



PUMP UP THE VOLUME

Cosmetic doctors vouch for the fact that looking younger is about creating fullness in the face. No wonder dermal fillers are currently the most popular in-clinic treatment, says facial plastic surgeon, Maryam Zamani, while requests for injectable moisturisers like Profilla have also seen a spike.

For the needle-shy, topical fillers have emerged that encourage skin to produce more of its own volume. Hyaluronic acid (often used in fillers) is your most powerful ally for drawing hydration to the skin and filling in fine lines so they seem to disappear. Fortuitously, Vichy LiftActiv H.A. Epidermic Filler comes with a syringe-esque applicator to target crow's feet and the '11s' between brows. For a more intense hit, By Terry Hyaluronic Global Face Cream is a cocktail of eight hyaluronic acids at three different weights – the idea being that large molecules immediately smooth the surface and smaller molecules travel deeper to provide maximum hydration to your skin cells.

Hyaluronic acid's performance can, however, be wasted, if it's not sandwiched between damp skin and a ceramide-rich moisturiser. "Ceramides lock in the hydration instead of letting it escape and take more of your skin's water with it," says aesthetic doctor Sophie Shotton. Hence, CeraVe Hydrating Hyaluronic Acid Serum is the perfect fusion of both.

For many, this has meant embracing good skincare habits on the understanding that camera angles are deceptive. But others are tapping into the latest cosmetic tweaks, or 'glow-cedures', to tune up their complexions. Rather than add tons of volume or erase a decade from your face, these small hits of filler, Botox or laser are delivered with a delicate touch; their aim simply to make skin look so pillowy and juicy it gleams.

Dr. Tijion Esho, founder of the Esho Clinic, is just one of the clinicians who's observed this trend. "Since the pandemic, we are more focused on personal wellness and part of that equation is how healthy, happy and rested we look on the outside," he explains. "Refreshment, not looking overdone, is the goal."

By proxy, a new class of skincare has also emerged that takes its inspiration from non-surgical interventions and, for the first time, offers a viable alternative – albeit with more subtle results. ➤



LiftActiv Supreme H.A. Epidermic Filler, Dhs205, Vichy

Hyaluronic Acid Face Serum, Dhs160, CeraVe

Hyaluronic Global Face Cream, Dhs330, By Terry



Super Radiance Resurfacing Facial, Dhs250, Charlotte Tilbury

Lifting Serum, Dhs1096, Dr. Barbara Sturm

Protini Powerpeptide Resurf Serum, Dhs316, Drunk Elephant

THE LASER LIKEYS

At one time, stroking your cheeks to remind yourself where your dewy skin used to sit, would be swiftly followed by a call to your dermatologist for resurfacing laser treatment. The sobering reality would be weeks of downtime. But now there are different options. "The most common are non-ablative lasers, which cause no peeling and just a little pinkness afterwards," says Debbie Thomas, founder of the D.Thomas Specialist Skin Clinic. "They help to trigger collagen production to firm, lift and brighten skin."

Another in-clinic treatment often mentioned in the same breath as lasers is radiofrequency. The most hyped of these is Morpheus8, which uses microneedling to create tiny wounds, stimulating a healing response, and radiofrequency to shrink wrap and tighten skin.

You can also put paid to lax skin with the Drunk Elephant Protini Powerpeptide Resurf Serum. This lactic acid and peptide-powered potion exfoliates and hydrates, while a pleasing side effect is an instant tightening effect as the amino acids dry. Carrying as much clout as the non-surgical procedures in her clinic, Dr. Barbara Sturm's Lifting Serum supports collagen as well as creating a film over the skin for a temporary lift. Or try Charlotte Tilbury Super Radiance Resurfacing Facial, a mask that combines glycolic, salicylic and agave acids to lift away dead cells and reveal glowier ones beneath.

BEYOND BOTOX

Dermatologists are also switching up their needlework so skin no longer looks iron-taut. The launch of Glass Botox at Dr. Michael Prager's Knightsbridge clinic is testament to this. Instead of plunging the needle into muscle, "tiny amounts of Botox are injected all over the face using electrical impulses to create skin that is smooth, with fewer visible pores and a slight sheen, like glass," says Prager of the needle-free treatment.

For those not quite ready to dip their toes in Botox waters, there's been an 83 per cent rise in Google searches for at-home alternatives. When only a quick fix will do, acmella oleracea, a plant compound found in L'Occitane's Immortelle Divine Eye and Lip Contour, relaxes facial muscles so that wrinkles formed by tension are eased. Or try Medik8 Liquid Peptides, which minimises muscle contractions via the peptide Argirelox for fewer expression lines.

When it comes to the long haul, however, "the best line-fighting creams are those that help increase your skin's own building block – namely collagen," says New York City-based dermatologist, Joshua Zeichner MD, which explains why retinol has always inspired devotion. But Caudalie Resveratrol Lift Instant Firming Serum, created in partnership with Harvard Medical School, may change that. Clinical trials revealed that a trio of antioxidant resveratrol, vegan collagen and hyaluronic acid was twice as effective for creating natural collagen without the pitfalls of sensitivity.

Welcome to the future of your skin...



Immortelle Divine Eye & Lip Contour, Dhs295, L'Occitane

Resveratrol-Lift Instant Firming Serum, Dhs322, Caudalie

Liquid Peptides, Dhs192, Medik8