

THE RISE OF 'FLEXINOL'

Retinol just got a major upgrade. Meet the new breed of irritation-free heroes primed to transform your skin

Words by *FIONA EMBLETON*

Retinol has always been the sports car of the skincare world – a bit of a show-off and the status-symbol ingredient every dermatologist swoons over. Deservedly so. Retinol remains the only proven ingredient to target the cells beneath the surface, ensuring you wear the patina of 'ageless' dramatically on your face. It coaxes fresh skin cells to the surface faster, boosts collagen production and even works its magic upon lines, dark spots and uneven skin tones. But that's where the fairytale ends. All of these baby-faced benefits can mean pushing through an ugly few weeks of red, dry, flaking skin, which rarely subsides for those with sensitive skin.

Mercifully, that's all about to change with a new flexible approach. Intelligent delivery systems have emerged that shuttle retinol into the skin without risking irritation. The new era of 'flexinol' is upon us, meaning we can 'microdose' smaller, less disruptive amounts or indeed opt for gentle, natural retinol alternatives to reap the benefits without the downsides. ►