

SKIN SOS

Lift me up

Once, the only way to cheat mega cheekbones was with a hit of highlighter.

But as more of us eschew obvious contouring, what's the alternative?

Emma Hardie Plump & Glow

Hydrating Facial Mist, £35 Rich in riboxyl and hyaluronic acid, this is like a power pack, re-energising slack skin cells to boost firmness.

Skin Laundry Night Renew

Treatment, £34 The anti-ageing powerhouse retinol is the key player here. It boosts collagen and elastin, and (a welcome side effect) tightens pores into tiny little nothings.

**Rodial Pink Diamond Lifting Face Mask, £85 for a box of eight (Selfridges.com)**

This gel mask is full of skin-tightening plant proteins and algae, plus diamond powder to boost radiance.

FaceGym Pro, £399 (Harrods.com)

Consider this a personal trainer for your face. Using electrical pulses, the at-home gadget sculpts underlying muscles that support skin. It's not cheap, but you'll see an instant lift.

L'Oréal Paris

Revitalift Laser Renew The Double Care, £20 With twin formulas – one with vitamin C to build collagen, the other pro-xylane, a sugar/protein hybrid that prevents water loss – this is two potent anti-agers in one.

Shiseido Bio-Performance LiftDynamic Cream, £90

Sweat glands shrink with age, creating structural weakness. This contains skin strengthening ingredients and HA to make it more resilient.

NIOD Myrrh Clay, £28

(Victoriahealth.com) Don't let the dark brown colour put you off. Packed with purified myrrh, this has an instant tightening effect – leave on for 15 minutes, then rinse.

Colbert MD

Retensify Firming Cream, £175 This is rich in an amino acid that feeds collagen fibres in your skin, keeping them supple, while antioxidant co-enzyme Q10 protects against environmental damage.

Sagging. It's not the

nicest word in the world, bringing to mind an old, out-of-shape sweater. But it isn't an issue reserved for those over 50, so listen up. 'As early as 25 years old, collagen and elastin start to degenerate, leaving the skin free to sag,' warns cosmetic surgeon and medical director of Kosmesis Skin Clinic, Angelica Kavouni.

The good news is that if said sagging bothers you, there are options – and many don't involve a nip and tuck. Whether you're looking for a quick, temporary lift for a night out or for products that boost collagen in the long term, the latest raft of skincare targets lost elasticity, tightening skin around the jawline, making cheekbones more chiselled and helping your features maintain their 'edge'. Look out for vitamins A and C, which encourage cell turnover and stimulate collagen production, and hyaluronic acid (HA), which is brilliant at holding water in the skin to make it appear plumper.

Moving beyond the bottle, Kavouni advises: 'In-clinic treatments such as a derma-roller, chemical peels and laser treatments penetrate the upper surface of the skin to stimulate collagen and keep it firm,' she says. 'And for a more dramatic result, I've had great results with Silhouette Soft Lift. Threads are secured 3-5mm underneath the skin [under local anaesthetic] and then gently pulled to tighten the tissue, creating a lifting effect. It only takes around 30-60 minutes, but the effects are long-lasting – up to 18 months.' Any way you look at it, things are on the up.

