

Face the Future

MAGAZINE

AUTUMN/WINTER 2023 ISSUE

AN INTERVIEW WITH GEORGIE CLEEVE

THE STORY OF
OSKIA'S FOUNDER

HOW TO USE
RETINOL
OUR EXPERT
ADVICE

The Winter Skin Guide

SKINCARE TIPS FOR
DEEP HYDRATION

BIOEFFECT

EMBRACE THE EFFECT

Award-Winning Biotech Skincare From Iceland.

ONLY
7
INGREDIENTS



A Letter From The Editor



I'm proud to welcome you to the very first edition of Face the Future magazine. Your go-to destination for all things skincare and self-care for every version of you. During my career in beauty so far, it's become increasingly apparent that navigating the ever-evolving landscape of beauty and wellness can feel overwhelming at times. Often, it feels like there is too much information out there, and it is easy to become perplexed by conflicting advice. Supported by our clinic background paired with our wealth of knowledge, I can assure you that this is a trusted source for the latest trends, expert advice, and product recommendations.

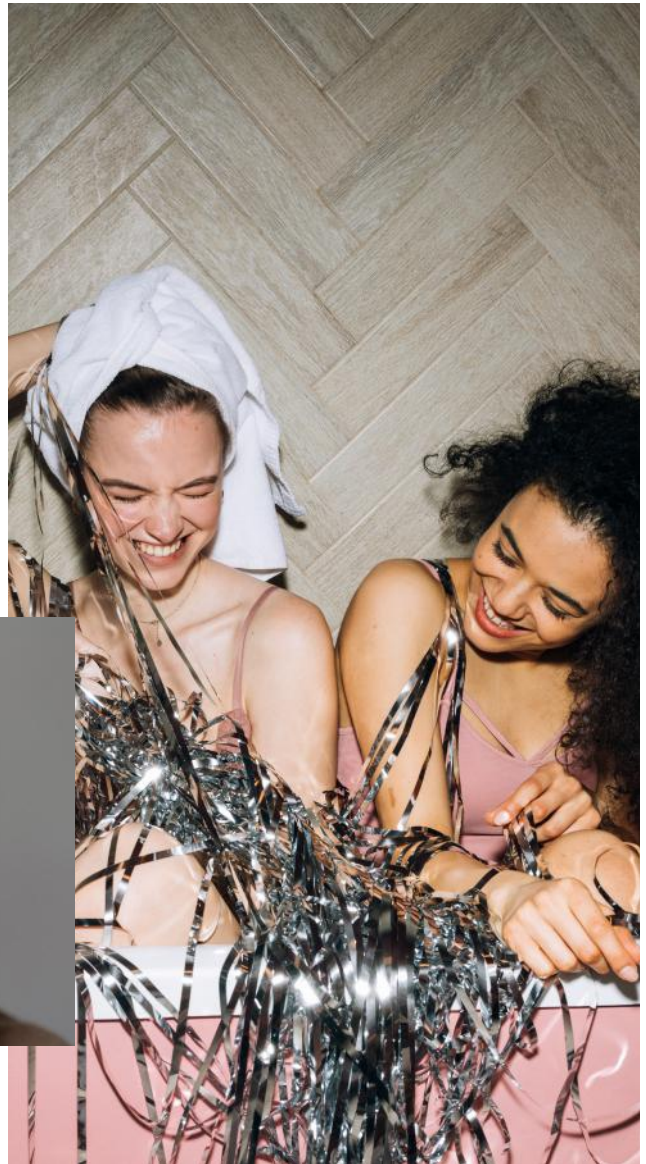
In this issue, we dive deep into the transformative power of self-care rituals and skincare routines. We believe that taking care of your skin is not just a regime but a journey towards self-love and wellbeing. On pages 14-15 you'll find our guide to retinol, an ingredient that our customers ask us about

time and time again. We share the best ways to use this metamorphic Vitamin A derivative so you can start to see real results. Similarly, our article on skin barrier repair (page 58) provides you with clear education on the importance of strengthening your barrier for healthier skin.

From cutting-edge skincare innovations to timeless self-care rituals, our pages are filled with insights from industry experts, skin clinicians, and beauty brand founders. It was an honour to interview two formidable skincare brand owners for our inaugural issue. On pages 12-13, OSKIA's founder Georgie Cleeve shares her founding story and why she's so passionate about nutritional skincare. Decree's owner, Dr Anita Sturnham, reveals her top tips for skin radiance, how Decree differs from other doctor-led brands, and why she chose to specialise in dermatology in the first place on pages 27-29.

