

Good Housekeeping

Easy Spring



GH EXCLUSIVE!

Twiggy

'I was never a'

Is your mobile phone giving you wrinkles? Could a simple gene test save you money on anti-ageing creams? Will the 'vampire' treatment really boost your hair's growth? Good Housekeeping investigates the latest beauty buzzes and treatments to discover what really works

PHOTOGRAPHY ALEX SARGINSON BEAUTY DIRECTOR EVE CAMERON



Digital devices can take their toll on your neck

TECH NECK

Forget crow's feet, now it's all about ageing necks. According to Gayle Tait, Google Director for Luxury Fashion & Beauty, we check our mobile phones 150 times a day, on average, and spend 40 hours plus a week on our digital devices. This is a lot of looking up and down, which beauty companies say is accelerating the impact of gravity on our necks.

Cosmetic plastic surgeon Angelica Kavouni concurs: 'It definitely causes deeper and more noticeable horizontal neck lines. Skin on the neck is thinner than on other parts of the body, and has less fat supporting it. This, plus the fact we tend to neglect it when applying sun creams, makes it prone to ageing. Anything to help improve skin texture is a good idea, especially if it contains antioxidants.'

• With the antioxidant Idebenone, plus lupin seed to boost collagen production and skin-tightening polymers for a subtle lift, Elizabeth Arden PreVage Neck and Décolleté Cream, £85, also helps to fade pigmentation. It's super-moisturising - important, as the neck area has up to 15 times fewer sebaceous glands than facial skin.

• YSL's new Forever Youth Liberator Y Shape Concentrate, £65, and Crème, £63, use its glycan technology (glycans help cell communication and metabolism) to work on firmness, elasticity and skin density. Our cynical tester loved them and felt they made a real difference.



It may sound gimmicky, but there's some truth in it. We say, use a specific neck cream - or at least continue your facial skincare past your jawline to your chest.

- ☒ trench coats and macs
- ☒ Lemon curd

need to know about caring for your