



VOGUE*beauty*



Line MANAGEMENT

Ever felt as if you've aged five years overnight? It's not in your imagination, says Nicola Moulton, but help is at hand

Like Stephen Hawking and Dr Spock, wrinkles don't respond well to the idea of time as a linear construct. While most things in life – birthdays, dentist appointments, summer holidays – arrive with reassuring regularity, the lines on your face are more of an unwanted surprise. There's a good reason for that – although, thus far, one the beauty industry seems to have overlooked – and it is this: ageing doesn't happen in a consistent, orderly, systematic way. It happens erratically. Sometimes years go by and your face stays basically the same, then suddenly – maybe you've been having a stressful time, or been working out a lot, or had some physical stress such as childbirth or an illness – you age five years overnight.

In fact, what happens to your skin is best described as the “concertina effect”: short bursts of intensive ageing followed by longer periods of slower, more gradual

change. It's what, if we think about it, we've seen in the mirror for years, only now science bears it out, too. “There's very good scientific evidence for it,” says dermatologist Dr Chris Inglefield of the London Bridge Plastic Surgery & Aesthetic Clinic. “The wrinkles would probably have appeared anyway, further down the line, but accelerated bouts of ageing can make them seem as if they've appeared almost overnight.” In fact, the biologist and octogenarian Lewis Wolpert, who has devoted the latter years of his life to a forensic examination of the ageing process, says the same is true of every organ

in the body: “Cross-sectional studies of ageing tend to depict a smooth and progressive decline, but there is no simple linear relation between age and functionality.”

Effectively, this means if you're serious about heading off wrinkles at the pass, you'd benefit from thinking of ageing as a series of occasional and intensive bursts rather than a slow, steady and predictable process best served by using the same face cream every day. And, as this idea takes hold in the beauty world, we're seeing products and services targeted much more specifically at these anti-ageing “pinch points”. >

VOGUEbeauty

Stress, for example – physical or environmental – is a sure-fire way to kick-start an intensive burst of ageing, and the aptly named Radical Skincare is attempting to address this by moving in on your whole life, not just your wrinkles. Purchasing any of its upscale anti-ageing products (available at Harrods in London and Saks in New York) entitles you to online life coaching; founder Liz Edlich has undertaken programmes with *The Secret's* Bob Proctor and Deepak Chopra, and takes all counter staff through a life-coaching programme before they join the company. English sensibilities may recoil at such enthusiastic soul-baring, but Edlich makes a good point when she argues that cortisol, the stress hormone, plays a large part in skin's ageing process (it's also the reason you can go grey quite suddenly) and we'd do well to keep it at bay. (The products are no slouches either, in Oxygen Radical Absorbance Capacity or ORAC testing – the new gold standard for products' antioxidant benefits – they blow most other brands out of the water.)

Perhaps the biggest leap forward for this new approach to ageing is the idea of bespoke skincare that you can tweak in line with what's going on in your life, thereby theoretically averting those intensive ageing "pinch points". For example, Baranova Monaco



is a genetic testing system that incorporates products and supplements tailored to your genetic data, with an initial cost from £4,100. But the brand set to grab headlines when it launches later this summer is the Parisian laboratory-based Biologique Recherche, spearheaded by French dermatologist Dr Philippe Allouche, who'll ask a cool £25,000 for your tailor-made six-month skincare regime – involving weekly deliveries of skin preparations, shipped from Paris to both your home and London's EF Medispa, where you'll receive a weekly facial and a skin reassessment in order to create the following week's prescriptions. Allouche's basis for this service is his belief in what he calls the "skin instant": the measure of your skin's needs and behaviour at any given moment, rather than an outmoded reliance on traditional categorisations, such as age or, worse, he believes, whether your skin is normal, dry or oily. "This just doesn't reflect the biodynamism of your skin, as it can change so quickly from one state to the other. You have to have as wide a vision as possible, which is why I'm trying to push skincare to its logical degree."

A man with a similar mission is Jean-Michel Karam, a charismatic young microelectronics expert who has now set his sights on the beauty industry with Ioma, a tailor-made >

TARGET PRACTICE POTENT SKINCARE FOR WHEN IT MATTERS MOST

REME DE LA MER
THE BRIGHTENING ICE INTENSE, £220, REDELAMER.CO.UK

IOMA
RESPONSE YOUTH RITUALS, £290, PART OF A SET, HARRODS

AVON
ULTRA-MINUTE LIFTING COMPLEX, £27, AVON.SHOP.CO.UK

SUNDAY RILEY
GOOD GENES TREATMENT, £85, CULTBEAUTY.CO.UK

OLAY
REGENERIST WRINKLE RELAXING COMPLEX, £30

ESTELLE & THILD
ECORGANIC FACIAL SERUM IN ROSE OTTO, £46, URBANRETRACT.CO.UK

ESTELLE & THILD
ECORGANIC FACIAL SERUM IN ROSE OTTO, £46, URBANRETRACT.CO.UK

SKINCEUTICALS
PHLORETIN CF GEL, £750, 05603 14956

CELLE
CELLULAR REJUVENATION SERUM, £795, CELLESKINCARE.COM

GAZELLI
TRIPLE YOUTH+ YOUTH INTENSIVE AGE REPAIR CREAM, £52, URBANRETRACT.CO.UK

EVIDENS DE BEAUTE
THE DAY MOISTURIZER, £795, HARRODS.COM

BIOLOGI RECHERCHE
L'ORÉAL PARIS MC 30 NO 1, EFMEDISPA

ELIZABETH ARDEN
VISIBLY DIFFERENCE OPTIMIZING SERUM, £38