

Face the Future

MAGAZINE

ISSUE 6 | AUTUMN 2025

Our Clinician Katy's
Pigmentation Journey

Sunscreen
Picks For
Autumn

Her Emotional
Story Revealed

It's 365 Days of SPF,
Remember!

An Interview With
Millie Kendall OBE

THE Beauty Industry Legend

Save On Top Suncare Brands



20%
OFF



Scan To
Shop SPFs



T&Cs apply. Offer ends October 31st, 2025.

ultrasun
Professional Protection

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

HELIOCARE

EAU THERMALE
Avène
LABORATOIRE DERMATOLOGIQUE

A Note From the Editor

Welcome to Face the Future's September issue, Autumn Glow, your ultimate companion for embracing the beauty of the new season! As leaves change colour and the air turns crisp, it's time to transition your skincare and haircare routines to nurture and protect your natural radiance.

In this issue, I'm super excited to share a snippet of our recent interview with the one and only, Millie Kendall, CEO of the British Beauty Council and true industry icon, our director Julia recently sat down to chat to her on our podcast, Skincare & Beyond. I highly recommend listening to the full episode after reading the preview; Millie's story is truly inspirational and most definitely one for the beauty books.

You'll also discover a guest article by beauty journalist, Ingeborg van Lotringen. Ingeborg expresses her thoughts on what our Beauty Beyond Time campaign means to her, and the concept of ageing powerfully.

Finally, I'd like to highlight our Autumn SPF picks on page 24. As I'm sure you're now aware, our 365 Days of SPF campaign highlights the importance of wearing SPF every day to protect your skin's health. As we say goodbye to Summer, please remember to keep SPF a daily habit as part of your skincare routine. And remember, we have removed the cost of VAT (that's 20%) off our core SPF brands until 31st October.

Wishing you a wonderful Autumn season!

Jessica



In This Issue

AUTUMN 2025

- 6 Ectoin: The New Super Ingredient You Need To Know About
- 7 Why You Need Revive Collagen In Your Life
- 8 Hair Repair 101
- 9 Meet Millie Kendall OBE: Beauty Boss, Innovator, Icon
- 12 Beauty Tech by BEAUTYPRO
- 14 This Is Why Skin Health Is The One Beauty Trend Worth Caring About
- 18 Discover Irene Forté's Hibiscus Night Cream

-
- 20 Katy's Pigmentation Journey
- 22 Beauty In A Bottle: Why Everybody Falls for the Caudalie Beauty Elixir
- 24 Sweater Weather, Sunscreen Forever
- 25 Get to Know KERASILK: Where Luxury Meets Haircare
- 26 In The Spotlight: GLEAMIN 10-Minute Vitamin C Clay Mask
- 28 An Interview With Marie Tudor
The CEO Of Skin Cancer Awareness
Charity, Skcin

1.



2.



3.



Ectoin

The New Super Ingredient You Need To Know About

There's a new multi-tasking molecule on the block and we'd be surprised if this one isn't here to stay. Known in the science world as an 'extremolyte', this type of molecule helps tiny organisms live in really harsh places; we're talking the middle-of-the-desert type of harsh. Boasting a whole concoction of skin benefits, ectoin offers intense hydration, protects against UV and pollution, reduces redness, prevents signs of ageing, and boosts your skin's elasticity. In our eyes, it's already reached iconic status.

Our Top Ectoin Picks

1. Allies of Skin Copper Tripeptide & Ectoin Advanced Repair Serum, £190

2. Rodial Dragon's Blood Water Serum, £130

3. Sarah Chapman R&R Recovery Glow Cream, £95



Scan To
Shop Now

Why You Need Revive Collagen In Your Life

WHAT EXACTLY IS COLLAGEN?

Providing strength, structure, and elasticity, collagen is the most abundant protein in the human body. There are around 28 types of collagen, containing important amino acids and acting as building blocks and scaffolding to the skin, hair, bones, tendons, blood vessels, ligaments, cartilage, and connective tissue.

HOW DOES COLLAGEN BENEFIT THE SKIN?

Collagen contributes to skin firmness, plumpness, smoothness, and elasticity. It counteracts the effects of ageing by stimulating skin cell repair and renewal, reduces cellulite and stretch marks, and prevents wrinkles.

