

Face the Future

MAGAZINE

ISSUE 8 | SPRING 2026

AI &
Skincare
Advice

Hype or
Helpful?

*Electrolytes
Edit*

Goodbye,
dehydration!

Glow Into Spring

3 EASY SKIN RESETS

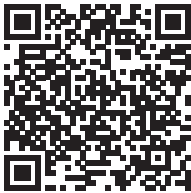
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A Note From the Editor

Spring is here - we've made it. Finally! And with it comes a new issue of the Face the Future magazine. Our eighth, to be exact. The magazine is exclusive to our customers who've shopped with us, so I really hope you're enjoying your skincare and self-care haul, and kudos to you for prioritising yourself! Don't forget, we're always here if you need skincare and self-care advice. Just give us a call or book in for a virtual consultation with one of our skincare experts.

Bringing it back to this issue though, we really start the year off strong and cover a lot of ground. From breaking down emerging skincare trends like PDRN (p.6) to sharing our thoughts on using AI for skincare advice (p.8), we're here as always to keep you up to date with what's going on at Face the Future as well as the wider beauty world we orbit.

We also shine a light specifically on the importance of health and wellbeing in this issue - more so than we ever have done before. Flip the pages to learn more about the skin and health benefits of probiotics, how to use electrolytes effectively (p.16) and a guide to the gut-skin axis with commentary from Dr Gaby Prinsloo, Medical Director at iiaa, the founding company of Advanced Nutrition Programme (p.22).

Lastly, FTF owner Paul recently made his debut hosting our podcast, Skincare & Beyond. His interview with the founder of 47 Skin, a blemish-busting skincare brand just launched at Face the Future, is captured in this issue (p.18). Nic's story is fascinating and one which really highlights how emotional and limiting living with acne can be.

Enjoy!

Jessica



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Exosomes vs. PDRN

The New Power Players in Skincare

At our clinic, we're always talking about exosomes and PDRN (Polydeoxyribonucleotide). Now they're making their way into advanced skincare formulas.

But when it comes to these serums and creams, what do they actually do? **And how do they differ?**

At Face the Future, we're seeing a clear shift towards skincare that doesn't just moisturise or exfoliate, but actively supports skin regeneration.

PDRN

The Regenerative Supporter

PDRN is a DNA-derived ingredient increasingly appearing in ampoules and intensive repair serums. In skincare, it works to enhance your skin's natural repair processes and support cellular turnover, which helps maintain youthful and radiant skin.

Celebrated for its soothing and reparative properties, PDRN helps improve hydration levels, elasticity and your overall skin vitality. It's especially beneficial for dry, sensitised or mature skin that needs structural support.

Where exosomes act as communicators, PDRN functions more like reinforcement, helping to fortify and rebuild.



Exosomes

Intelligent Skin Messengers

In skincare, exosomes are extracted from plant stem cells, and their purpose is to deliver high-performance molecules to the skin. In short, they carry all the amazingly powerful ingredients to the areas where they need to go.

Exosomes help deliver growth factors, peptides and proteins that encourage skin cells to behave more youthfully, boosting collagen production, supporting elasticity and improving resilience.

In topical formulas, they're often paired with barrier-repair ingredients and antioxidants to help reduce visible redness, improve texture and strengthen compromised skin. They're particularly appealing for those experiencing early signs of ageing, post-breakout sensitivity, or a weakened skin barrier.

OUR EXOSOMES PICK

*Germaine de Capuccini
Expert Lab Tec-Exosome
Intensive Hydro-Regenerating
Treatment, £50*

