



Crow's feet

"The skin around the eye area is really thin and under constant stress from blinking and squinting," explains Dr McKeown.

"The anatomy of the eyelid is quite unique in that the muscle lies directly beneath the skin, whereas there is usually a layer of fat in between. Over time, the constant stress of the muscle action leads to breakdown of collagen fibres and the appearance of crow's feet."

The solution: "Treating crow's feet can be difficult, but creams containing a high concentration of retinoids can help," says Dr McKeown.

Try: Naked Truth Intensive Care for Tired Eyes, £199, or Palmer's Cocoa Butter Line Smoothing Eye Cream, £6.95. You can buy both from Superdrug.



Saggy jowls

"We used to think facial sagging was down to gravity causing the tissues to droop," says Dr McKeown. "What we now understand is that volume loss underneath the skin is a major factor – it creates the appearance of excess weight and avoid yo-yo and crash dieting, which tend to rapidly accelerate fat loss." Dr McKeown explains.

The solution: "As you age, it's vitally important that you stick to a healthy weight and avoid yo-yo and crash dieting, which tend to rapidly accelerate fat loss." Dr McKeown explains. "The other place you lose volume from is bone, particularly around the jaw where it can be accelerated by poor dental condition – so those six-monthly dental check-ups are about more than just good teeth!"

Try: Look for creams containing peptides that boost collagen production to stave off sagginess. Naked Truth Age Resistant Moisturiser, £23.99 from Superdrug, or No7 Lift & Luminate Day Cream, £21 from Boots, both work really well.



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... The Experts



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