WHAT DOES EACH REVIVE COLLAGEN SACHET CONTAIN?

Every ready-to-drink sachet of the Original Revive Collagen supplement contains a whopping 8,500mg of type one hydrolysed marine collagen, sourced from ethically farmed fish skin in Britain, and contains no genetically modified ingredients. The most plentiful collagen found in connective tissues, type one hydrates the skin, improves elasticity, minimises fine lines, and reduces wrinkles. Tasting deliciously of lemon and lime, Revive Collagen's 100% natural ingredients include anti-inflammatory aloe vera juice to soothe and hydrate, and hyaluronic acid to plump the skin and improve the appearance of fine lines and wrinkles.



Hair Repair 101

Need to give your tresses a boost of health and rejuvenation after a fun filled summer of sea and sun? Follow this super simple routine and achieve the glossiest locks of your life.

Step 1: Exfoliate Your Scalp

Charged with Salicylic Acid to remove post-summer buildup and Kaolin to absorb excess oil, the R+Co Crown Scalp Scrub, £35.95 will detox, cleanse and rebalance your scalp.

Step 2: Lock in Hydration

Restore and lock in moisture with the O&M Hydrate & Conquer Shampoo, £28.50, ideal for quenching thirsty locks and formulated with Vitamin B5, Organic Coconut Oil and Tasmanian Sea Kelp.

Step 3: Nourish And Treat

A true haircare icon, the Philip Kingsley Elasticizer Conditioning Treatment, £12.50 revives frizzy tangled tresses back to life, reducing breakage by up to 75% and leaving your hair with an enviable shine.

STEP 1: EXFOLIATE



STEP 2: HYDRATE



STEP 3: NOURISH AND TREAT



Scan Here
To Shop
Haircare

A portrait of Millie Kendall, a woman with blonde, wavy hair and black-rimmed glasses, wearing a red sweater. She is looking directly at the camera with a slight smile. Her hands are clasped in front of her.

Meet
Millie Kendall
OBE

Beauty Boss, Innovator, Icon.





Millie Kendall OBE has been a transformative force in the beauty industry for over two decades. From co-creating cult brands like Ruby & Millie to founding the British Beauty Council, Millie brings both passion and purpose to everything she does. We sat down with her to talk career, confidence, and what's next for British beauty.

Millie, let's start at the beginning - what drew you into the beauty industry?

My dad's a hairdresser, so I grew up in salons, literally sitting under chairs covered in hair. After leaving school early, I tried



hairdressing, but my hands couldn't translate what I saw in my head. Then I started working for Shu Uemura in the U.S., and it clicked. I loved makeup - colour, creativity, expression.

You've worked with so many iconic brands. Any stand-out moments?

Launching Shu Uemura in the U.S., working with Aveda, Tweezerman, and L'Occitane were all big for me. But Ruby & Millie with Boots was huge - they invested £7 million in us. At the time, I didn't fully appreciate how significant that was. Looking back now, it's incredible.

What values have shaped your career choices?

Social justice and equality are at the core. I want everyone to feel beautiful - not through unrealistic standards, but by feeling confident in their own skin. That's what beauty is to me: confidence, not perfection.



Has your view of beauty changed as you've gotten older?

Definitely. I'm 58 now and more confident than I was in my 20s. You grow into your face. I just wish that sense of self-acceptance came earlier for people. Social media and aesthetics culture are pushing young people to change how they look too soon. Confidence takes time to build.

Let's talk about the British Beauty Council. What inspired its creation?

The idea first came up in 2012 over dinner with industry friends. We wanted to give the beauty industry a proper voice. But it wasn't until 2016, after Brexit and Trump, that I felt a real urgency to act. My brother, who's a social worker, told me, "Don't complain, do something." So, I did.

And the Council launched in 2018?

Yes. I got support from people like Kate Shapland and Anna-Marie Solowij, and Jane Boardman helped shape the vision.

We wanted to show the government and public that beauty is a serious, valuable industry, not just fluff. It contributes billions to the economy and employs millions.

What do you love most about the industry?

The collaboration. Whether it's on shoots, in salons, or at events, we work together. There's creativity, science, kindness. It's a beautiful industry - literally and metaphorically.

And what keeps you going?

The opportunity to drive positive change. Whether it's sun safety, sustainability, or equality, I want to leave the industry better than I found it.



