

[VANITY fare]

Anti-aging serums

BY ROBERT ELLSWORTH

With a plethora of new products crammed on to the counters every month, it's no wonder most of us have difficulty deciding what to buy. There's a dizzying selection of wrinkle potions and anti-aging skincare products to choose from. Who can blame you for not knowing which may work and which is just histrionic hype? Lotions and potions have been surpassed by the trendy-sounding "serum," a clear, viscous fluid that—because of its simple, fat-free consistency—is able to hold a higher level of active ingredients. Serums pack concentrated ingredients into a small vial, which can penetrate the skin quicker and more deeply for an intensive treatment. In short, if you feel your skin is in need of precise help or just an anti-aging boost, then a serum can make a great difference in the condition and texture of the skin. It's like the difference between taking a single supplement versus a potent multivitamin. To get a serum's full benefit, you should add a drop onto cleansed skin before applying your moisturizer in the morning and again before you sleep at night. Here's a brief lowdown on the new skin saviors.

One of my personal faves, Circuit Addict serum—don't worry, you don't have to mainline it to get any benefits—looks serious and delivers results, with application via a pipette. This amazing product uses a chiral (molecular separation) technology to deliver only the "effective" side of an ingredient's molecule. Circuit Addict provides your skin with superior firming and moisture properties, infused with biopeptides to strengthen your skin so that it is better able to cope with environmental/lifestyle stress. Instantly your skin will feel firmer and suppler.

3LAB "h" Serum is the world's first cosmetic concoction to contain a bio-engineered growth hormone, favored by Olympic

athletes and gym bunnies. It's also a favorite of makeup artists and models, and after using it you'll see why. Growth hormone is known for regenerative effects, making Hollywood stars look decades younger—just ask Rocky—and now you don't need to inject yourself to get new skin cells.

Lierac Laboratories' Mat-Chrono is a new generation of mattifying, anti-aging treatments specifically helpful for combination/oily skin types. The smoothing serum contains a Triple Action Complex, containing 2 percent prickly pear cactus and an extract rich in simple sugars, which have been proven to reduce fine lines and wrinkles while restoring skin's elasticity and firmness. A synergy of three spices (ginger, burnet's root and cinnamon) tightens pores and provides anti-inflammatory and antibacterial properties.

Biologique Recherche makes two products—Creme PIGM 200 and Serum Oligoprotéines Marines—which, when used together, really effectively fight signs of aging and hyper pigmentation. The potent specific creams hydrate and protect skin from environmental pollutants. They're also formulated to help treat and prevent undesirable skin conditions, so skin looks and, more importantly, acts younger than ever.

Iceland Arctic Brightening Serum helps to reverse the progression of stress-related damage using cutting edge adaptogen technology, roots and herbs. The unique players in this fight are arctic root, Siberian ginseng and maral root, which delay cell aging by bolstering skin's cellular defenses and resistance to stress. While your skin is being fortified, kombucha helps bring back the glow of youth, without bleaching your skin. A gentle retinol derivative also stimulates collagen production. Arctic Brightening Serum helps restore the skin's immune system to optimum levels.