OUR PDRN PICK

*Medicube PDRN Pink
Peptide Serum, £14.24*



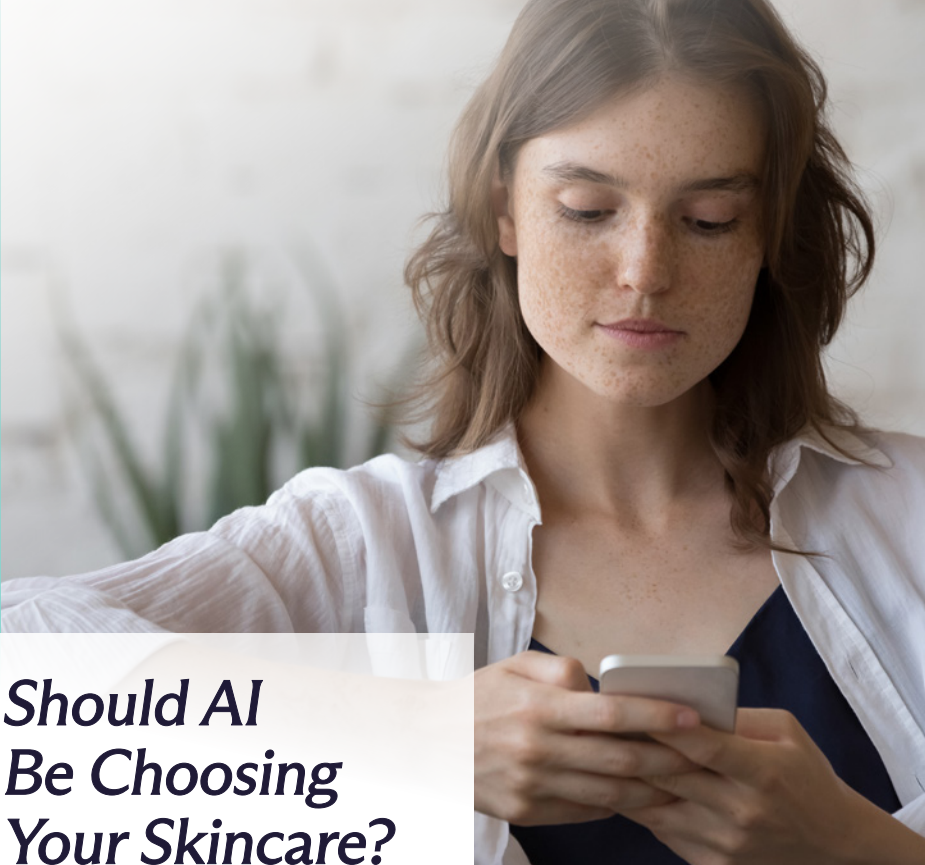
Which Should You Choose?

If your skin concerns centre around dullness, uneven tone or environmental stress, exosome-infused formulas may offer that next-level radiance boost.

If dehydration, sensitivity or visible loss of firmness are your focus, PDRN could be the restorative hero your routine needs.

At Face the Future, we believe skincare's future lies in intelligent ingredients - formulas designed not just to sit on the surface, but to support the way skin functions over time.

***Because true glow isn't
applied - it's activated!***

A young woman with brown hair and freckles is looking down at a smartphone she is holding with both hands. She is wearing a white button-down shirt over a dark blue top. The background is a soft-focus indoor setting with a plant visible on the left. A teal vertical bar is on the far left of the page.

Should AI Be Choosing Your Skincare?

AI tools are quietly becoming our everyday decision-makers.

From answering quick questions we once handled with a quick internet search to tailored choices like helping us design our homes from one photo, we're leaning on algorithms more than ever. Now, that shift has reached our daily routines with a wave of TikTok creators turning to ChatGPT to design their entire skincare regimes.

We know how overwhelming the amount of information can be when trying to find what's right for your skin. So, it's no surprise we are turning to AI for a quick fix, whether that's looking for the answer to a personalised glow-up routine or a new acne regime.

But, when an algorithm replaces human expertise, how safe and effective is the result on your skin?

There's no denying that AI can pull together the overwhelming amount of skincare advice and products online in one fell swoop for you, however, the why behind its recommendations often remains a mystery. With skincare nuances like differentiating between hormonal acne and sensitised breakouts, to understanding lifestyle triggers, a shortcut might not always be the safe answer. An algorithm might be able to process a photo of your skin, but it lacks the intuition and years of clinical experience that come from seeing skin through human eyes.

