

Face the Future

MAGAZINE

ISSUE 5 | SUMMER 2025

SPF For Oily Skin

The formulas that
really work!

K Beauty

The never-ending
rise of Korean
Skincare

Teen Skincare

The do's & the don'ts

Q+A

SUNCARE



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NIACINAMIDE

Best for oily or
combination skin



SQUALANE

Best for dry and
sensitive skin



PEPTIDE

Best for mature skin



SPF 50 with UVA + UVB



Ultra-lightweight daily
protection



Powered by nature



Suitable for all skin types

Editor's Letter

Hey Face the Future family, we hope you've been enjoying the incredible weather lately. More importantly, we hope you've made sun protection a top priority while spending time outdoors.

We're excited to share some big news! We've partnered with the British Beauty Council on their latest initiative, the UV Safety Coalition. Supported by 20 MPs, this campaign is pushing for the removal of tax on sunscreen and aims to raise awareness around making sunscreen both accessible and a part of everyone's daily routine.

With melanoma rates continuing to rise each year, the beauty industry is coming together to support this vital cause. We're honoured to be part of the journey, especially as we continue championing our own 365 Days of SPF campaign.

As a reminder, we've removed the cost of VAT (that's 20%) from our core suncare brands. If you're due for a top-up, head over to our website where you'll find sunscreen recommendations tailored to every skin type, tone, and lifestyle because everyone deserves to protect their skin every single day.

In this summer issue, you'll also find plenty of educational content, from skincare tips for teens to must-have travel heroes for your next holiday. Plus, we're thrilled to bring you an interview with Paul Percival, the founder of the iconic haircare brand Percy & Reed.

Finally, this month we're proud to spotlight inclusivity through our Beauty Beyond Barriers feature. Whether you're navigating skin changes during menopause or simply looking to build your confidence, we're here to support you with honest, expert advice to empower you.

So this summer, take the rest when you need it, enjoy the sunshine (SPF at the ready), and above all, give yourself the care and kindness you deserve.

Best,

Jessica Oram
Editor,
Face the Future

Jessica



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Why Sarah Chapman's A2 Vitamin A Power 2 Serum Is a *Game-Changer*

When it comes to skincare that delivers both science and sophistication, few do it better than Sarah Chapman. Her cult-favourite A2 Vitamin A Power 2 Serum is making waves in the beauty world, and for good reason. This powerhouse formula marries two cutting-edge forms of Vitamin A to visibly transform skin, all while keeping irritation at bay.

Ready for the science? Unlike traditional retinols that can leave your skin red, flaky, and begging for mercy, the A2 serum is refreshingly gentle. That's thanks to its high-performance duo: retinyl retinoate (a next-gen retinoid that's up to eight times more powerful than standard retinol) and hydroxypinacolone retinoate (HPR), a fast-acting form that works directly on skin receptors without requiring conversion. The result? A smoother, firmer, more luminous complexion with no downtime required.

But this isn't just about high-tech actives. The serum is thoughtfully balanced with soothing and hydrating ingredients that cocoon the skin, making it ideal even for sensitive types. Fine lines soften, pores appear refined, and that elusive glow becomes your new norm. Housed in a sleek, airless pump to preserve potency, the A2 Serum fits seamlessly into your evening routine. Just a few drops under your night cream and you're on your way to radiant, youthful skin.

Part of the award-winning Skinesis range, this serum reflects Chapman's unique blend of clinical expertise and luxury skincare. If you're serious about anti-ageing and crave results without compromise, this might just be your new holy grail.



£115



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Looking After Teens? Here's How To Look After Their Skin

As your child enters their teen years, fluctuating hormones can cause their skin to shift from one extreme to the other. In this guide, we'll help you find the best ways to support your teen's skin and set them up with a healthy, confident start with their skincare routine.

