

# What's the cream of the crop?

As the demand for an anti-wrinkle 'miracle' gathers pace, **Peter Knight** finds the best products for every age group

**W**omen of a certain age have been flocking to Boots since scientists waxed lyrical over its No 7 anti-wrinkle cream. Four bottles of its Protect and Perfect serum were shifted every second on the launch date. But for those whose laughter lines have yet to reach Death Valley proportions, should we be joining the crush for wrinkles' supposed silver bullet?

Beauty guru Ruth Minoletti, who has 40 years' experience in skincare, says: "Our skin is at the bottom of our body's list of priorities."

"Only 1 per cent of nutrients make it to the skin. The skin is constantly fighting a losing battle against sun exposure. So at any age, maintenance is essential."

From our late teens to early 20s, spots are the skin's biggest bugbear. But as the 30s loom, lines appear, and active ingredients are required to repair damage. Beyond that, it's facials and Polyfilla.

Minoletti takes us through her 18-38 skin care regime. **Ruth's DVD Skin Solutions, £19.50, can be ordered at [skincareinternational.co.uk](http://skincareinternational.co.uk)**



**SUPER SLAP** | Different creams work best for different age groups

## >> over 38 constant work required

Don't worry, it's not all downhill, but Minoletti says you'll need active ingredients to repair damage done. "You also need to have regular

facials that improve the condition of the dermis, because it's the loss of collagen and elastin that makes the skin sag."

## >> 33-38 skincare gets hardcore

The skin's tick-tock is quickening. It's not time for Polyfilla just yet, but you should be looking at the more hardcore products. "This age group should resolve damage already done with powerful doses of active ingredients," says Minoletti.

**Skinted?** No 7 Protect and Perfect Intense Beauty Serum, 30ml, £19.75, Boots  
"Believe the hype. Independent tests have shown that over six months, it reduces wrinkles caused by sun damage. It contains lots of vitamins,

antioxidants and peptides and Boots has regular offers on its range."

**Minted?** Skinesis Overnight Facial, 15ml, £41.11, SpaceNK  
"I cannot recommend this night oil highly enough. It has a delightful smell and contains high levels of active ingredients including lighteners and brighteners for an even skin tone. Everything you need for young, radiant skin."



Protect & Perfect Intense Beauty Serum

## >> 18-22 the curse of teenage acne

Teenage acne can still plague this age group. "Spots are caused by oil plugging the skin. Oil and water repel each other, so a water-based cleanser won't help," says Minoletti. "Best to use a more oil-rich cleanser and a gentle toner."

**Skinted?** Hydrogen Peroxide, 200ml, 82p, chemistdirect.co.uk  
"Very good in the



early stages of infection. It releases oxygen deep into the tissue, which kills the anaerobic bacterium found in pimples."

**Minted?** Biore Pore Strips, six, £7.82, Boots  
"Very effective at removing blackheads but remember, keep your face still, don't even talk, while the strip is on and wait until it's dried hard before peeling off."

## >> 23-27 make your skin cells work

Once the spots clear, your skin is about as good as it's going to get. "The young have skin cells that work," says Minoletti. "At this age all you should be thinking about is cleaning your skin, protecting it from the sun and replacing lost moisture."

**Skinted?** Siana Moisturising anti-wrinkle day cream, 50ml, £1.99, Aldi



"This moisturiser replenishes lost moisture and forms a barrier to prevent further loss."

**Minted?** Environ AVST, 50ml, £29.95, 0208 450 2020

"The AVST range progresses from level 1 upwards but this age range won't need to go above level 2. If you're serious about slowing down the rate of skin ageing, this is the one."

## >> 28-32 ageing process hastens

The slippery slope to leathery skin begins. "Lines around your eyes appear in the late 20s," says Minoletti. "The supporting dermis is weakened with every smile while the skin around the eyes is very thin."

**Skinted?** Weleda Wild Rose night cream, 30ml, £9.95, [lovelula.com](http://lovelula.com)  
"Contains a lot of essential fatty acids which help with skin

cell division and oxygen transport."

**Minted?** Skinesis Eye Recovery, 15ml, £37.19, SpaceNK  
"The very best eye cream. Results come in quickly - within a month you'll see a difference. One of the active ingredients is vitamin A, which improves the rate of skin cell renewal."

