

C THE FUTURE

If you've ever used a vitamin C serum and the smell or colour has changed over time, it's likely oxidation (deterioration as a result of being exposed to air, light or water) is the culprit. But that won't be an issue with Dr Dennis Gross C+ Collagen Biocellulose Brightening Treatment Mask, £17. It's occlusive, so there is no chance of the l-ascorbic acid (the scientific name for vitamin C) evaporating. Meanwhile, Eucerin's Hyalron-Filler Vitamin C Booster, £19.99, releases powdered vitamin C into a serum on the first use, which remains effective for 21 days after you activate it. And Lisa Franklin's Clinic Privé No.1 Serum, £70, is built on ascorbyl tetraispalmitate, an oil-soluble derivative of vitamin C, that can be used in higher concentrations without drawbacks. Virtually bullet-proof vitamin C means you reap the skin-brightening benefits more and protect against damaging free radicals that accelerate ageing.

NATURAL ORDER

According to Mintel's market researchers, pastel-blue 'Smurf lattes', packed with blue algae, are set to replace green matcha as the next cult way to drink yourself healthy. It's not surprising then that spirulina, which draws its potency from over 220 essential amino acids and minerals, is enjoying a moment as a fully fledged skincare solution. 'As a protein-rich algae, spirulina is an incredible source of nutrients, amino acids and iron, which help to plump the skin,' says Inge Theron, founder of FaceGym. 'It is also good at offsetting "runner's face", as its anti-inflammatory properties prevent breakouts and its antioxidants detoxify skin from polluted air.' Before your next jog, apply the Spirulina Training Stick, £38.50, to clean skin – your body heat and sweat will trigger the release of the algae – or try Institut Esthederm Intensive Spiruline Serum, £64.►