**Scan Here To
Listen To The Full
Interview On The
Skincare & Beyond
Podcast**

Beauty tech by **BEAUTYPRO**



Following in his mother's footsteps, BEAUTYPRO co-founder Ibs Ansari has dedicated his entire professional career to beauty, spa, and wellness, creating unique and innovative products to fill gaps within the beauty and beauty tech industry. Working alongside his partner, David, Ibs launched BEAUTYPRO in 2008 with their very first product: a portable hot towel steamer which was an instant hit with mobile therapists and salons.

Wanting to make salon-quality face masks available to the masses, Ibs and David launched their range of skin-soothing sheet masks in the UK in addition to their Photon LED Mask, transforming every day at-home skincare routines into a moment of luxurious self-care for all skin types and tones.

Creating an LED skincare mask in the hopes of helping their customers achieve salon-quality skincare from the comfort of their own home, Ibs is thrilled to bring the PHOTON LED Mask to the market.

He shares: "Our easy-to-use mask gives you all the benefits of LED light therapy at home. Using 5 LED therapy options in 1 product, the LED PHOTON mask helps to achieve bright, clear, youthful-looking skin".

Winning multiple awards, including Glamour's The Best Adjustable LED Face Mask, BEAUTYPRO's PHOTON LED Mask is embedded with 432 micro

lights, trumping most masks on the market that have sub-100 lights. Offering red, blue, yellow, purple, and infrared light therapy, this innovative mask targets ageing, acne-prone, and dull skin, boosting your complexion from within to leave it rejuvenated, balanced, and radiant.

BEAUTYPRO PHOTON LED Light Therapy Mask, £195

This LED mask kickstarts a photochemical and enzymatic reaction, boosting glycogen and protein production to plump your skin, minimising fine lines and wrinkles to leave your skin refreshed, rejuvenated, and bright.





BEAUTYPRO CICA & NIACINAMIDE Blemish Control Sheet Mask, £5

Formulated with cica and niacinamide, this 15-minute BEAUTYPRO CICA & NIACINAMIDE Blemish Control Sheet Mask calms, hydrates, and boosts collagen production. The completely biodegradable sheet mask rebuilds your moisture barrier and controls sebum levels for balanced skin.



BEAUTYPRO HYALURONIC ACID Hydrating Sheet Mask, £6

Locking moisture into your skin, this intensely hydrating BEAUTYPRO HYALURONIC ACID Sheet Mask is infused with hyaluronic acid, and chamomile, a natural inflammatory, that calms redness, minimises puffiness, and prevents skin breakouts, leaving your skin clear and refreshed.



BEAUTYPRO RETINOL Anti-Ageing Sheet Mask, £6

Soothe acne-prone and ageing skin in just 15 minutes with the BEAUTYPRO RETINOL Sheet Mask. This sheet mask plumps, calms, and nourishes skin while boosting elasticity and defending against free radicals for a firmer, rejuvenated complexion.