As a parent, you're probably asking yourself, 'what skincare should my teenager use?' From acne and oily patches to dry spots and irritation, hormones can change your teen's skin from one extreme to another. The truth is, skincare for teenagers is all about finding balance. It's about offering them products that are gentle yet effective, helping them navigate the ups and downs of teenage skin with confidence.

Skincare for Teenage Skin: Understanding the Basics

Teenage skin is a world of its own. One day, it's oily, the next, it's dry. This fluctuation is a normal part of growing up, driven mostly by hormones. It's no wonder many teens feel frustrated with their skin. But the good news is, with the right skincare for teenage skin, it's possible to keep things under control without overwhelming their skin.

So, what skincare should my teenager use? The answer lies in choosing simple, straightforward products that address their skin's needs without being harsh. From cleansers that remove oil to moisturisers that hydrate, a gentle but consistent skincare routine is key.

When Is the Right Time to Start Skincare for Teens

While some may argue that skincare routines are reserved for adults, the truth is that the right habits can set them up for healthy skin later on in life. Most experts recommend introducing a teen skincare routine around the age of 11 or 12, when the first signs of puberty start to appear. Of course this is all relative, but at this stage, skin can be prone to dryness or the first little breakouts, so it's the perfect time to start.

Starting a routine that includes skincare for teenage skin early means your teen will have the tools to handle anything puberty throws at them. And by introducing them to a good habit early, you're helping them build confidence, not just about their skin, but in their approach to self-care.

A simple routine for your teen to follow:

Step 1

Cetaphil Gentle Skin Cleanser, £16



Step 2

CeraVe Facial Moisturising Lotion, £16.50



Step 3

La Roche-Posay Anthelios UVMune 400 Invisible Fluid SPF 50+, £20

Treatment

Nip+Fab Teen Skin Fix Spot Zap, £7.99



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Skincare



Neal's Yard Remedies
Frankincense Facial Wash, £19

The Pioneers of *Natural Skincare*



Neal's Yard Remedies is a British skincare and wellness brand renowned for its commitment to natural, organic, and ethically sourced ingredients. Founded in 1981 in a small corner of London's Neal's Yard (the colourful courtyard that inspired its name), the brand has grown into a global leader in holistic beauty, blending traditional herbal remedies with modern science.

At the heart of Neal's Yard Remedies is a simple philosophy: 'beauty should be natural, ethical, and sustainable'. Long before clean beauty became a trend, the brand was championing organic farming, cruelty-free practices, and non-toxic formulations. Their signature cobalt blue glass bottles, now iconic, were originally chosen to protect the integrity of essential oils from sunlight without the use of synthetic preservatives.

The product range includes skincare, body care, essential oils, herbal remedies, and supplements, all developed with high ethical standards. Their skincare lines, such as the Wild Rose, Frankincense Intense, and Calendula collections, are especially beloved for their effectiveness and gentle, plant-based ingredients. Whether it's a rejuvenating face oil, a calming toner, or

a nourishing moisturiser, every product is crafted to support both skin health and overall wellbeing.

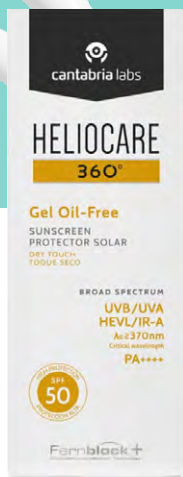
Sustainability is central to the Neal's Yard Remedies mission. They were the first UK high street retailer to be certified carbon neutral and maintain Soil Association certification for their organic products. They also avoid harmful chemicals like parabens, synthetic fragrances, and silicones, and ensure all packaging is recyclable or made from recycled materials.

What truly sets Neal's Yard Remedies apart is its holistic approach. Many of their products are infused with aromatherapeutic essential oils, supporting not just skin health but also emotional balance. In-store, you'll often find trained advisors offering guidance on both skincare and wellness, reinforcing the brand's belief in treating the body, mind, and spirit as one.



