

ROOT FORCE

Plant roots. Not exactly glamorous but sometimes the most worthwhile ingredients are the least sexy. 'Ginseng restores the skin's moisture balance and boosts the circulation, which helps produce more collagen for firmer skin,' says Dr Kevin Mun, chief scientific officer of cult US-Korean skincare line Venn. 'Also, its antioxidant properties protect against environmental aggressors.' There is a drawback, however: ginseng typically isn't soluble so skin struggles to absorb it. Venn's new Age-Reversing All-in-One Concentrate, £155, gets around that problem by delivering the natural actives in water-dissolved form. Additionally, ginseng's espresso-like energising effect helps to refresh a 'blah' complexion – precisely why you'll find it in Kiehl's Pure Vitality Skin Renewing Cream, £52. Meanwhile, the jelly-like finish of Origins Ginzing Oil-Free Energy-Boosting Gel Moisturizer, £25, plays nicely underneath a radiance-boosting base. We recommend L'Oréal Paris True Match Foundation, £9.99. ►