In our recent episode of the Skincare & Beyond podcast with Skin Masterclass Founder and Chemical Engineer, Cigdem Kemal Yilma, she explained, “There’s a misconception that AI can replace a skin consultation, but skincare is never a one-click solution. Relying on an algorithm to diagnose your skin or curate your products is, quite simply, dangerous. It lacks clinical intuition”.



While AI can be a helpful tool, it isn’t a solution for a safe skincare routine with the precision that professional care offers. Particularly, when it comes to complex skin conditions, the stakes are simply too high to leave to an algorithm. The risk? Damaging your skin barrier. Our Head of Clinic, Kimberley Medd, explains,

“The risk with AI isn’t just inaccuracy, it’s the lack of physical intuition. An algorithm can’t touch your skin or feel its resilience. It works on assumptions, whereas we work on clinical facts. To avoid doing more harm than good, always prioritise a conversation with a professional over a consultation with a computer. Your skin health is too personal to be left to an algorithm.”



Don’t
leave your
skin health
to chance.



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True self-care is about protecting your skin’s long-term health and maintaining its delicate barrier, not a quick fix from a chatbot.

Get it right the first time and bypass the digital noise. Choose the clarity that only human expertise can provide.

That’s where human expertise makes the difference. Our virtual skin consultations connect you directly with our skincare specialists, giving you personalised guidance built around your skin, not an algorithm.

Because when it comes to your skin, nothing replaces a real conversation with an expert.

**Our £25 consultation cost
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on your order!**



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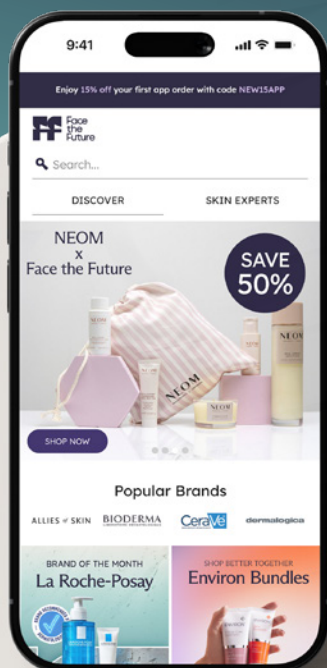
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Face the Future, *Now In Your Pocket*

Discover a simpler way to shop your favourite skincare and self-care brands. With the Face the Future app, browsing your essentials has never been easier or more rewarding. From skincare to haircare and everything in between, your go-to brands are just a few taps away. Effortless, personalised, and always here to make your self-care routine seamless.

When you join our app community, you'll be the first to hear about exclusive offers and new launches. Simply turn on push notifications, and we'll only reach out when we have something truly worth sharing, so you'll never miss a moment.



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365 Days of SPF

Why We're Still Championing Year-Round Sun Protection

At Face the Future, our mission has always been simple: help people feel confident in their skin. That's why, for the third year running, we've launched

our 365 Days of SPF campaign, and why our 2026 report explores how the UK really thinks and feels about sun protection.

Awareness Is Growing But Habits Haven't Caught Up

The encouraging news? Three in four Brits say SPF is necessary. More people than ever understand the connection between UV exposure, premature ageing and long-term skin health. However, awareness doesn't always translate into action. Only 1 in 6 people wear SPF every day. For many, sunscreen is still seen as something reserved for holidays or heatwaves rather than an everyday essential.



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The "British Weather" Mindset

In the UK, SPF is often only linked to sunshine and that's where the gap begins. Over three quarters of Brits still treat SPF as a summer-only step, with nearly a third admitting they only wear it during warmer months.

But UV exposure isn't about temperature. UVA rays, which contribute to ageing and cumulative skin damage, are present all year round, even on cloudy days and through windows. Shifting this perception is how we build consistent habits.