**Scan To
Shop Now**

Top 5 Sunscreens For Acne Prone Skin



Heliocare 360 Gel Oil-Free SPF 50, £31

This SPF offers advanced, broad-spectrum protection against harmful UVA, UVB, visible light, and infrared rays. Its unique oil-free formula absorbs quickly, leaving a matte finish perfect for oily or acne-prone skin. Enriched with antioxidants and skin-repairing ingredients, it helps prevent premature ageing and protects against environmental damage.

Thank You Farmer Sun Project Skin Relief Sun Cream SPF50+ PA++++, £22

Provides hydrating, fragrance-free sun protection for sensitive, acne-prone skin. Its lightweight formula absorbs quickly without leaving a white cast or greasy residue. Clinically proven to reduce sebum production, it helps prevent breakouts while shielding your skin from harmful UV rays.



Pharmaceris S - Medi Acne Protect SPF 50, £24

Offering high-level sun protection specifically designed for oily, acne-prone skin, its oil-controlling formula helps prevent breakouts while providing broad-spectrum UVA/UVB protection. With added benefits for skin hydration and regeneration, this sunscreen is ideal for those seeking a clear, matte complexion.

Vichy Capital Soleil Dry Touch SPF50, £18.95

This SPF pick delivers very high sun protection with a mattifying finish. Perfect for oily, combination, or sensitive skin, this lightweight formula helps control shine while shielding your skin from harmful UV rays.



Scan Here
To Shop SPF
For Oily Skin



1.



2.

3.



4.



Au Naturel

We've cherry picked the best bunch of nourishing skincare products packed with fruit extracts and organic ingredients designed to provide you with fresh, dewy skin this summertime, all made with a little help from Mother Nature herself.

1. Eminence Organic Strawberry Rhubarb Hyaluronic Hydrator, £61

Delivers deep hydration in the dermal and epidermal layers of the skin.

2. KORRES Basil Lemon Renewing Shower Gel, £14

Mixed with vibrant, zesty lemon to help nourish your skin and lock in moisture.

3. Elemis Pro-Collagen Black Cherry Cleansing Balm, £49

Nourishes as it cleanses, melting from a balm into a luxurious oil and then a hydrating milk.

4. Bondi Sands Lip Balm SPF50+ Tropical Mango, £4.99

Helps to hydrate, soothe, and nourish your lips for the perfect moisturised pout.

What Does It Mean to Be Skin Positive?



An Ode to the Skin We're In

Let's get one thing straight: your skin is not a flaw to be filtered, concealed, or apologised for. It is not a canvas waiting to be perfected, but a living, breathing story of your life. Every freckle, scar, blemish,

wrinkle - they're not imperfections. They are texture. They are truth. They are you.

To be skin positive is to reclaim your skin from the pressure of perfection. It is to look in the mirror and say, "I am enough," not despite your skin, but with it - all of it!

Beyond Filters and Flawless Feeds

For years, we've been fed the fantasy: poreless skin lit by golden-hour sunlight, perfectly smooth and unbothered by real life. This image mass-produced by beauty ads and airbrushed edits has whispered to us that "good skin" is clear, matte, blemish-free. Anything else? A problem to solve.

Skin positivity is not just a trend, it's a revolution of acceptance. It says: acne is normal. Hyperpigmentation is common. Wrinkles are natural. Stretch marks are proof of life. And most importantly, none of these make you any less beautiful, powerful, or worthy.

Real Skin, Real Stories

There's something undeniably bold, even radical, about showing up as you are in a world that tells you to hide. It takes courage to go bare-faced on Instagram. To wear your birthmark or eczema like it's not a secret. To let your skin speak its truth instead of silencing it under layers of shame or product.

"This isn't about swearing off skincare or rejecting beauty rituals. Far from it. Being skin positive doesn't mean you have to love every pimple or never wear makeup again. It means your choices come from a place of love, not punishment. You're not fixing yourself, you're caring for yourself!"
-Kimberley, Head of Clinic & Customer Experience at Face the Future

You Are Not a Before Photo

So here's your reminder: You are not a "before." You are not a problem waiting to be solved. You don't owe anyone flawless skin to be worthy of admiration, love, or success.

