

# THE NEW NECK CREAMS

Products designed specifically for the décolletage aim to rejuvenate an area that is often overlooked *By* VICTORIA HALL

Our faces are lies and our necks are the truth,' observed Nora Ephron, the late (and much missed) writer. Yet how many of us can truly boast of giving our neck and décolletage the same amount of attention, love and expensive unguents as we lavish on our face? This is a mistake, according to the leading dermatologist Dr Nick Lowe: 'The skin in this area is much thinner than our face because there is not the same density of hair follicles and sebaceous glands. As we age, we lose that cushion of fat under the skin, causing it to sag.'

Fortunately, there are new products that aim to redress the balance. Unlike face creams, which lift and smooth, neck products focus on firming, toning and replacing elasticity. The result should be a 'lipo-filling effect', says the anti-ageing specialist Dr Jean-Louis Sebagh, whose newest *Supreme Neck Lift* cream, £120, includes an Asian botanical extract that comes close to providing a cosmetic plumping effect.

Keeping the area hydrated is essential to maintain a soft look and feel, as the lack of sebaceous glands on the neck and chest makes it harder for skin to hold moisture; try *Clinique CX Neck and Chest De-Aging Cream*, £75, and *Bliss Thinny Thin Chin Neck Firming Cream*, £32.70, both of which contain hyaluronic acid.

Of course, it is most important to protect against the crepiness, sagging and pigmentation that follow on from too much sun. However, simply adding a dab of sunblock to your neck once a day isn't enough, according to the skincare expert Sarah Chapman: 'I often see patches of purple pigment on the neck, which is usually a sign of damage from wearing a fragrance in the sun that reacts with SPF.' Treatments proven to reduce pigmentation include gentle Fraxel laser and IPL, but the laser specialist Dr Diana Piana-Mariton warns: 'The area is highly sensitive, will take longer to heal and is more prone to scarring.' So, if you do wish to pursue the hi-tech route to a younger-looking neck, be sure to book in with an experienced physician who specialises in lasers.

## LAST WORD ON APPLICATION

How we apply is just as important as what we apply; as the facialist Debbie Thomas says: 'Massaging in an upward motion will work against gravity.' □

### BAZAAR'S DEFINITIVE KIT

Use a peel every fortnight (experts advise moderation as they can thin the skin) and these other products in-between...

*Fortnightly*  
Omorovicza  
Copper Peel, £82

*Weekly*  
Clarins HydraQuench  
Cream-Mask, £33



*Mornings*  
Dr Sebagh Supreme  
Neck Lift, £120

Dr Sebagh  
Supreme  
Neck Lift



Masque Crème  
"Anti-Soif"  
Multi-Hydratant  
HydraQuench  
Cream-Mask



SARAH  
CHAPMAN  
London

SKINESIS  
Neck and Chest  
Rejuvenating  
Complex

*Evenings*  
Sarah Chapman  
Skinesis Neck and  
Chest Rejuvenating  
Complex, £54



*John Galiano*