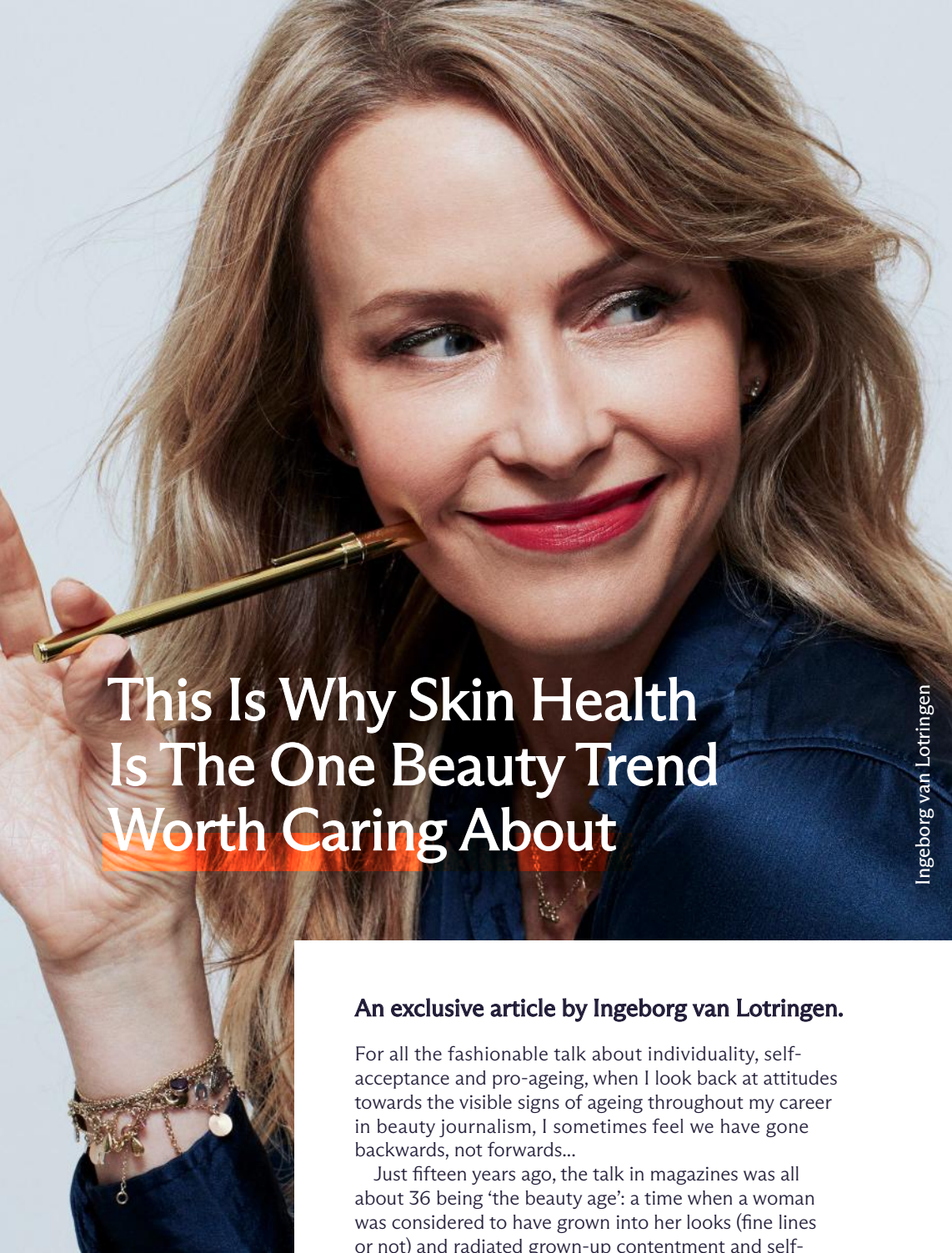


BEAUTYPRO VITAMIN C Brightening Sheet Mask, £5

Boost your skin with this blueberry, yuzu citrus, and sea buckthorn-enriched BEAUTYPRO VITAMIN C sheet mask. It banishes signs of tiredness and ageing in just 15 minutes thanks to the antioxidant and vitamin-rich formula, leaving you with plump, glowing skin.



Scan To
Shop Now



Ingeborg van Lotringen

This Is Why Skin Health Is The One Beauty Trend Worth Caring About

An exclusive article by Ingeborg van Lotringen.

For all the fashionable talk about individuality, self-acceptance and pro-ageing, when I look back at attitudes towards the visible signs of ageing throughout my career in beauty journalism, I sometimes feel we have gone backwards, not forwards...

Just fifteen years ago, the talk in magazines was all about 36 being 'the beauty age': a time when a woman was considered to have grown into her looks (fine lines or not) and radiated grown-up contentment and self-

assurance, allowing her to look like the best version of herself. Less than two decades on, the poreless, featureless ‘perfection’ displayed so relentlessly on social media seems to have made 36 look positively old.

According to a new survey Face The Future conducted for their Beauty Beyond Time campaign among 2000 UK women, those aged 25-34 are keenest on the uptake when it comes to anti-ageing products (other surveys show they are taking the lead in ‘preventative’ dermal filler usage as well), and only 27% of women overall feel more confident about their appearance now than when they were younger. Almost half feel pressure to ‘look young’, especially when appearing at a social gathering (65%) or on social media (41%). Intriguingly, far fewer women are fussed about looking ‘young’ when dating (27%).

Could it be that we, consciously or subconsciously, put far too much onus on how our looks compare to other women’s - even ones we don’t and never will know?