Your skin is a map of your journey - sometimes smooth, sometimes rough,

always yours. It's been with you through every heartbreak, sunrise, night of laughter, and sleepless worry. It protects you, feels for you, heals for you.

To be skin positive is to honour that relationship. To stop apologising for being human. To wear your skin with pride, not because it's perfect - but because it's powerful.

So here's to the glow that doesn't come from highlighter, but from self-acceptance. Here's to the beauty in realness. Here's to the future - unfiltered, unapologetic, and skin positive.

Want to chat to one of our experts about boosting your skin health and gaining more skin confidence?



**Book in for a virtual
consultation now!**

**Scan Here To
Book A Virtual
Consultation**



The 101 on Augustinus Bader's The Sunscreen SPF 50

We answer the industry's most burning questions about the highly anticipated new launch by FTF favourite, Augustinus Bader.

What benefits does Augustinus Bader's unique complex TFC8® provide skin exposed to UV rays?

TFC8® offers skin exposed to UV rays the following key benefits:

- Neutralises free radicals generated by UV rays through powerful antioxidant action.
- Soothes irritation and redness caused by UV rays.
- Provides skin cells with the ingredients for optimal renewal when exposed to harmful UV rays, supporting skin cellular rejuvenation.
- Strengthens skin resilience and the formula's ability to defend against environmental aggressors, such as UV rays.



Can The Sunscreen SPF 50 be used daily, year-round?

Absolutely. The Sunscreen SPF 50 was designed for daily use and pairs well with Augustinus Bader moisturisers, including The Cream, The Rich Cream, and The Skin Infusion. It performs well in extreme heat, humidity, dry or cold conditions, making it ideal for use throughout the year whether you're on the beach or the ski slopes.

How much and how often should I apply The Sunscreen SPF 50?

Apply a generous amount—about 2-3 pumps—to your face 15 minutes before sun exposure. No sunscreen lasts all day. We therefore recommend reapplying at least every 2 hours for continuous protection. The Sunscreen SPF 50 is not water-resistant so reapply immediately after swimming, sweating, or towel drying.

Is The Sunscreen SPF 50 environmentally friendly and safe for sensitive skin?

The Sunscreen SPF 50 is designed for safe daily use by all skin types, including sensitive skin. Advanced, clean UV filters were selected, and the formula is fragrance-free, formulated to minimise irritation, and housed in an airless pack with high-quality, smart preservatives that are completely safe.

Can The Sunscreen SPF 50 replace a moisturiser?

It depends on your skin's needs, but we recommend layering with The Cream, The Rich Cream, The Skin Infusion, or your preferred moisturiser. Additionally, for targeted skincare action we recommend layering a serum prior to moisturiser and SPF.

Is this formula suitable for men?

Yes, this formula is gender-neutral, fragrance-free, and has a lightweight, non-greasy finish, making it ideal for men's skin. For men seeking a simple, effective skincare routine, this sunscreen offers skincare plus SPF, while TFC8® also soothes irritated, red skin from shaving. The formula was evaluated for efficacy on both men and women.

Our Community Says...

"An SPF That Truly Delivers! I've tried my fair share of sunscreens over the years, but this new one from Augustinus Bader is on another level. The texture is lightweight, non-greasy, and absorbs beautifully without leaving any white cast, just a natural, healthy-looking glow. It sits perfectly under makeup and doesn't feel heavy or clog pores, making it ideal for daily wear. Plus, knowing it's packed with skincare benefits means I'm protecting and nourishing my skin in one step. A premium SPF that's worth every penny in my opinion!"

– Mary, FTF Customer.