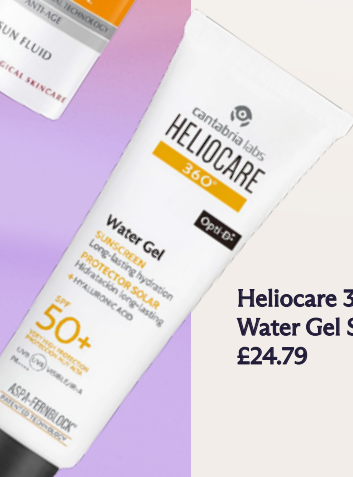
**Altruist Face Fluid
Sunscreen SPF50,
£8.99**



**Ultrasun Face SPF 50+,
£21.59**



**Eucerin Photoaging
Control Sun Fluid SPF50,
£19.71**



**Heliocare 360
Water Gel SPF 50+,
£24.79**

Confusion Is Costly

Another clear theme from our research is overwhelm. Almost half of Brits say they feel unsure about the number of SPF products available. From mineral to chemical filters, tinted formulas to moisturisers with added SPF - choice is abundant, but clarity isn't.

Concerns around ingredients continue to circulate too, with 1 in 8 saying they've actively avoided SPF because of what they've heard about the formulations. This highlights the need for calm, science-led education and reassurance - something we strive to offer you at Face the Future.

Generational Differences

SPF behaviour also varies by age. Millennials are currently leading the way with consistent use, while younger adults are highly engaged but sometimes influenced by tanning trends. Those over 55 are the least likely to wear SPF regularly, reminding us that tailored education matters.

Making SPF More Accessible

Importantly, 60% of Brits believe SPF should be VAT exempt. This reinforces what we strongly believe: sun protection is a health essential, not a cosmetic extra. Through our VAT Burn initiative, we're removing 20% VAT from selected SPF products to make daily protection more accessible from April until October.

Turning Awareness Into Action

Our goal isn't to alarm - it's to empower. By simplifying messaging, dispelling myths and making SPF affordable and approachable, we hope to make year-round sun protection feel second nature. Because healthy skin isn't seasonal, and neither is SPF!



Why Electrolyte Supplements *Deserve* a Place in Your Routine

Hydration is having a moment, and electrolyte supplements are leading the charge. But these mineral blends aren't just for marathon runners. They're becoming a daily wellness essential.

What Are Electrolytes?

Electrolytes, including sodium, potassium, and magnesium, are vital minerals that help regulate fluid balance, nerve function and muscle contractions. When we sweat, exercise, travel, or even drink caffeine, we lose them, which can leave us feeling fatigued, foggy, and dehydrated.

Unlike plain water, electrolyte supplements help your body absorb and retain hydration more effectively. The result? Improved energy, better recovery, and that elusive healthy glow that starts from within.

1. Humantra Elderberry Electrolyte Powder, 20 Sachets, £28

2. KIKI Health Ionic Electrolytes Liquid Concentrate, £15.99

3. DR.VEGAN Hydrate+ Lemon, £15.99



1.



Rebuild and Restore with Barrier Boosting Bodycare

2.



Healthy skin begins with a strong barrier. The skin barrier is the outermost layer of our skin that protects against environmental stressors while keeping moisture locked in. When our barrier becomes weakened, our skin can become dry, sensitive, and irritated.

Barrier-boosting bodycare focuses on repairing and strengthening this layer. Key ingredients such as ceramides, fatty acids, and hyaluronic acid help restore moisture, support our skin's structure to reinforce your skin's protection.

3.



Using gentle, nourishing body creams helps maintain our skin's natural balance. Consistent care, especially after showering, allows these ingredients to support repair, leaving our skin smoother, hydrated, and better protected against everyday environmental stressors.

1. Eminence Organic Strawberry Rhubarb Hyaluronic Body Lotion, £33.39

2. Augustinus Bader The Geranium Rose Body Cream, £160

3. Q+A Ceramide Body Lotion, £8.92



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Bodycare

Nic Taylor on Crafting Confidence with 47 Skin

Confidence starts with feeling comfortable in your own skin, and that's exactly what 47 Skin is crafted to do. Founder Nic Taylor joined our podcast, Skincare & Beyond, to share the story behind his brand and explain why he believes Silver Chitoderm® is the ingredient that truly transforms blemish-prone skin. As the only skincare in the world powered by this ingredient, it's no wonder 47 Skin is one of the UK's fastest-growing privately held businesses on The Sunday Times 100.