If that is so, we really should make it stop. I did photoshoots with beautiful models for years, and the most stunning always had something ‘off’ - alien eyes, gap teeth, a face full of freckles. Their beauty was in their individuality and personality - not in the identikit full-lipped, textureless-skinned, dead-eyed (so as not to cause any expression lines)

approximation of ‘eternal youth’ that comparison culture seems to have led to.

Meanwhile, with skin my specialist subject as a beauty journalist, it became evident to me that the real key to ‘eternal youth’ is skin health. Which is almost entirely of our own making. Yes, some have luckier genes than others, but everyone can turn average or even bad skin into vibrant, glowing skin and stave off as well as soften inevitable signs of ageing in the process. I’ve seen it over and over again with colleagues that entered the industry, with all its access to professional advice and products (yes, we’re extremely lucky): their skins were transformed.

How you do it is not rocket science and it’s not sexy, but it’s fact. Here are just some of my main takeaways.

1. CLEANSING

Skincare is pointless without cleansed skin, and not cleansing ages skin. But so does soap. Please invest in a dedicated facial cleanser and use it twice a day. It ought to be gentle and right for your skin type.





2.

NO OVER EXFOLIATION

Over-exfoliation damages the skin barrier, which is ageing. Choose the mildest possible exfoliant for your skin type (polyhydroxy acids, or PHA, and exfoliating enzymes are the gentlest options) and don't use it more than twice a week.

3.

HYDRATION

Every skin needs moisture, even oily skin. For the latter, use a water-based serum, gel or cream-gel based on humectants (hyaluronic acid, glycerine). Normal and dry skins need creams with added plant oils and other moisturisers. Everyone needs ingredients like ceramides and essential fatty acids to keep the all-important skin barrier intact.

4.

HIGH PERFORMANCE INGREDIENTS

Vitamins A (retinol), C and B3 (niacinamide) are the most studied and proven anti-ageing ingredients (although far from the only good ones). But with vitamin A and C in particular, don't go for super-strength formulations from the word go; incorporate them gradually or you will suffer inflammation, and inflammation ages skin. The gentlest form of vitamin A is retinyl palmitate; the strongest is prescription retinoic acid. One of the gentlest forms of vitamin C is tetrahexyldecyl (THD) ascorbate; the most powerful is l-ascorbic acid.

5. PROTECT YOUR SKIN

There is no fighting the signs of aging without daily broad-spectrum SPF. Hyperpigmentation and fine line-causing UVA rays are there even when it's cloudy. Pick an SPF moisturiser with a texture you love (there are now countless to choose from) and make sure it has added antioxidants to supercharge your protection.

6. CHOOSE WISELY

Spend money on what's in the pot, not what the pot looks like: luxury is not a guarantee of quality (I wrote a book about that).

7. CONSIDER YOUR LIFESTYLE

Ultra-processed convenience foods are as ageing as cigarettes, so ditch them and concentrate on nutritious, fresh foods. For me personally, daily exercise has kept my skin clear and vibrant all my life - but too much stress has been its greatest ager.

*Ingeborg van Lotringen has been a beauty journalist for 27 years. She was Cosmopolitan's beauty director for 14 years and published her book, *Great Skin* (Secrets the beauty industry doesn't tell you) in 2020. She is a columnist and writer for the Daily Mail, Telegraph, Times, Good Housekeeping, Women's Health, Sheerluxe, Get the Gloss and more.*



Why Irene Forté's *Hibiscus Night Cream* Deserves a Place in Your Nighttime Ritual

They don't call it beauty sleep for nothing.

A thoughtful, targeted nighttime skincare routine can make all the difference when it comes to waking up with radiant, healthy skin. If you're ready to upgrade your evening regimen, meet Irene Forté's Hibiscus Night Cream, a luxurious, clinically backed formula designed to smooth, nourish, and restore.

At the heart of this cream is Myoxinol™, an innovative skin-friendly protein complex derived from Hibiscus Seeds. Known for its wrinkle-reducing abilities, Myoxinol™ targets both biological and mechanical wrinkle formation, offering results comparable to injectables, but without the needles. Think of it as your overnight wrinkle treatment in a jar.

