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Beauty

AMERICAN BEAUTY

These new wonder products
have caused a storm in the
States and are jetting over to
a beauty counter near you.
InStyle reviews the hottest US
anti-ageing imports ▶

Photograph Dennis Pedersen | Words Laura Evans



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The sellout night cream

With a whopping *ten times* the amount of wrinkle-shrinking retinol normally pumped into creams, it's no surprise there's a massive buzz Stateside surrounding Ossential Radical Night Repair by ZO Skin Health. "Once word got out about the amazing results of this cream, which delivers pure retinol to your skin by time-release technology, it was sold out everywhere in the US," says Ashley Snell, beauty buyer at Bliss – who will be stocking it here this month!

Great for... sun-worshippers and anyone with pigmentation, to reverse the damage.
Ossential Radical Night Repair, £294, ZO Skin Health (blisslondon.com)

The nifty nano lifter

Beauty is obsessed with nanotechnology right now. The particles may be tiny, but they are mighty powerful and can delve deep into the skin – which is precisely why Brit beauty buyers are itching to get in on the US nano-action. The brand-new Y-41 Eye Contour Nanolift, *right*, by Euoko, does some serious heavy lifting around the lids to lessen the look of fine lines. Also new out is the Nano Gold Energizing Eye Cream, £215, by Chantecaille (hqhair.com). It's caused ripples across the pond thanks to its pure 24-carat gold nano-particles, which crank up collagen and diffuse light.

Great for... eyes in need of serious smoothing.
Y-41 Eye Contour Nanolift, £215, Euoko (020 7730 1234)

The cocktail mixer

Make mine a beaut-tini! These days, it's all about mixing beautifying with your bellini, thanks to the latest celeb craze sweeping America – BeautyScoop. It's the brand-new, doctor-developed powder supplement, which you can add to any drink, supercharging it with glow-giving, nail-strengthening, hair-glossing goodness. No wonder fans Natasha Bedingfield and Marcia Gay Harden buy it by the barrel load. And better yet, BeautyScoop claims that alcohol enhances the absorption of the peptides and lipids – bonus.

Great for... a beauty hit for girls on the go.
BeautyScoop, £130 for 21 sachets, available at Harvey Nichols from September (020 7235 5000)

A sprinkle of BeautyScoop + your top tipple = better skin, hair and nails

The cult concealer

Party girl product alert! Not that we beauty editors can condone sleeping in your slap, but for the odd night when you're just too shattered (or sloshed) to find the face wipes, your beauty prayers have been answered. This just-out concealer is choc-a-block with vitamins and anti-ageing allies, so you can hit the sack guilt-free. "It's like a night cream nourishing your skin while you sleep," says Alexia Inge, co-founder and brand director of cultbeauty.co.uk.

Great for... party animals and anyone with dehydrated skin around their eyes.
Time Balm Anti-Wrinkle Concealer, £14, The Balm (cultbeauty.co.uk)

Leighton Meester's favourite brand

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The skin-smoother
This serum is having a major moment in New York's Henri Bendel store. Its key ingredient? Colostrum. Yep, that's right – the first milk a mother breastfeeds her newborn. It takes the quest for baby-soft skin to a whole new level, but hey, Manhattan's Upper East Side clearly have no qualms about slathering their skin in the creamy stuff if it means reducing their wrinkles. This serum, rich in amino acids, vitamins and minerals, hits our shores soon, but in the meantime, you can get it shipped from immupure.com.
Great for... anyone who can't resist trying the latest skincare fad.
Microinjected Wrinkle Smoothing Serum, about £75, [Immupure \(immupure.com\)](http://Immupure.com).

The bespoke cream
Fancy a jar of, well, *you?* Bionova, the new brand that's just arrived at Peter Jones (Sloane Square, London SW1), will customise a cream – based on a questionnaire – packed with 300 active ingredients, which imitate those naturally found in your body. The best bit? It comes straight from the NY lab to your doorstep, name on the front – and there's only a one in 60 million chance of someone else having the same formula as you. "There are no other lines that create individual formulations specific to a client's concerns," says Cindy Chua, apothecary buyer at Barneys New York.
Great for... anyone with problematic skin. As it's bespoke, it will work on every skin combo.
N1-Custom, from £100, Bionova (020 8227 1818)

The super-duper serum
3Lab's original "h" Serum stormed into Selfridges last year with a two-month waiting list. Now say hello to the revved-up firming, hydrating and brightening Super "h" Serum (a top seller in Barneys New York since its debut in April). The men in white coats have had their work cut out – the Super is packed with a higher dose of the world's first bioengineered growth hormone (which boosts cell renewal), stem cells from apples to ward off wrinkles and a pricy \$20,000-per-kilo antioxidant and UV-protector. When it arrives in Selfridges in September, we want in!
Great for... those who like to be up on the latest technology.
Super "h" Serum, £215, 3LAB (0800 123 400)▶

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The O2 glow-giver

You no longer have to be a celebrity or a Manhattanite to get your mitts on Ling Skincare. It's coming our way this month and we can't wait to fill our faces with its famous Oxygen Plasma Potion. The bestseller (which Agyness Deyn buys when she's in NYC) carries oxygen into the skin to create a clearer, more radiant complexion while boosting collagen and elastin production. The formula was originally created by the US army to treat burns and heal infections, so it's great at zapping spots too! Not just a load of hot air then.

Great for... reviving dull, dehydrated skin.

Oxygen Plasma Potion, £85, Ling Skincare (cultbeauty.co.uk)

The facial sculptors

Over in the States, it seems savvy skincare shoppers now expect their potions not just to plump and smooth, but to sculpt and tighten cheekbones and jawlines too. It's a good job the new wave of miracle moisturisers are up to the challenge – and there are two worth checking out. Out February 2010, Sculptinex, right, by Good Skin Labs, contains the new wonder ingredient Tensine, which lifts slacking skin. However, if you can't wait that long, try the latest US success story, Instant Facial Sculpting Cream, £79, by StriVectin (020 7235 5000), out next month.

Great for... tightening sagging skin.

Sculptinex Instant ReSculpting Face Treatment, £35, Good Skin Labs (0870 034 2566)

Studies confirm a more sculpted look instantly. Facial contours are visibly improved – skin feels immediately tightened. With continued use, helps boost natural collagen production and restore elasticity. Features unique, patent-pending moment applicator.

The wonder serum that's causing a stir in Hollywood

The A-list serum

Debra Messing and Paris Hilton are already hooked and, thanks to the lovely people in LA who sent us a preview sample, we are too! This tightening and texture-improving skin treat from Hollywood's favourite facialist Kate Somerville (out in September) is perfect for those of us who are a tad on the oily side or don't want a heavy cream. Slap it on to see your skin instantly firm up, and over time, watch the Botox-like ingredient Snap-8 work its magic by relaxing muscles, diffusing the look of lines.

Great for... smoothing and hydrating the skin under your make-up.

HydraKate Line Release Face Serum, £140, Kate Somerville (020 8740 2085) ■

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Get expert beauty tips at instyle.co.uk/beauty/beauty-how-to