Central to 47 Skin's innovation is exactly this unique ingredient that drives the brand. Known as the silver bullet for bad skin, Nic explains the science behind this skincare breakthrough:

“Silver Chitoderm® is a bond of silver and chitoderm together. So silver is naturally antibacterial. You then bond that to chitoderm which is muco-adhesive, meaning it's sticky. Then as and when bacteria hits your face, the chitoderm will stick to the bacteria and the silver will kill it. Once you've applied any of the products that contain Silver Chitoderm® to your face, it creates an antibacterial shield”.



**47 Skin Daily
SPF 30, £23**





47 Skin Treatment Serum, £37



The brand's philosophy is about more than just products. "Gwyneth Paltrow's daughter did a showcase, going from bare skin to made up. And the first skin product that she used was 47 Skin. And I think things like that really help because you've got, obviously, a kind of beautiful celebrity which most people see always made up, but actually showing, you know, this is how I did it" as Nic explains. Normalising the emotional toll of breakouts, this serum started it all and has now sold over 1 million bottles and earned more than 10,000 five-star reviews.

With the launch of 47 Skin at Face the Future, now's the perfect time to discover this thoughtfully formulated skincare.

Don't miss this episode of Skincare & Beyond, it's packed with stories and inspiration that go beyond the surface.

Tune in to hear Nic discuss the brand's philosophy and why he's so passionate about helping people feel at ease in their own skin.



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Stronger Strands Start Here

Hair feeling as dry as the Sahara desert? More split ends than you can count? You may need a hair bonding treatment. Frequent colouring, bleaching, or heat-styling can put stress on the bonds in your hair, which gives each strand its structure and strength. Over time, these bonds can weaken or break, leading to dryness, frizz, and split ends.

Instead of simply coating the hair to make it feel softer or look shinier, bond-building formulas target the broken bonds, working to restore strength and improve elasticity, to reduce future damage. So, if you want hair that not only looks better, but is genuinely healthier, take a look at our top picks.



Olaplex No.0 Intensive
Bond Building Hair
Treatment, £20.99



Monpure Ceramide
Complex Bond Repair
Shampoo, £42



Philip Kingsley Bond
Builder Split End
Remedy, £29



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Haircare

What Is the *Gut-Skin Axis*?

It's time beauty moves beyond quick fixes and surface-level solutions towards a deeper understanding of our overall wellbeing and a holistic approach to health. The gut-skin axis acknowledges just that. This area is gaining growing momentum in skin science, and it refers to the connection between our digestive system and our skin.

Put simply, the gut and skin are in constant communication. When one is out of balance, the other often reflects it. On our Skincare & Beyond podcast, we recently sat down with Dr Gaby Prinsloo, Medical Director at Advanced Nutrition Programme (founded by iiaa), who explained, "We have this gut-skin axis that's bidirectional. So, what that means is the health of our gut impacts our skin, and the health of our skin impacts our gut". Understanding this relationship can help us look beyond treating visible symptoms and start supporting our skin more holistically.

Beyond treating common skin concerns like redness or breakouts as only surface-level issues, that the latest skincare product can fix, we need to consider that the cause may lie beneath the surface. According to the gut-skin axis, factors such as our immune health, hormonal changes and systemic inflammation can all influence how our skin behaves.

Inflammation can play a significant role in our skin concerns and prominently the ageing process. In fact, chronic inflammation has become so closely associated with ageing that it is often



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referred to as inflammaging. As Dr Gaby explains, “When the gut is out of balance, we get inflammation which accelerates ageing and affects skin health”.

From her clinical experience working with chronic skin conditions, she has also seen how supporting gut balance can make a meaningful difference. Inflammatory concerns such as eczema, for example, often show improvement when gut health is made a priority.