With the festive season in full swing, we also explore beauty gift ideas for every

Editor's Letter



person in your life on pages 19-24, from your best friend to your boyfriend and everybody in-between. Head to page 10 to read our resident makeup artist's expert tips on taking your makeup look from the desk to the dancefloor for those upcoming Christmas parties and the big day itself.

Next up, our feature articles delve into the importance of mindfulness, mental health, and the role they play in achieving radiant skin. After all, true beauty shines from within, and we are here to support you on your journey to holistic wellbeing. Need more sleep? Who doesn't! Head to page 62 for recommendations on how you can fall into a deep slumber pronto. Plus, read up on gut health supplements on pages 48-49 to learn more about how looking after your gut can improve your skin's microbiome.

And lastly, I'd just like to take this opportunity to thank you for joining us on

this exploration of skincare and self-care. We are not just an online retailer; we are a community of individuals passionate about embracing their best selves. We invite you to immerse yourself in the world of beauty, wellness, and self-discovery with each turn of the page.

Here's to facing the future with radiant skin, a rejuvenated spirit, and an unwavering commitment to self-love.

Jessica Oram

Editor & Content Manager

Face the Future

A large, elegant handwritten signature in black ink that reads "Jessica".

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Medik8

CRYSTAL RETINAL
CERAMIDE EYE 3
Smooth & Lift
Eye Cream
15mL e / 0.5 FL. Oz.

Medik8

CRYSTAL RETINAL
CERAMIDE EYE 6
Smooth & Lift
Eye Cream
15mL e / 0.5 FL. Oz.

Medik8

CRYSTAL RETINAL
CERAMIDE EYE 10
Smooth & Lift
Eye Cream
15mL e / 0.5 FL. Oz.

Your Ultimate Guide To Medik8's Crystal Retinal Range

Clinically proven to provide amazing age-defying results, Medik8's Crystal Retinal is a bestseller for a reason. Formulated with innovative and groundbreaking technology, this cashmere-textured serum is proven to visibly resurface and brighten the skin for a more youthful-looking complexion.

But, at what age do you start using retinal, and how do you incorporate it into your skincare routine? Keep reading to discover our ultimate guide to Medik8's Crystal Retinal.

MEDIK8 CRYSTAL RETINAL

Experience the anti-ageing powers of Medik8's iconic and bestselling Crystal Retinal Serums. Winner of 12 global beauty awards, this nourishing serum visibly brightens and resurfaces the skin for a more youthful, healthy complexion. Unlike other formulations, Crystal Retinal is encapsulated in a patented crystal structure and housed in an airless tube, enhancing stability until the very last drop. With 5 progressive strengths to choose from, when your skin needs more, Crystal Retinal will do more. There's an option for every level of Vitamin A user, allowing you to steadily and safely increase your results.

FOR SENSITIVE SKIN: MEDIK8 CRYSTAL RETINAL 1, £45

This gentle retinal is ideal for those who have really sensitive skin and are looking to incorporate a low-strength but highly effective Vitamin A serum into their regime. Formulated with 0.1% Retinaldehyde and other key ingredients such as Hyaluronic Acid and Vitamin E, this lightweight, silky texture quickly absorbs into the skin to renew, resurface and minimise fine lines and wrinkles.

FOR THOSE NEW TO VITAMIN A: MEDIK8 CRYSTAL RETINAL 3, £49

The perfect entry-level product for those new to Vitamin A or have tried mild retinol formulas. Formulated with 0.3% Retinaldehyde, Hyaluronic Acid, and Vitamin E, this anti-ageing serum renews and resurfaces the skin, clears blemishes and bacteria, and visibly improves the appearance of fine lines and wrinkles.

FOR EXPERIENCED VITAMIN A USERS: MEDIK8 CRYSTAL RETINAL 6, £66

Perfect for those who want to upgrade their high-strength retinal results. Formulated with 0.6% Retinaldehyde, this renewing serum contains Hyaluronic Acid and Vitamin E to promote the skin's natural collagen production, increase cell turnover, and promote a smoother, brighter, and healthier complexion with reduced fine lines and wrinkles.

