

beauty

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Cool Britannia

Initial signs

advice

"This can be the first time clients have felt the need to mention skin or their skincare. Most clients in their 30s do not recognise any signs of ageing, before they, but we know in this business that prevention is always better than cure! The very first tiny lines around the eye area can be attributed to dehydration only and can be addressed easily with a light eye cream or gel. From Oe Eye Rescue Gel is perfect for dark circles, puffiness and fine dehydrated skin beginning to show (tiny lines). Eye products are normally the easiest skincare purchase for the client, so make, of course, if this client has been a regular, for some time she should have already been recommended all the basic cleanse, tone, moisturise and protect. The thirty-something are beginning to be more interested in facial treatments and from Oe Organic Elements Skincare we have 'Easing Time' a one hour facial treatment that is designed to offer age prevention. The main aim of this treatment is to ensure the skin is completely hydrated, using a professional only Algae Face Mask, an Eye Mask and good cleansing and massage products, many only activated at the point of use. Homecare of course is very important and all Oe moisturisers have a sun protection factor so again the very minimum she should be doing at home is cleanse, tone and moisturise."

Shirley Taylor, Beauty Trade

During the 30s, the skin's natural cellular activity weakens, leading to the first signs of ageing. Levels of collagen and elastin rapidly begin to diminish as the level of cell turnover continues to decline. Daily regimes should incorporate products that feed the skin with hydrating, revitalizing and illuminating ingredients.



The **Hyaluronic Acid Night Crème** from **derma e** is an extra-rich, deeply penetrating crème, infused with vitamins A and E, ester-C, allantoin and macadamia oil, drenching skin in moisture. Plumping skin tissue, the formula works to reduce fine lines and wrinkles for smoother softer and younger-looking skin.

Circle 020



Address lines around the eyes with a vitamin, silicone-based eye treatment, such as **Dermalogica's MultiVitamin Power Firm**. Applied around the eyes, the formulation firms, smoothes and shields against further damage.

Circle 021



Lending youthful luminosity to the complexion and a firm, smooth look, **Caviar and Radiance** by **Biodroga** offers an extract combination of noble caviar and dragonfruit. While dragonfruit slows down the aging process, increasing skin colour intensity and luminosity, caviar extract activates skin's metabolism and microcirculation. The range comprises an Anti-Age Day Care, Night Care, Fluid and Eye Fluid.

Circle 023



Aromatherapy Associates Anti-Age Skincare collection consists of six retail products and an Introductory Set. Harnessing the power of pure plant extracts and essential oils the range features Instant Skin Firming Serum, Fine Line Face Oil, Intensive Skin Treatment Oil, Overnight Repair Mask, Rich Repair Nourishing Cream and Rich Repair Eye Cream.

Circle 022

TREATMENT

The Gontour Roller from **The Nouveau Beauty Group** treats full, uneven skin, fine lines and wrinkles as well as scars and skin ageing. It is made from natural silk and stainless steel. Working by multiple acid levels, glycolic and firm the skin, the Gontour Roller reduces our damage and prevents long term collagen loss. The diamond cut-head reaches between the skin layers, which in turn causes less tearing and damage to the skin, resulting in downtime is reduced.

Circle 024