The gut-skin axis communication doesn’t just move in one direction. Just as our gut can affect our skin, our skin health can influence what’s happening inside our body. New research suggests that keeping your skin well hydrated may do more than just improve how it looks. By supporting the skin barrier, you can help reduce inflammation in the body which may even play a role in supporting our brain health as we age. This shifts how we view skincare far beyond a cosmetic purpose, and now part of our overall wellbeing. As Dr Gaby explains, it is not simply “an aesthetic superficial thing,” but something “critical to our systemic well-being and our ageing process”.

So, how can we work with our gut-skin axis? Dr Gaby notes, “If we want the best possible results, we have to have a supplement range,” particularly those formulated with scientifically studied live culture strains that are designed to support the body from within.

However, our lifestyle remains the foundation before any supplement. Eating a wide variety of fruits and vegetables rich in fibre and polyphenols helps nourish different beneficial bacteria within the gut. While sleep and stress management such as breathing exercises can also play an important role.

Above all, the goal isn’t unattainable perfection. Instead, it’s about finding balance. As Dr Gaby advises, “Do it right 80% of the time. Cheat 20% of the time. But when you cheat, do it consciously”.



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the Podcast

Introducing
**Acne At
Every Age**

Acne is often thought of as something we leave behind in our teenage years.

But for many of us, the story doesn't end there, and neither does the stigma. Breakouts can occur at any age and across all stages of life, influenced by hormones, lifestyle, stress, and changes within the skin itself. Acne remains one of the most common and yet often misunderstood skin concerns. At Face the Future, we believe acne at every age deserves a more open conversation.



66% of people worry their acne may never fully clear

Our Acne at Every Age campaign was created to support people navigating acne across every stage of life, while helping to shift the narrative around what it means to live with blemish-prone skin. Rather than seeing acne as something to hide or quickly fix, we want to encourage a more informed and supportive approach to skin health.

Because every skin journey is personal, and every person deserves to feel confident in their own skin.

As part of the campaign, our 2026 Acne at Every Age report explored how people across the UK experience and understand acne today. The findings revealed just how complex the perceptions around acne are.

66% of people worry their acne may never fully clear, highlighting how persistent and unpredictable the condition can feel. At the same time, 79% reported feeling overwhelmed by the sheer volume of products and advice available online. In a space filled with conflicting information and quick fix promises, it's easy to feel unsure about where to begin.

After decades of working closely with customers and skincare professionals, we know that acne is rarely simple. It doesn't follow a predictable timeline, and it doesn't affect everyone in the same way.



What we do know is that the emotional impact can be significant. Skin concerns often affect confidence, wellbeing and the way we feel about ourselves day to day. For many, acne is about more than just skin.

That's why the Acne at Every Age campaign goes beyond products alone. Instead, it focuses on education and expert insight for long-term skin health. At the centre of the campaign are the voices of our community. Through our Skinsider Stories, we're following real customers as they begin their own acne journeys with Face the Future.

Each participant will work closely with our team of skin experts through a series of virtual consultations, receiving personalised guidance and product recommendations tailored to their individual skin concerns. Together, we'll follow their progress, documenting the changes they experience and the insights they gain along the way.

These stories reflect something we believe strongly at Face the Future: healthy skin is rarely about quick fixes. Instead, it's about understanding your skin, building a routine that works for you and giving it the time it needs to respond. Every journey will look different, and that's exactly the point.

The campaign brings together a curated selection of brands known for their results-driven approach to blemish-prone skin.