The Story Behind Irene Forté Skincare

Rooted in the Sicilian countryside, Irene Forté Skincare is powered by ingredients grown on an organic farm in Verdura and harvested by locals. From seed to serum, every product is proudly made in Italy.

With over 40 years of scientific research led by Dr. Francesca Ferri, the brand merges the healing potential of natural botanicals with proven clinical actives.

Each formula is gentle enough for sensitive skin yet potent enough to deliver visible results.

Founded by wellness entrepreneur Irene Forté who began her career overseeing spa and wellness operations for Rocco Forté Hotels, the brand was born from a desire to offer luxury skincare that's both natural and effective.



Scan Here To Shop

Formulated to work in harmony with the skin's daily rhythm, this night cream replenishes what your skin loses during the day, leaving it soft, smooth, and visibly refreshed by morning.



Inside the *Hibiscus* Night Cream

This velvety night cream is clinically proven to reduce wrinkles when used consistently as part of a regimen alongside the Hibiscus Serum and Prickly Pear Face Cream.



Key actives include:

Myoxinol™

A natural peptide complex that visibly reduces forehead lines and wrinkles.

Green Pea Peptide

Boosts collagen and elastin production.

Hyaluronic Acid, Olive Oil Fractions & Ceramides

Hydrates, strengthens the skin barrier, and reduces overnight moisture loss.

£165

Katy's

Skin Pigmentation Journey:

Lessons Learned & How She Cares For Her Skin Now



Skin practitioner at Face the Future Clinic, Katy, shares her pigmentation story...

Growing up, I was always a bit of a sun worshipper. The moment the sun was out, I was straight out the door, soaking up every ray I could. And like many of you, SPF was an afterthought, if I used it at all, it was the lowest factor possible...

Back then, having a golden tan was the ultimate goal, and when the sun wasn't shining, sunbeds were my go-to. Spray tans weren't as popular as they are now, so maintaining that year-round glow seemed like the best option, without a second thought for sun protection. Naughty, I know!

Fast forward to my 40s, and my perspective on skincare has completely changed. Now, I'm all about looking after my skin and getting the best out of it. One of my biggest concerns? Pigmentation, mostly caused by the years of sun damage I'd never thought twice about.

My Approach to Treating Pigmentation

Everyone's skin pigmentation treatment journey is different, and what works for one person might not work for another. But for me, a combination of in-clinic treatments and targeted skincare has made all the difference.

IPL (Intense Pulsed Light) Clinic Treatment

IPL has been my go-to treatment for tackling pigmentation. It works by emitting pulses of light that are absorbed by the pigment that gives skin its colour. This heats up the melanin, breaking down the cells that cause discolouration. Initially, the treated areas can appear darker before they flake away, revealing a more even skin tone underneath.



The Importance of Homecare

While IPL has been a game-changer for me, I know that maintaining results at home is just as important. Using the right skincare helps to inhibit melanin production, keeping skin pigmentations at bay and enhancing the results of my treatment. My routine includes the ALL SKIN MED Pigment Control range:

mesoesthetic Melan Tran3x Intensive Depigmenting Concentrate, £105.95

A light textured serum with intensive depigmenting action to fight the appearance of dark spots, pigmentation and regulate the formation of melanin.



mesoesthetic Melan Tran3x Daily Depigmenting Gel Cream, £79.95

This fast-absorbing depigmenting gel cream is used daily to gradually reduce the appearance of dark spots and even out your skin tone.



Heliocare Pigment Solution Fluid SPF 50

The most important step in my routine! This high-protection sunscreen not only shields my skin from further sun damage but also works to reduce the appearance of dark spots and hyperpigmentation.

~~Was £33~~

£24.71



What I'd Tell My Younger Self

If I could go back in time and give my teenage self one piece of advice, it would be simple: wear SPF 50 every single day, no matter the weather! Sun protection should have always been a staple in my routine, and now, I never go a day without it.

If pigmentation is a concern for you, know that there are options out there.

Finding the right treatment and skincare routine can make all the difference, helping you achieve a brighter, more even complexion while keeping your skin healthy for years to come.

Looking after your skin is a lifelong journey, and while I can't undo the past, I can make sure my future self thanks me for the choices I make today!



Struggling with pigmentation? Book in for a treatment at Face the Future Clinic, or a virtual consultation for expert advice!