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To Shop**



Pack Light, Glow Bright

Whether you're jet setting off to a faraway place, packing up for a long weekend away close to home, or heading off on a big adventure, these travel beauty sets are your ultimate must-haves for maintaining a radiant complexion and strong, healthy locks as you explore the globe, this Summer.

**For A Collagen
Boost:** Skinade
20 Day Travel
Course Sachets



**For A Safe
Sunkissed Tan:**
Coco & Eve Self
Tan Travel Kit



**For UV
Protection:**
NUXE Sun
Travel Kit



**For Healthy,
Radiant Skin:**
Caudalie Summer
Travel Edit



**For Hydrated
Hair:** Coco &
Eve Hair Mask
Travel Kit





What's New?

*It's never quiet at Face the Future HQ!
Here's a few updates to keep you in the loop.*

The VAT Burn Continues!

We are removing the cost of VAT (that's 20%) on core sunscreen brands like Ultrasun and Heliocare until 31st October. We believe that SPF should be VAT free so it is accessible to more people across the UK.

Skincare & Beyond Podcast

Have you listened to our podcast yet? We are now posting new episodes every two weeks! Tune in for skincare advice, exclusive interviews with beauty experts and the latest industry news.

UV Safety Coalition

We have partnered up with the British Beauty Council to be a member of their UV Safety Initiative. The initiative aims to increase knowledge of sun care, SPF and risks of UV radiation.

Priority Plus Delivery

For just £9.99 a year, Priority Plus gives you fast, reliable, and free delivery on every order, all year long. Enjoy the peace of mind that comes with Royal Mail's Priority Delivery (usually £7.99 per order). This service offers Next Working Day Delivery on all your orders!



Get To Know Percy & Reed

5 MINUTES WITH PAUL PERCIVAL

Founder of Percy & Reed, session stylist & hair legend to the A-Listers

What inspired you to launch Percy & Reed?

I was using loads of different products backstage and in the salon, and while many of them were great in their own way, I always felt there was room for something that could go that extra mile. I wanted to create high-performance haircare that made people feel like they'd just walked out of a London salon, even if they were just in their bathroom.

How did your salon and backstage experience shape the brand?

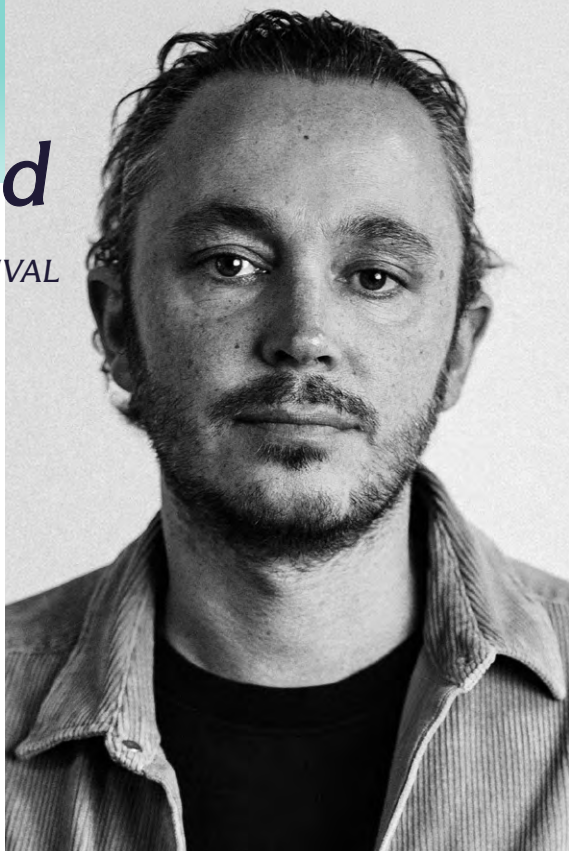
Massively. Working on music videos, fashion weeks, Met Gala... you quickly learn what products have to do under pressure. That demand for performance is in everything we make.

