

REASSURE CHEST

WORDS HANNAH COATES

When it comes to skincare, our eyes get all the love. But what about the area that lies beneath?

ON AVERAGE, WE spend nine minutes a day on our skincare routines – cleansing like crazy, slapping on serums and mainlining masks like there's no tomorrow, in pursuit of healthy, youthful complexions. But when you think skincare, does only your face spring to mind? Because, when it comes to keeping your skin on side, that's where you're going wrong. 'Many of us don't realise that the décolletage extends from the bottom of the earlobe to the exposed part of the bust and shoulder line,' says Dr Lancer, Beyoncé and Kim K's go-to dermatologist. So how to take care of that?

RETHINK YOUR ROUTINE

Ask any dermatologist worth their salt, and they'll recommend a from-the-nipple-up approach to applying skincare products. Why? An extension of our face, the chest area has fewer oil glands than the rest of our body, which makes it prone to dehydration and a crêpey appearance. Pair that with the fact it's often neglected in the SPF arena and you have advanced pigmentation and subsequent collagen reduction to boot.

Naturally, prevention is key, but don't worry if you've already gone too far. 'Use

essential to ward off ageing, as well as fine lines, creasing and sagging.

BOOBS MEAN BUSINESS

Beauty brands have increased their focus on décolletage recently, with products specifically formulated for that area.

Take Fillerina [1], a topical hyaluronic acid (HA) filler in a light gel that contains eight types/different sizes of HA (to help penetrate skin on every level) and three different types of collagen. The topical collagen kick-starts the skin's own natural collagen production, while the HA holds up to 1,000 times its weight in water and thereby plumps and hydrates the area. Think of it as topical filler without the needles. There are two options, Grade 4, which is for noticeable wrinkles and sagging (£115), and Grade 5

for severe and deep furrows (£140).

Sarah Chapman, who has been known to tend to Meghan Markle's face and décolletage, includes a Neck and Chest Rejuvenating Complex [2], £59, in her range. It's a silky cream that helps soften dull, dry skin and contains ingredients like niacinamide to help repair skin damage.

Meanwhile, Clarins' Bust Beauty Extra-Lift Gel [3], £44, uses oat sugars to form a firming film over the breasts' surface, leading to a tighter feel. Or try Mio's Boob Tube+ Multi Action Bust Cream, £29.50, rich in omega oils to smooth and fortify the skin's surface, or Prai's new Ageless Bust Crème [4], £30, which calls itself a 'padded bra in a jar' and contains a special extract that has a 'filling' effect to make boobs look plumper. ▶



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