



# woman



THURSDAY MARCH 30, 2017

Bare Minerals Complexion Rescue £27 at bareminerals.co.uk. This tinted moisturiser is packed with marine botanicals to hydrate skin and create a radiant complexion.



Nars eyeshadow in Callisto, £21 at narscosmetics.co.uk. A glittery pink shadow that can be applied dry for a sheer finish or wet for a more dramatic look.



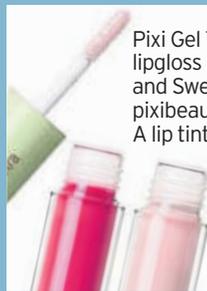
**face time**  
CARA DELEVINGNE

Model and actress Cara looks fierce at the premiere of her sci-fi film Valerian. She teams her new platinum blonde locks with pink eyeshadow and heavy lined eyes, keeping her lips neutral. Here's how to get the look.

Max Factor False Lash Effect Mascara, £10.99 at superdrug.com. The large brush coats lashes evenly, leaving them looking double the size.



Pixi Gel Tint and lipgloss in Berrytint and Sweet gloss £14 at pixibeauty.co.uk. A lip tint at one end and gloss at the other with jojoba seed wax to nourish lips.



» MERLE BROWN reporters@dailyrecord.co.uk

**DID you listen when Jennifer Aniston said: "Here comes the science bit - concentrate" in a L'Oreal Elvive advert in the mid-90s?**

Science drives the beauty industry, but as L'Oreal pointed out in that ad, we probably don't pay much attention to it.

L'Oreal were forced to withdraw some future commercials with "science bits" they couldn't back up. But while some claims may be dubious, there are plenty of beauty products that are firmly rooted in science.

Entrepreneur Seva Topoliansky has worked with Russian scientists to create YOUNOM, a skincare brand who create products tailor-made to your DNA profile.

You buy their DNA test online, it's sent to you, you send it back and they analyse the 11 genomes that dictate four factors in your skin - hydration, elasticity, antioxidant properties and photoaging.

You pay £135 up front for the DNA test and your cream and you can add oral supplements (from £25), again tailored to your DNA profile, for specific skincare, hair and body concerns.

Topoliansky said: "YOUNOM is the future of skincare, and, possibly, even the consumer market."

"We have young, highly educated, multinational scientists and professionals in YOUNOM's team."

"Science and the client's DNA give us the answer to which ingredients their skin needs."

Chanel's latest skincare release is the £66 Hydra Beauty Micro Cream, which is available from April 21.

It also has its roots in science, this time in the creation of micro-droplets of camellia extract.

There are 5000 of these in every 50ml tub of cream - ensuring the active ingredients instantly fuse with the skin.

It's all about science with French skincare brand Filorga, too.

They are pioneers of injectable anti-ageing therapy using their New Cellular Treatment Factor (NCTF).



**FACING THE FUTURE**  
Applying latest science to skincare



**TAILOR-MADE** YOUNOM cream



**LIGHT THERAPY** Neutrogena mask. Above, Chanel cream

## Beauty.. it's in our DNA

**How the appliance of science is being used to create sophisticated skincare products and treatments**

After three years of research, they worked out how to harness the ingredients in the NCTF into skincare products, and launched a NCTF-Reverse line in March.

Products cost from £50-£75. Like Chanel, they use micro-droplets to get ingredients straight into your skin.

Dr Barbara Sturm brings science into her skincare and Hollywood stars lap it up. All

you have to do is pay around £900 and give some of your blood to her clinic.

They turn it into a cream that contains growth factors, proteins and regenerative substances derived from white blood cells.

The cream is individually tailored, using your own healing factors to help regenerate your skin.

Neutrogena use the appliance of science in their

Visibly Clear Light Therapy Acne Mask (£59.99, Activator, £14.99, Boots).

Naomi Furguele, of Johnson & Johnson, said: "The mask uses red and blue light simultaneously to treat acne in easy, 10-minute sessions."

"The blue light kills bacteria while the red light reduces the inflammation linked to acne."

The use of light therapy isn't new, but the fact it

can be done at home, rather than in a hospital or clinic, is progress.

Beauty salons around the country offer treatments with machines that work on scientific principles.

Computer Aided Cosmetology Instrument (CACI) is one of the best-known, celebrating 25 years in the UK this year.

It's the original nonsurgical facelift, devised by Dr Andrew Wing in the US.

Celebrity fans include Jennifer Lopez and model Lisa Snowdon.

Rhona-Bell Scott, of Edinburgh's Chamomile Sanctuary Spa, said: "CACI uses a tiny microcurrent that helps to tone, lift and re-educate the muscles back to their original position."

"The face has over 30 muscles that lie directly below and are connected to the skin's surface. Directed stimulus, through time, corrects the muscle sag"

You may not pay attention to the science bit, but in the beauty industry, it's definitely there.

Science and the client's DNA give us the answer to which ingredients their skin needs