What does British heritage mean to Percy & Reed?

It's at our core - that effortless, slightly undone but polished style. We blend classic salon know-how with constant innovation behind the scenes.

Favourite product in the range?

Wonder Balm - it's the ultimate primer. Makes everything else work better and leaves your hair frizz-free for 72 hours. Also, our Flexible Hold Hairspray is my go-to - it holds like a dream but still brushes out. A lifesaver during fashion week.



What's next for Percy & Reed?

We've just launched a Scalp Soothing Treatment with a built-in massager, a total game-changer. We have had some incredible feedback on this one and I can't wait for everyone to try it. And we've got a big project I'm super proud of coming later this year... but I'm keeping that under wraps for now!

Got a go-to hair hack?

With summer coming up, use a hair mask as a poolside slick-back. It treats while you sunbathe. Or braid damp hair with conditioner during the day, then dampen again and comb out in the evening for beachy waves with zero effort.

NEW

Percy & Reed Scalp Soothing Treatment



1. **SOOTHING:** A delicate blend of calming ingredients instantly soothe irritation and deliver vital moisture to dry, itchy scalps.

2. **PREVENTATIVE:** Innovative ingredient, Dandrilyls®, helps to eliminate dandruff and prevent further flaking, regulate sebum secretion and normalise cell renewal.

3. **GENTLE:** The gentle formula is dermatologically tested and suitable for everyday use on even the most sensitive scalps.

After

Before



Scan To Shop
Percy & Reed
Scalp Soothing
Treatment

WHY BONDI SANDS SUN
LOTION FACE SPF50+ IS

Your Skin's New Best Friend

Sunshine is a mood - radiant, carefree, and golden. But while you're chasing that sunkissed glow, your skin needs a loyal guardian. Enter: Bondi Sands Sun Lotion Face SPF50+ 75ml, the Aussie-born sunscreen that's as chic as it is protective.

Bondi Sands has bottled up the essence of beachside beauty with a formula that feels like skincare and works like armour. Lightweight and silky, it melts into the skin in seconds, no greasiness, no ghostly finish, just invisible protection and a healthy, hydrated glow.





Infused with Vitamin E, it doubles as a daily moisturiser while shielding your face from the harsh realities of UVA and UVB rays. Think of it as your morning latte and favourite filter rolled into one. Sensitive skin? No worries. This gentle, dermatologically tested formula plays nice with all skin types - even the fussy ones.

If SPF still feels like a chore, this skin-savvy superstar is about to change your routine. Protective, hydrating, and oh-so wearable, Bondi Sands Sun Lotion Face SPF50+ isn't just a sunscreen - it's your skin's new favourite accessory. Slip it into your beauty bag, and let the sunshine in. Responsibly, of course.

The compact 75ml tube is perfectly handbag-sized, so you can touch up on the go, whether you're heading to brunch, basking at the beach, or navigating the city commute. And because Bondi Sands walks the talk, it's cruelty-free, reef-friendly, and proudly Australian-made. Proof that sun safety can be stylish and sustainable.



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Bondi Sands
Sun Lotion
Face SPF50+

£9.99

The K Beauty Brands You Need To Know About

Korean Beauty (also known as K Beauty) has recently taken the beauty world by storm. Known for their high-functioning formulas, impressive results and innovative ingredients, it'd be hard to find a K Beauty brand you wouldn't fall in love with. Intrigued? Here are four K Beauty brands we think you should add to your beauty roster.



Medicube

A TikTok phenomenon, Medicube partners with dermatologists to create their high performance skincare. The Collagen Jelly Cream leaves you with the most wonderful glow and has become a social media sensation!

Beauty of Joseon

Drawing from the rich heritage of Korean 'hanbang' (traditional medicine) ingredients, Beauty of Joseon incorporates elements like ginseng, root extracts, and rice into their formulations.



