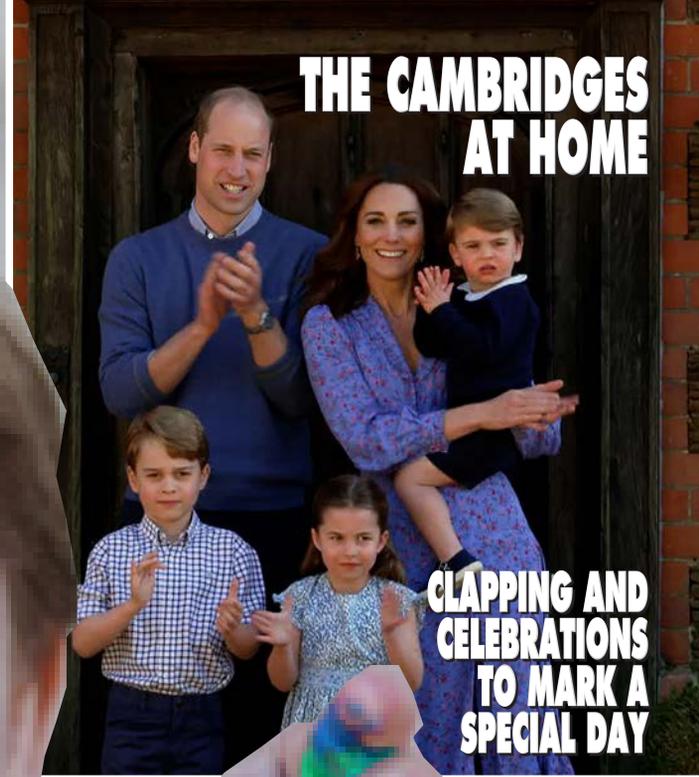


# HELLO!

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# Bright EYES

*Eye products have evolved. From overnight masks to quick-fix patches, lightweight serums to luxury balms, here is our pick of the best on the market*

There has been an explosion in the number of eye products hitting the market this year, with more than 35 launches landing in the HELLO! beauty department already. We know the delicate skin around our eyes can be one of the first places on our face to show the signs of time and the stress of life, but why the sudden focus from the beauty brands?

According to Harley Street oculoplastic surgeon Dr Sabrina Shah-Desai, the new emphasis on targeting our under-eyes is a sign of focusing on preventative skincare.

"In past generations, the emphasis was on reactive correction and addressing problems as they occurred," she says. "But because of the greater general health awareness today, there is more emphasis on proactive steps. That,

partnered with advanced treatment solutions for all different skin types, means there are more effective options available."

As well as new products, we're also seeing a rise in the use of ingredients such as retinol, niacinamide and vitamin C, which are more commonly used to renew and regenerate other parts of our faces.

This is because they all have an important role to play, says Dr Maryam Zamani, oculoplastic surgeon and founder of MZ Skin.

"Retinol helps increase cell turnover and promote collagen production to help thicken and brighten skin; vitamin C, peptides, ceramides and hyaluronic acid help strengthen the skin around the eyes, maintain hydration and brighten skin, while caffeine helps to constrict tortuous blood vessels that contribute

to the appearance of dark circles," she explains.

However, she adds, while these ingredients can be found in our moisturiser, the special nature of our eye area needs its own formulae.

"The area around the eyes is very delicate and devoid of the same amount of sebaceous glands as the rest of the face," Dr Maryam says. "It's also subjected to constant movements, like blinking, so different formulations are needed.

"A moisturiser may help improve hydration, but the area round the eye needs it to last longer because it has less of its own moisturising cells. It's also more sensitive and eye products have been formulated to bear that in mind."

If you're cautious about using retinol or too many strong actives in such close proximity to your peepers, try using polyhydroxy acids (PHAs), suggests the clinical aesthetician and

co-founder of Mortar & Milk, Pamela Marshall.

Seaweed extracts are also a popular choice for these new under-eye products – *Fucus vesiculosus*, for example, flushes out the pigment that accentuates dark circles. And probiotics protect and strengthen the skin barrier and reduce inflammation.

## TOUCH POINTS

While the texture of the product you choose is largely down to personal preference, Dr Sabrina does recommend using a serum or gel if you

suffer from rosacea, acne or dehydrated skin as the lighter formula can be more easily absorbed; for more mature skin, a richer cream will work well.

Patches will give immediate brightening and hydrating effects, while masks tend to be slightly thicker to allow for the ingredients to penetrate and repair skin overnight.

As for the price, you can get some eye creams for less than a tenner while others ring in at the same price as a mini break. Often, they may both contain the same ingredients, but it will be the quality of the contents used, together with the

technology, that dictates the price. And, of course, you'll pay a premium for a designer name.

## APPLY ANEW

Along with these new formulas come some new moves. Whereas before eye creams were limited to under the eye and beneath the brow bone, they now direct you to the lid, too. "It's the same skin on the upper and lower eyelids and should be treated equally," says Dr Maryam.

And always wash your hands first!

## THE EYES HAVE IT

Ready to tap and go? From texture, ingredients and price point we've broken it down for you to make choosing your new eye product easy...

