

# Stick with it

LOTIONS AND POTIONS WORK, SAYS JO FAIRLEY, BUT ONLY IF YOU USE THEM CORRECTLY



## JO FAIRLEY

is co-author of the best-selling *Beauty Bible* series of books and co-founder of Green & Black's.

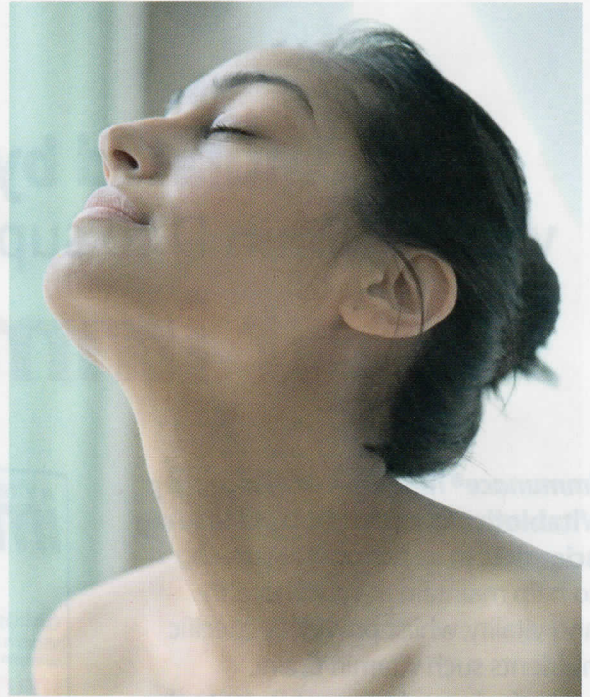
Nobody can tell me skin creams don't work. Over the past 17 years, I have had almost 20,000 women put them through their paces, over a period of months, on one side of their face. The mission: to discover for the *Beauty Bible* series of books, which I co-write with Sarah Stacey, whether age-defying creams *really* do deliver on their (sometimes extravagant) promises or not. And I can tell you, definitively, that many of them do. So much so that we end up getting lots of emails from our panellists asking to

use the product on the other side of their face too because they feel they're starting to look 'lopsided'.

Yet, outside of trials, I meet plenty of women who are cynical, especially about neck and eye creams: those extras we're encouraged to add to our regimes, after a certain age. 'They don't work', is the general vibe. But when I scratch beneath the surface, often the woman I'm chatting to splashed out on a cream, then couldn't be bothered to use it. Cleansing, toning and moisturising seems not to be a challenge. Beyond that, laziness kicks in.

In reality, nothing is going to work if you don't put it on your face, preferably as per the manufacturer's instructions. That's exactly why my testers give such amazing scores for many of the products. When someone's taking part in a trial, they use a product the way it's designed to be used. They don't chop and change after two weeks, as I've discovered many women do. 'Oh, if it hasn't worked in a fortnight, I move on to something else,' they say. That's not long enough: you need a complete turnover of skin cells (upwards of 28 days) for real benefits to show. Stick with these products and they can make a real difference – as I've seen with my own eyes. Today's skincare can perform minor miracles. It's simple, really. Use it – diligently and properly. Or lose out... I'm currently slathering on the fab-to-use This Works No Wrinkles Tired Eyes at night. And on my neck? Sarah Chapman Skinesis Neck and Chest Rejuvenating Complex. Both have out-performed even my pretty high expectations. ■

The latest edition of 'The Anti-Ageing Beauty Bible' (Kyle Books, £10.99) is available at [victoriahealth.com](http://victoriahealth.com) from 21 October



## Creams of the crop

Top scoring targeted treatments

### 1 This Works No Wrinkles

**Tired Eyes**, £42/15ml ([thisworks.com](http://thisworks.com)). This has a touch of light-reflecting ingredients so it wakes up the whole eye area immediately while the cooling, age-defying ingredients get to work.

### 2 Liz Earle Superskin Eye & Lip Treatment

£27.50/15ml ([lizearle.com](http://lizearle.com)). I like a product that does double duty – and I use this around the lips, as well as the eyes, cutting an extra step out of my regime.

### 3 Temple Spa Exalt Neck Cream

£37/50ml ([templespa.com](http://templespa.com)). The first neck cream I was ever persuaded to use, thanks to its divine

gel-like, cooling texture. The pleasurable feel encourages regular use.

### 4 Sarah Chapman Skinesis Neck and Chest Rejuvenating Complex

£54/40ml ([sarahchapman.net](http://sarahchapman.net)). An amazingly effective rich serum that offers strong firming action, from one of the UK's top facialists. The next best thing to seeing Sarah Chapman in person.

### 5 Origins No Puffery Roll-On

£24/15ml ([origins.co.uk](http://origins.co.uk)). I'm a big fan of products that have a 'physical' action, helping to drain fluid as you apply them: here, the metal rollerball magics away puffiness as you apply this gel.