



FACE *the* FUTURE

We love the thrill of the new. But it also has to work.

Fiona Embleton discovers the ingredients and innovations
set to change the beauty landscape

DAMAGE LIMITATION

First, pollution muddies up the surface of your skin like a windscreen. Then, it seeps inside causing pigmentation, a loss of elasticity and collagen. 'The easiest way of preventing the absorption of heavy metals, fine dust and nano-sized diesel particles is to form an occlusive layer over the skin,' says cosmetic doctor Michael Prager. 'But you also have to tackle the inflammation pollution causes.' Up until now, anti-pollution shields have taken the form of mists, primers or SPF's. But Prager has opted for a soothing oil – and with good reason. 'An oil creates an invisible shield, plus the essential fatty acids in argan oil are instrumental in repairing damage to the cell membrane.' Bonus: the Urban Protect Day Oil, £225, works a treat at nourishing parched winter complexions.