



If, despite your best efforts, your skin is dull and dehydrated, you could be suffering from 'skincare fatigue'. The story goes something like this: at first you're thrilled with the smoothing and tightening results of your new face cream, but after a few weeks there's a tipping point and you're no longer inoculated against fine lines, dry patches and dullness. The problem? Just as an 'always on' workplace culture is to blame for four out of five British adults feeling burnt out, a high-octane beauty regime is leaving our skin overworked. 'Sometimes we need to give our fibroblasts – those cells that produce collagen – a rest,' says dermatologist Dr Frances Prenna Jones. 'If we don't, they become less adept at regenerating. No matter how potent your products are, if your skin cells are fatigued they're less likely to respond.' There's another reason for adding variety to your arsenal. Gym bunnies are aware of the need to alter their workout as their muscles adapt. The same is true of skin. Even the fanciest serums will stop working over time because skin cells get used to the ingredients. So it's no surprise that the latest launches are like interval training for your face (even textures are gymnastics-inspired, as Shiseido has created shape-changing elastic microspheres). Best of all, seeing clear, luminous skin staring back at you optimises the production of pleasure-related chemicals – just like exercise. Here's how to make your face part of your workout... ►