

# High time to focus on the eyes

## BEAUTY

There are lots of new products launching to tackle the problem eye area. **Stephanie Smith** checks out what's on the counter.

→ THE eyes are usually the first area of the face to betray signs of ageing, with laughter lines, creping and dark circles all causing problems, as the skin around the eyes is so delicate and easily damaged. Lulu's Time Bomb range of skincare, which she launched three years ago following decades of trial-and-error research into how to stay looking as young as possible, offers solutions especially designed for mature and ageing skins.

The Smart Balm Eye Cream is designed to keep skin moist and plump to combat lines and reduce puffiness, firming and strengthening the eye area and increasing circulation to help reduce dark circles.

It costs £20 for 12ml at QVC and [www.lulusplace.co.uk](http://www.lulusplace.co.uk)



## ↑ COSMECEUTICALS specialist Transformulas

launches in the UK for those in search of surgery-free anti-ageing solutions or options to botox.

It's the creation of beauty fanatic Rosalind Chapman, originating from her fear of needles.

The Eye-Lightening Serum fades the appearance of black under-eye bags by using nanotechnology and light-diffusing properties, while the EyeLifting gel lifts, cools and calms the skin for a refreshing sensation, minimising deep lines and wrinkles and dark circles.

Both cost £29 from Harvey Nichols, Fenwicks, Next and [www.transformulas.com](http://www.transformulas.com)



← CHARLIZE Theron and Sir Elton John are said to be fans of StriVectin-SD Eye Concentrate for Wrinkles, described as a "super-charged eye treatment" containing something called NIA-114 which penetrates to deliver Niacin (Vitamin B) to the skin cells, helping to repair sun damage. Plus there are algae firming extracts, Resveratrol and caffeine to help reduce puffiness and dark circles. It costs £49 from Harvey Nichols and Space NK.



← PALMER'S first daily facial range launches with Line Smoothing Eye Cream, a soothing blend of moisturising ingredients, rich in cocoa butter, anti-ageing retinol and peptides, designed to target fine lines and wrinkles around the sensitive eye area. It uses a gentle and non-irritating formula enriched with aloe and evening primrose that glides on easily. Use twice daily, dabbing on gently with fingertips. It costs a very reasonable £5.95 for 15g at Superdrug.

## STOP PRESS

GIVE yourself a make-under with the 17 All About Nude Palette, free when you purchase two or more 17 products in store or online at [www.boots.com](http://www.boots.com) between August 10 and September 6. The palette contains a blusher, lipstick and two shadows in Funfair and Walnut Pearl, perfect for a rose-tinted look or a light bronze shimmer, plus a great Cream Blush.