



#trending...

Jigsaw skincare

The latest anti-ageing innovations target specific zones, from neck wrinkles to crow's feet. Here's why they could be the missing piece in your quest for great skin

How many skincare products do you really need? We're all aware that a good cleanser, serum and moisturiser are must-haves in the quest for the perfect complexion, but did you know there are new skin heroes in town that are *seriously* worth adding to your regime?

Hard-hitting and with quick results, these beauty saviours are designed to top up your existing skincare routine and, specifically, target everything from crow's feet to crêpey-looking necks. Thanks to their high-performance ingredients, which include retinoids and probiotics, they're set to be the new staples in your anti-ageing skincare stash.

Dr Mike Bell, Boots Skincare Scientific Advisor, welcomes the trend. 'A targeted approach allows consumers to get the best results from the best technology,' he explains. So sound the beauty klaxon! Here are the innovations to add to your armoury...



Wrinkle warriors

Conscious of your frown lines or crow's feet, but don't fancy resorting to cosmetic procedures? Try a wrinkle-reducer, such as [New No7 Laboratories Line Correcting Booster Serum Boots Exclusive](#) £38/3,800 points (15ml). This targeted serum, clinically proven to reduce the appearance of wrinkles by up to 5 years*, is specially designed to be applied directly to lines and wrinkles for intensive wrinkle-smoothing power where women want it most. Formulated with 7 x the concentration of Matrixyl 3000 Plus™** (No7's advanced anti-wrinkle peptide technology from their clinically proven serums), it delivers fast, visible results. In a study, women who tried the serum said it was the best result they had ever seen from an age-defying product!†



Bright eyes

Our eyes may be the windows to the soul, but they're also a big giveaway when it comes to age. In fact, research by Olay suggests that the skin around the eyes can have a 'biological age' up to 22 years older than other parts of the face. 'It's because this area is 10 times thinner, contains fewer oil glands and has less natural moisture,' explains consultant dermatologist Dr Sarah Shah.

Thankfully, the latest offerings are going the extra mile, responding to the demand for a more tailored approach to tackling individual concerns. Prone to crow's feet? Try [New Olay Pro Retinol Eye Treatment Boots Exclusive](#) £29.99/2,999 points (15ml), which uses gentle and non-irritating pro-retinol to help reduce the appearance of fine lines. If puffiness and dark circles are your problem, apply [Vichy Slow Age Eyes](#)², £25/2,500 points (15ml), every morning. Formulated with powerful probiotics, this rich cream is quickly absorbed around the delicate eye area, and is suitable for all skin types.

And if your concealer just can't cover those bags, look to [New Boots Lift Brighten Up Eye Cream Boots Exclusive](#) £12.99/1,299 points (15ml). It helps improve the under-eye area by reducing the appearance of puffiness and smoothing fine lines.

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Neck transformers

A creased décolletage or sagging jawline? Always looking down at your phone? Digital dependence has become beauty's new battleground. [Bare Minerals Ageless Genius Firming & Wrinkle Smoothing Neck Cream](#)², £42/4,200 points (50g), is the ultimate 'tech neck' defender, thanks to a chin-boistering mineral gold peptide complex that visibly reduces the appearance of wrinkles and horizontal neck lines. Use it over the area to smooth sagging skin that can be the result of repetitively glancing up and down at your electronic devices.

Elsewhere, [Pral Ageless Throat & Décolletage Serum Boots.com only £29.99/2,999 points \(120ml\)](#), acts like a workout for skin. What differentiates it from creams is the clever three roller-ball applicator. When used on the neck and throat, it stimulates the skin's surface and encourages pores to open, making it more receptive to the serum that will help improve texture.



Lip service

When it comes to dealing with the fine vertical lines around the mouth, some facial skincare products don't make the grade. However, using a day cream designed for the entire face, such as [La Roche-Posay Redermic R Corrective UV Anti-Ageing Cream SPF30 Boots.com only £30/3,000 points \(40ml\)](#), can nourish this vulnerable area. It's formulated with retinol and an SPF, is adept at plumping the appearance of those fine lines above and below the lips, and adds vital protection. Simply massage it around the lip area; it leaves a wonderfully moist base, so there's no peeling when blending make-up over the top.

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Radiance enhancers

Pigmentation can become more prominent in the warmer months, as UV rays tend to aggravate it. Help tackle it head-on by sandwiching your cleanser and moisturiser with a targeted treatment, such as [Indeed Labs Pepta-Bright Even Skin Tone Enhancer](#), £29.99/2,999 points (30ml). It boasts seven skin-brightening peptides, which help reduce the appearance of pigmentation so skin appears clearer and more luminous after use.

If one or two dark patches are getting the better of your complexion, try [New Boots Lift Lighten Up Dark Spot Cream Boots Exclusive](#) £12.99/1,299 points (15ml), which is specifically formulated to help lighten the appearance of dark spots. It contains natural ingredients such as sophora and kiwi, with added vitamin C, to help minimise the colour and size of those pesky dark areas.