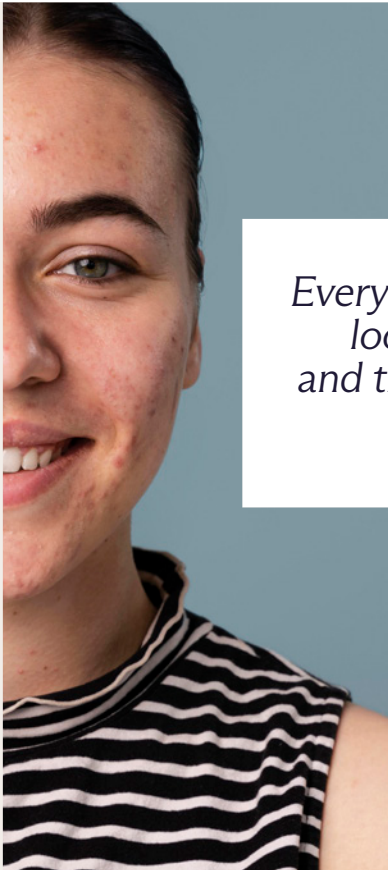
Trusted names such as Environ, La Roche-Posay, Advanced Nutrition Programme, Eucerin, Biretix, and et al. each offer

their own specialist expertise, from targeted skincare to nutritional support for overall skin health.

These partnerships allow us to provide thoughtful solutions tailored to a wide

range of skin needs, ensuring you can access products that support both short-term improvements and long-term skin wellbeing.

Through expert insights, real customer experiences and carefully curated skincare solutions, Acne at Every Age aims to create a space where people feel informed and supported to care for their skin with confidence.



*Every journey will
look **different**,
and that's exactly
the point*



Be Part Of
The Campaign

Why Your Skin Loves Good Bacteria

KORRES Greek Yoghurt
Foaming Cream Cleanser
with Pre + Probiotics, £11.04



VENN Skincare Probiotics
Cica Complex Biome
Booster, £156.78



Allies of Skin
Molecular Saviour
Probiotics Treatment
Mist, £52.69



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Probiotics are no longer just a wellness buzzword found in yoghurt pots and supplements; they're fast becoming a must-have ingredient in modern skincare.

These beneficial bacteria are celebrated for their ability to support the body from within, but when applied topically, they can also play a powerful role in maintaining healthy, resilient skin.

At the heart of this trend is the skin microbiome - the delicate ecosystem of microorganisms that live on the skin's surface. When balanced, this microbiome helps protect against environmental aggressors, strengthens the skin barrier and supports optimal hydration.

However, factors such as pollution, harsh skincare, stress and over-cleansing can disrupt this balance, leading to irritation, breakouts and sensitivity.

That's where probiotic skincare steps in. By introducing beneficial bacteria, probiotic ingredients help rebalance the microbiome and reinforce the skin's natural defences. The result? Skin that appears calmer, clearer and more radiant.

One of the most exciting benefits of probiotic skincare is its soothing potential. Many formulas work to reduce inflammation, making them particularly beneficial for those prone to redness or reactive skin. They can also support the skin barrier, essential for locking in moisture and keeping irritants out.



For beauty lovers seeking gentle yet effective skincare, probiotics represent a shift towards working with the skin rather than against it. Instead of stripping or aggressively treating concerns, probiotic formulas help nurture the skin's natural processes.

As microbiome research continues to evolve, probiotic skincare is set to remain a key player in the future of beauty, proving that sometimes the smallest ingredients can make the biggest difference.



Kimberley's 3 Tips For A Skin Spring Clean

As the seasons shift, your skin's needs do too. Kimberley shows us how a few thoughtful changes can refresh our routines.

Switch To Lightweight Hydration

As the weather warms, your skin will thank you for lighter textures. Swap heavier creams for hydrating serums or lightweight moisturisers to keep your skin balanced and comfortable throughout spring. Think hydration that feels effortless, never weighed down.

Book A Skin Consultation

If you're unsure what your skin needs this season, a personalised consultation can help you refine your routine and discover products that truly work. Kimberley's advice ensures every step is intentional, supporting your skin's unique needs.



**Book A
Consultation**

Declutter Your Skincare

Out with the old, in with the essentials. Toss anything past its prime or no longer suited to your skin. Too many products can overwhelm your routine, so focus on a few effective essentials that support your skin's current needs.



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In The Spotlight

Sigma Beauty Spectrum Eyeshadow Palette, £55.24

Boasting earth tones, soft beiges, glittering golds, and deep browns, this versatile palette is perfect for any occasion, revealing beautiful eyes for both daytime and night looks.



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Beyond skincare.



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