### SERUMS

**L'Occitane Immortelle Overnight Reset Eye Serum**, £45; visit [uk.loccitane.com](http://uk.loccitane.com)

**ACTIVE INGREDIENTS:** Immortelle oil extract, marjoram, caffeine.

Designed to reduce the impact of stress, pollution and fatigue, pat this in before bed and it will undo the damage caused by the daily grind, while you sleep.



**Kiehl's Powerful-Strength Line-Reducing & Dark Circle-Diminishing Vitamin C Eye Serum**, £41; visit [kiehls.co.uk](http://kiehls.co.uk)

**ACTIVE INGREDIENTS:** Vitamin C, tri-peptide complex, hyaluronic acid. Vitamin C has radiance-boosting powers to prevent you waking up to dark circles, while hyaluronic acid plus glycerine mean more moisture and fewer fine lines.



**Tom Ford Research Eye Repair Concentrate**, £190; visit [tomford.co.uk](http://tomford.co.uk)

**ACTIVE INGREDIENTS:** Caffeine, vitamin C, cacao.

Turns out cacao, the plant from which we make chocolate, can restore your skin's moisture balance. It's also full of fatty acids and vitamin C.



**La Prairie White Caviar Eye Extraordinaire**, £440, from [selfridges.com](http://selfridges.com)

**ACTIVE INGREDIENTS:** Lumidose, golden caviar extract.

Inhibiting melanin production, amping up collagen and rebooting cells' energy levels via a heavily researched cellular complex, this lifts and firms like a trusty pair of Spanx.



### CREAMS

**The Inkey List Retinol Eye Cream**, £9.99, from [cultbeauty.co.uk](http://cultbeauty.co.uk)

**ACTIVE INGREDIENTS:** Retinol, shea butter. Using a time-release formula means eyes get drip-fed a low-irritation retinol to boost cell turnover, reduce discolouration and fire up collagen.



**Gallinée Eye Contour Cream**, £22; visit [gallinee.com](http://gallinee.com)

**ACTIVE INGREDIENTS:** Probiotics, *Fucus vesiculosus*, squalene. Rebalancing the microbiome of the skin around the eyes to improve its resilience and stop sensitivities, this cream also contains seaweed to combat dark circles.



**Murad Vita-C Eyes Dark Circle Corrector**, £56; visit [murad.co.uk](http://murad.co.uk)

**ACTIVE INGREDIENTS:** Vitamin C, red algae, niacinamide. Light-reflecting minerals brighten, while encapsulated vitamin C protects from free radicals and builds collagen. A mix of red algae and giant kelp extract also helps disguise puffiness.



**Willowberry Reviving Eye Cream**, £26.99; visit [willowberry.co.uk](http://willowberry.co.uk)

**ACTIVE INGREDIENTS:** Caffeine, probiotics, vitamin E. If you prefer natural products, this blend of rose water, aloe vera and sweet almond oil softens and soothes while vitamin E and caffeine stimulate cell production. A hydrating hero.



### GELS

**Biossance Squalene+ Peptide Eye Gel**, £46, from [cultbeauty.co.uk](http://cultbeauty.co.uk)

**ACTIVE INGREDIENTS:** Squalene, apple stem extract, aloe vera. A non-sticky formula that skin drinks up like a dream, this uses plant-derived squalene which hydrates and seals in moisture so any crêpiness disappears.



**Dr Andrew Weil for Origins Mega-Mushroom Relief & Resilience Soothing Gel Cream for Eyes**, £40; visit [origins.co.uk](http://origins.co.uk)

**ACTIVE INGREDIENTS:** Reishi mushroom, lactobacillus (probiotic), seabuckthorn extract. Mushrooms have been used as an anti-irritant for centuries, making them ideal for addressing tired eyes. The probiotics strengthen and the seabuckthorn extract provides a wallop of antioxidants.



### MASKS

**Elemis Pro-Collagen Eye Revive Mask**, £55; visit [elemis.com](http://elemis.com)

**ACTIVE INGREDIENTS:** Hyaluronic acid, watermelon snow algae, bush clover. Containing a "flash filler" version of hyaluronic acid, this can be left on overnight for an anti-ageing mask or you can tap it over make-up in the day and ta-dah, any creases will vanish.



**Swiss Line Cell Shock Magic Eye Mask**, €99.44 (£86.65); visit [swissline-cosmetics.com](http://swissline-cosmetics.com)

**ACTIVE INGREDIENTS:** Niacinamide, enzyme-probiotics complex, cellactel 2 complex.

First off, the cooling metal applicator helps distribute the blue-ish formula to counteract darkness – and it feels great. Pumpkin enzymes then stimulate exfoliation for a smoother texture.



### BALM

**Medik8 Illuminating Eye Balm**, £32; visit [medik8.com](http://medik8.com)

**ACTIVE INGREDIENTS:** Cucumber, red algae, glycerine.

Like a green juice for the eyes, cucumber extract feeds thirsty, dry patches of skin while red algae minimises fluid retention and reduces build-up that could have stagnated overnight. Illuminating pigments provide the perfect finishing touch.



### PATCHES

**Rodial Snake Jelly Eye Patches**, £32 (for four); visit [rodial.co.uk](http://rodial.co.uk)

**ACTIVE INGREDIENTS:** Tripeptide complex, glycerine, six leaf complex. Used backstage at Paris Fashion Week to hide signs of sleep deprivation, these patches have a tripeptide complex that temporarily relaxes the muscles around the eyes and give you a wide-awake appearance.

