boosting antioxidants, including pomegranate. One dose is equivalent to 15 cups of green tea. Mix it in 500ml water or natural yoghurt.

**4 FOR THE UNDER 40S:** **Jeune-Coll, £20 for one month's supply (60 tablets).** Based on marine proteins and antioxidants, this is specially formulated for 25-40 year olds to moisturise and ease fine lines with bilberry, pomegranate and green tea. Available at Boots. Visit [boots.com](http://boots.com) or [jeune-coll.com](http://jeune-coll.com).