Beauty IN A Bottle

**Why everybody falls for
the Caudalie Beauty Elixir...**



A cult-favourite loved by skincare enthusiasts around the world, the Beauty Elixir by French brand Caudalie is a must-try (if you haven't fallen in love with it already).

Promising radiance, hydration and a spa-like experience in a bottle, this beauty icon was originally created in 1997. Inspired by the ancient youth elixir formulated for the Queen of Hungary in the 16th century, its 100% natural formula is made from Green Grape, Rose Essential Oil and Rosemary Essential Oil.

Spritz this magical mist after cleansing in the morning, during the day for a refreshing skin respite or an evening for a sense of calm. A true staple for expert makeup artists, it also sets makeup beautifully.

Is there anything this mist can't do?



Scan Here To Shop

Use regularly and you'll notice that your pores will be tighter, your complexion will be more radiant and your skin will appear more hydrated.

£36

Other Ways To Use The Beauty Elixir:

1. KEPT IN THE FRIDGE FOR AN ADDED COOLING SENSATION.
2. AT NIGHT AS A PILLOW MIST.
3. AFTER A WORKOUT FOR A REFRESH.
4. DURING A FLIGHT TO KEEP DEHYDRATION AT BAY.

Also available
in **Travel Size!**



Sweater Weather, Sunscreen Forever

Autumn is here, and our post-summer skin is probably feeling a little dry and dehydrated. The sun may be out less, but you still need to be applying your SPF every day to keep your skin protected from harmful UV damage. We recommend choosing a hydrating SPF as we head into the cooler months to top up those moisture levels.

1. mesoestetic Mesoprotech Hydra Cream SPF 50+

Packed with ceramides, this daily SPF boosts your skin barrier health to keep moisture locked in whilst restoring comfort and softness to the skin.

£47.95

2. Avène Hydrance Rich-UV Hydrating Cream SPF30 Moisturiser

Keeping your skin hydrated for 24 hours, this everyday SPF is formulated with Avène's iconic thermal spring water to keep dryness at bay.

~~WAS £20,~~ **NOW £16**

3. Heliocare 360 Water Gel SPF 50+

Supercharged with moisturising ingredients like Hyaluronic Acid and Vitamin E, this SPF gel is lightweight and drenches your skin with hydration as it protects.

~~WAS £31,~~ **NOW £23.21**

4. La Roche-Posay Anthelios UVMune 400 Hydrating Cream SPF50+

Ideal for those with sensitive skin, this facial sunscreen is charged with a super moisturising dermatologically tested formula.

~~WAS £21.50,~~ **NOW £17.50**



Scan Here
To Shop



*T&C's apply. Core sunscreens only. Exclusions apply.

Get to Know KERASILK

*Where Luxury
Meets Haircare*



So, what sets KERASILK apart from the rest? They use modern biology to create their Silk protein, replacing traditional silk proteins, for a formula that is 100% vegan and just as effective. Fused with keratin, the hair's natural building block, this powerful blend works hard to replenish the amino acids inside and outside the hair for resilient, shiny and soft locks full of bounce and vitality.

From repairing shampoos to curl balms and multi-purpose hairsprays to recovery masks, KERASILK's expansive range caters to all hair types and all styling needs.

Ready for a haircare upgrade? Discover the full KERASILK range and find your perfect match for locks that quite literally feel as soft as silk.

KERASILK Essentials For Post Summer Damage

Repairing Shampoo, £25

Restorative Balm,
£27.99

Liquid Cuticle Filler,
£45



Scan To
Shop Now



In The Spotlight

GLEAMIN 10-Minute Vitamin C Clay Mask

Ever feel like your skin just needs a bit of a pick-me-up? Sometimes all you need is a quick treatment mask to keep your complexion glowing. The 10-Minute Vitamin C Clay Mask by GLEAMIN is powered by turmeric, their hallmark ingredient known for its anti-inflammatory and skin brightening properties, and their Gleam C™ Vitamin C extract (sourced by Australian superfruits) to help fade

dark spots, even skin tone and reduce discolouration. Blended with natural hydro clay to unclog and purify your skin, this 10-minute treatment is also ideal for preventing breakouts; perfect if you're going through a hormonal phase in your cycle. Simply swipe over freshly cleansed skin on an evening one to two times every week and allow the cooling clay formula to get to work.