AIMX

The pioneers of high quality and effective sheet masks, AIMX pack powerful ingredients like collagen and peptides into their products to enhance your daily skin routine and leave your complexion truly radiant.

Huxley

With the Korean brand's key ingredient, prickly pear oil, inspired by the Moroccan Royal family, Huxley brings contemporary beauty solutions for healthier skin fused with a minimalist approach.





GESKE MicroCurrent Face-Lifter | 6 in 1

"I also have a more expensive microcurrent device and this seems to perform as well. I also like the app."

– Izabela M

Elemis Pro-Collagen Marine Cream SPF 30

"Great moisturising cream, leaves my skin so soft and protected. Wouldn't use any other now." – Paula K



Face the Future Community Faves!

Need some inspiration?
Here are the top beauty
essentials that you, our
amazing customers,
are loving right now.



K18 Leave-in Molecular Repair Hair Mask

"My hair was extremely dry which this rectified - can't go without it ever again!"

– Sahar Q

Bioderma Atoderm Intensive Balm Emollient Cream

"It leaves my daughter's skin super moisturised and glowing. Really happy with this." – Bonnie G



Your Summer Skincare Switch-Up with Medik8

Noticing that your skincare routine doesn't hit quite the same during the summer months? It might be time to refresh your regimen to keep your skin glowing, protected, and healthy in the heat. Renowned worldwide for their high-performance, science-backed formulas, Medik8 is here to help you make the most of your summer skincare. Discover Medik8's expert-recommended routines below for your best skin yet.

Your *Morning* Medik8 Routine

C-Tetra Luxe, £59

After cleansing, kickstart your day with a powerful Vitamin C serum to brighten, protect, and even out your complexion.

Total Moisture Daily Face Cream, £48

Lock in hydration with this ultra-nourishing cream, delivering up to 100 hours of moisture* while strengthening the skin's barrier and supporting the microbiome.

Advanced Day Ultimate Protect SPF 50+, £59

No summer skincare is complete without sunscreen. This next-generation SPF not only protects against UV rays, but also defends against pollution, blue light, and infrared damage, keeping your skin safeguarded from all angles.



*Proven via independent clinical study on Total Moisture Daily Facial Cream on 33 volunteers over 2 weeks.



Your *Evening* Medik8 Routine

Liquid Peptides Advanced MP, £79

Post-cleansing, apply this cutting-edge serum designed for dramatic wrinkle reduction. It also visibly improves skin structure by boosting collagen, elastin, and hyaluronic acid production.

Crystal Retinal 6, £69

In the evening, retinoids are key. Crystal Retinal 6 accelerates skin renewal faster than traditional retinol, visibly reducing fine lines and wrinkles for a youthful glow.

Advanced Night Restore, £60

Finish your evening ritual with this luxurious night cream, rich in ceramides, antioxidants, and skin-replenishing lipids, so you can wake up to deeply hydrated, radiant skin.

Ready to elevate your summer skincare game with Medik8?



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To Shop Now**

A *Day In The Life Of* Face the Future's Director, *Morning Routine* Julia

What does your morning skincare routine look like? Do you have any must-use products?

I use most of my skincare products in the morning. On average, I apply around 10 products to my face and 2 to my body..... and that's not even including cleansing! I use a Vitamin B and C serum every morning, along with hyaluronic acid, a moisturiser, and, of course, SPF. I'm fortunate to have access to some of the most incredible products, so I also incorporate lip care, eye and neck creams, a lash and brow serum, and a refreshing face mist into my routine.

How do you start your workday?

Any rituals or habits that set the tone?

I always start the day with exercise. Whether that's a run with my husband and our dog, a trip to my trainer, or sometimes both! It really helps set me up mentally and physically for the day ahead. During my commute to the office, I use the time to catch up on emails or make any planned calls. It helps me make the most of my travel time and gives me a head start before arriving at work. I also listen to podcasts on the way in, it's a great way to learn new things.

What's a typical breakfast for you? Do you believe nutrition plays a role in skincare?

