

AT LAST!

The real cause of your wrinkles

YOU'VE TRIED EVERY ANTI-AGEING CREAM GOING, HAD REGULAR FACIALS AND, WHEN IT COMES TO SUN PROTECTION, YOU GIVE MICHAEL JACKSON A RUN FOR HIS MONEY. So how come you're still seeing the signs of ageing? Answer: the ageing 'superbugs' that are thriving in your skin. But help is at hand. Inspired by nutritionists who believe 'live', bacteria-fighting foods and supplements can solve skin problems, probiotics are the very latest all-natural, anti-ageing ingredients cropping up in beauty products. They're already causing a stir in the US, thanks to super-cool green labels like Bioelements and Veratrina, and now we're getting the bug over here, too – literally. As well as niche brands like Nude, Korres and Biotherm looking into probiotic skincare, beauty giants L'Oréal and Procter & Gamble are also investigating probiotics for their anti-ageing benefits,

which means it's a beauty trend that's set to get much, much bigger.

PROBIOTICS: THE BASICS

- Probiotics are the 'friendly bacteria' that we're always being told we need for good digestion. Scientists now know that these probiotics exist in our skin as well as our digestive system, and help to keep skin balanced and healthy.
- Probiotics are the foods that these friendly bacteria thrive on.
- A slump in your intake of probiotics registers in skin as increased dermatitis, dryness, increased dermatitis, sluggish cell turnover, lines and wrinkles. So, in a nutshell, if you increase the probiotics in your skin – by boosting your intake of probiotics – you decrease the signs of ageing. Simple. Sort of...

WRINKLES: IT'S WAR!

So the new 'probiotic skincare' is about training the trillions of bacteria that live in skin to fight the toxins that cause wrinkles. There's a constant

The latest news in anti-ageing is that your skin – like your digestive system – needs friendly bacteria to stay looking young. So say hello to probiotic skincare – the latest generation of products that are about to take the beauty world by storm...

war between good and bad bacteria. If the bad guys win, skin ages faster,' explains Cheda Mikic, product development manager for green skin company Nude – one of the first UK companies to be putting probiotic skincare on the map.

INGREDIENTS TO WATCH FOR

With so-called 'friendly bacteria' so important in skin, it stands to reason, say the beauty companies, that putting probiotics into products will help safeguard against ageing. At Nude, probiotics from corn and beer help skin absorb other anti-ageing ingredients. They digest oil and waste products on the skin and pre-digest the cream's nutrients so they're bio-available to cells,' claims Cheda Mikic. Greek skincare company Korres uses yogurt. 'Yogurt contains live cultures that boost hydration instantly,' says Katerina Vassiladou, technical director at Korres. 'In Greece, it's a natural remedy for sunburn.' Some companies believe algae also act as natural probiotics. At Biotherm, pure thermal plankton (a 36 billion-year-old

life form found in spring water) is the soothing, energising 'dermobiote' that improves barrier function and supports the skin's free radical-fighting enzymes. There are rumours too that marine skincare people Phytother and cosmetic giants L'Oréal and LVMH are analysing chlorella (an algae), while Procter & Gamble (who make Olay) are scrutinising yeast – all for their abilities to fight 'age bacteria'. In the meantime, arm yourself with these new-generation products in the war against ageing.

ON THE OUTSIDE...

Nude Moisture Balance (1), £46 (Wholefoods Market, Kensington, and Harvey Nichols nationwide). Pre and probiotics work with milk peptides to hydrate, while seaweed controls oil.

Biotherm Rides Repair Day Cream (2), £40, and **Serum (3)**, £42 (0800 037 1020). Thermal plankton mimics the action of probiotics, by boosting MnSOD, an enzyme that controls cell ageing.

Korres Yogurt Mask (4), £16 (020 7381 6455) – full-fat yogurt, watercress and olive oil soothe dry or sunburned skin in 15 minutes, while the **Yoghurt Body Butter (5)**, £11.50, soaks chapped and scratchy elbows, heels and knees.

Sophyto Skin Energising High Potency Concentrate (6), £60 (0800 680 0671), fights free radicals with yeast-fermented vitamin B and CoQ10.

'It's a war between good and bad bacteria. If the bad guys win, skin ages'

ON THE INSIDE...

Nude Age Defence Food Supplement (1), £38 for 80 capsules (www.nudeskincare.com). Three-week am and pm intensive detox course that restocks skin with probiotics and energising antioxidants.

The Organic Pharmacy Phytonutrients + MSM (2), £25 for 60 (www.theorganicpharmacy.com). Green superfoods, antioxidants and probiotic digestive enzymes for clear skin, strong nails and glossy hair.

NV Perricone L Glutamine Powder with Blueberry and Probiotics (3), £49.50 (www.nvperriconemd.co.uk). Skin-firming drink with immune-boosting amino acids and antioxidants to keep facial muscles fit.

Sher System Skin Support Formula (4), £27.90 for 90 capsules (020 7499 4022). Anti-ageing vitamins and minerals, plus detox herbs and 100 million lactobacillus spores per pill.

BioCare Acidophilus Forte (5), £24.95 for 30 capsules (www.biocare.co.uk). Claims to deliver 24 billion friendly bacteria in a single swallow.