**GLEAMIN 10-Minute
Vitamin C Clay Mask, £34**



An Interview With Marie Tudor

The CEO Of Skin Cancer Awareness Charity, SKCIN

We're passionate about sun protection at Face the Future, especially with our 365 Days of SPF campaign. Why was SKCIN founded?

The charity was set up in memory of Karen Clifford, who died from melanoma skin cancer in 2005. Her family wanted to ensure her death wasn't in vain. At the time, there was no education or awareness. They realised that over 90% of skin cancers are preventable, so they focused on education and early detection.



That's so powerful. And skin cancer rates are still rising, right?

Yes. There are over 250,000 non-melanoma skin cancer cases annually, with projections reaching 400,000 in the next five years. These are underestimated figures—many early-stage cases aren't even recorded. It's a huge burden on the NHS, costing hundreds of millions.

Are there common misconceptions around who is at risk?

Absolutely. Young people often think it only affects older generations. Others believe darker skin doesn't burn or isn't at risk. But skin cancer affects everyone. It's a societal issue.

And what's your role as CEO?

It's broad! But our core work is national accreditation schemes, like our Sun Safe Schools programme, which is free and supports sun safety education in primary schools. We also offer similar programmes for other at-risk groups.

Amazing. What advice would you give parents?

Ask your school if they're Sun Safe accredited. It's now part of the national

curriculum in England, and we provide everything schools need.

What's driving this public health crisis?

Misinformation online is a huge issue. The anti-sun cream movement, glamorising tanning, and sunbed use, especially among young people, are dangerous trends. A million people use sunbeds in the UK every day. UV is something that can cause cancer, like tobacco and asbestos.

And SPF is still taxed... Yes, VAT on SPF is ridiculous - it's essential healthcare, not a luxury.

The UV Safety Inquiry is a great step forward.

Definitely. We need policy change, better regulation, and collaboration across sectors. That's how we'll create long-term impact.



Scan Here To
Listen To The Full
Interview On The
Skincare & Beyond
Podcast



Skincare and Beyond



Face
the
Future

The new beauty podcast that
goes deeper than skin deep.

Hosted by the Face the Future team, Skincare and Beyond is a podcast dedicated to providing listeners with in-depth education and expert advice on skincare... and beyond! We're here to simplify skincare, demystifying those complex topics to make skincare fun and easy to understand whether you're just starting out or are a skincare enthusiast. We'll also cover other themes that go beyond skincare, from hair to supplements and everything in between.

Be a part of the podcast! Each episode you can choose a question to ask our guest. Follow us on Instagram to get involved.



Scan Here
To Listen And
Watch



*Oskia founder,
Georgie Cleve*



*CENTRED founders,
Laura & Kieran Tudor*



*Jessica
Jindan-Webster*

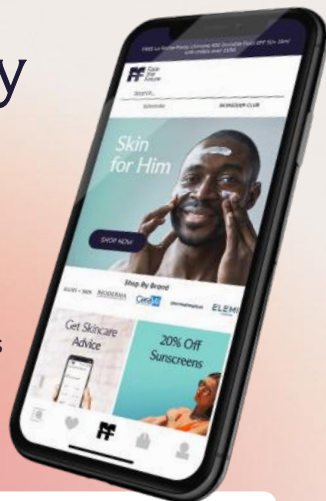


Join Our 'Appy' Family And Save 15%!

Download our app and shop and save on your skincare and self-care favourites. Plus, enjoy the latest FTF news and exclusive app-only discounts right at your fingertips! See you there!

Use the code below at the checkout to claim your offer.

MAG15



**Scan Here
To Download
The App Now!**

*One use per customer. Exclusions and T&Cs apply. Limited time only.

Face the Future

ADVANCED SKIN CLINIC



**Scan Here
To Learn
More**

South of Leeds, in an exclusive, private and professional environment we provide a broad spectrum of non-surgical treatments to help you be the best version of you.

Quote the code below in-clinic to receive **15% off** your first treatment.*

NEW15

*Exclusions and T&Cs apply. One use per customer. Quote code in-clinic to claim your offer. Offer ends October 31st 2025.



Shark CryoGlow

Light up your skincare routine.



Scan Here
To Shop

Klarna.

clearpay 



FACETHEFUTURE.CO.UK