A typical breakfast for me is mixed fresh fruit with natural yoghurt, seeds, and nuts. I really understand the role nutrition plays in skin health and I can actually feel the difference in my skin when my diet hasn't been the best. I've had my blood sugars



monitored in the past, so I understand how my body processes different types of food. I try to combine my food types carefully to help keep my blood sugar levels stable. So, if I want some cake or chocolate, I eat it straight after a meal to avoid spikes.

Workday Flow

What's the first thing on your agenda when you get to work?

My days vary so much, so there isn't always one set task when I arrive. I always make sure to prioritise what I need to achieve the evening before, and I use a task list to help keep everything on track. I prefer pen and paper and print my task list each day, incorporate my meetings into it, and then prioritise. There's something so satisfying about crossing things off,

and because I don't have the best memory, it helps ensure that nothing gets missed or forgotten.

What are the key responsibilities you juggle daily as a director?

I'm fortunate to work with my husband, and we split responsibilities between us. We're both heavily involved in strategic planning and business growth. On a day to day level, I have direct responsibility for managing our clinic, our brand partners, and Customer Services, along with overseeing key operational areas like health and safety, HR, payroll, and facilities management.

How do you stay updated on skincare trends, ingredients, and consumer needs?

I do a lot of reading and talking! I'm signed up to several industry networks that share insights and updates. I also speak regularly with our brand partners to understand what trends they're seeing, and I meet with my Heads of Area to hear what feedback and trends they're picking up on from customers. There's so much information, and misinformation, out there nowadays, so the real challenge is sifting through it all to identify genuine needs and trends. It's important to me that we stay proactive and help educate and guide our customers with the right advice.

Midday & Self-Care Breaks

Do you take breaks throughout the day? Any favourite ways to recharge?

I always try to take a proper break at lunchtime to walk my dog. It gives me a chance to get some fresh air, reflect, and reset for the afternoon. It's also a lovely opportunity to catch up with Paul (my husband). We'll often chat about how our mornings have gone, run ideas past each other, or get a different perspective on any challenges.

Do you ever incorporate skincare touch-ups or SPF reapplication during the day?

Yes, absolutely. I use a face mist in the office to keep my skin hydrated throughout the day. I also reapply my SPF face spray, especially before I go out to walk the dog at lunchtime. It's such an important habit to keep up, even on cloudy days.

Afternoon & Evening

How does your workday usually wind down?

On my way home from work, I usually call my mam to catch up and see how she's doing. Once I'm home, we'll cook dinner and take the dog out for a walk. After that, if there's no urgent work to finish off, I'll usually unwind with a bit of TV, a good book or scanning my socials.

What's your evening skincare routine like? Do you focus more on hydration or repair?

I try to use retinol as often as I can in my evening routine, so I keep things fairly simple. I double cleanse, apply a Vitamin B serum, use a revival mask, and then apply Vitamin A. I also microneedle twice a week, and on those nights I switch to using a Vitamin B and a Vitamin A alternative to support my skin's recovery.

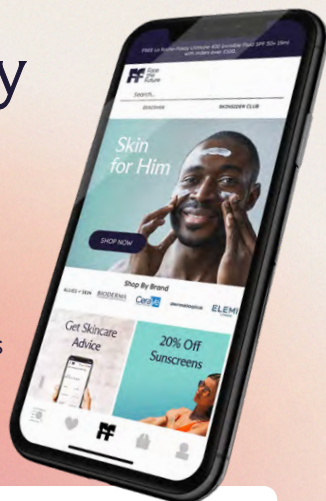
How do you transition from work mode to personal time? Any favourite ways to unwind?

It can sometimes be hard to fully switch off, especially when there's a lot going on. Walking the dog is a great way for me to transition and create some space between work and personal time. Exercise really helps me compartmentalise and manage stress. I also love spending time with my friends and family and I always make sure I have something to look forward to at the weekend.

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