FOR THOSE WANTING TO BOOST RESULTS OF RETINAL 6: MEDIK8 CRYSTAL RETINAL 10, £89

This high-performance and high-strength retinal is ideal for those wanting to take their results one step further. Formulated with 0.10% Retinaldehyde, this high-strength serum is perfect for when your skin is more acclimatised to retinal, and is blended with Hyaluronic Acid and Vitamin E to leave the skin feeling hydrated and resurfaced, while visibly improving the appearance of fine lines and wrinkles.

Chill-Proof Your Skin

The temperature has dropped, the air is crisp, and we're starting to bring out those extra blankets and fluffy socks. That can only mean one thing – winter is here.

It's no secret that our skin doesn't thrive its best in the cooler temperatures, but we're here to guide you through the gloomy weather months so you can look and feel your best all season. Don't worry, though, those long summer days will be back with us before we know it.

Did you know that the dry winter air can cause dehydration in your skin? Through a process called transepidermal water loss (TEWL), the moisture is pulled from your skin barrier, leaving your skin feeling dry and dehydrated. To help combat this, it's important to add nourishing and hydrating skincare into your daily routine. The **Avène Hydrance Intense Rehydrated Serum for Dehydrated Skin** will become your new winter skin bestie. With its ultra-soothing and hydrating ingredients, this science-backed serum helps to prevent TEWL whilst protecting your skin from harmful UV rays.

With dehydration, your skin can quickly become dry and flaky: in time, this can cause physical and mental discomfort. Thankfully, there are ways to prevent and treat that dreaded itchiness for healthier, happier skin. One of our favourite products for banishing dry winter skin is the **La Roche-Posay Lipikar AP+M Moisturiser for Dry Skin**. This gentle formula has been dermatologically tested to ensure its efficacy on even the most sensitive of skin types. With a balm texture, it glides onto your skin to instantly soothe, calm, and nourish whilst also restoring your skin barrier.

Noticed your cheeks getting a little bit flushed in the cold air? This happens when

blood vessels come to the surface of your skin to produce more heat – your body knows that you're cold! Sometimes, the redness can be unwanted, and you might want to keep it at bay. To help, we think you'll love the lightweight **SkinCeuticals Phyto Corrective Gel**. The oil-free formula helps to soothe and calm any irritated skin, and with natural extracts that give anti-inflammatory and antiseptic properties, you'll be left with a clear and even complexion in no time.

Now you have a guide to winter skincare, there's no need to dread the cold season. It's time to keep wrapped up and protect your skin!



**Avène Hydrance
Intense Rehydrated Serum
for Dehydrated Skin,
£25.50**



**La Roche-Posay
Lipikar AP+M Moisturiser
for Dry Skin,
£21**



**SkinCeuticals Phyto
Corrective Gel,
£72**



Merry & Bright: The 101 On Festive Makeup



Party season is here and it's time to glam up for those festive nights out! Whether you're heading out for a fancy dinner or hitting the town for cocktails and dancing, we've got you covered with some of the best Christmas party makeup products around.

CREATE A FLAWLESS BASE

Great party makeup starts with a great base, so after your skincare, it's time to prime! Perfect your base with a beautifully healthy glow with **Illamasqua's Beyond Veil Primer** that works to hydrate your skin and brighten your complexion.

Whether you'd like to disguise bothersome blemishes, or even cover your tattoo for an evening, **Oxygenetix's Oxygenating Concealer, £50**, could become your new secret weapon this festive season. This non-caking, non-creasing, and non-pore-blocking concealer is super high coverage. Thanks to the long-wearing sweatproof formula, you don't have to worry about it slipping away mid dancefloor-drop!

Sculpt, highlight, and contour your complexion with the **Jane Iredale GreatShape Contour Kit, £53**. The kit contains an illuminating highlighter, a natural, shape-enhancing contour, and a lit-from-within blush.



ENHANCE YOUR EYES

Sigma Beauty's Ambiance Eyeshadow Palette, £36.99, allows you to create almost 2,000 looks using three or more shades from the selection. And with 14 neutral to bold eyeshadows in a range of matte, shimmer, and metallic finishes, you'll be spoiled for choice for your Christmas party eye makeup ideas! To help you create a flawless, professional finish (whether you're a makeup pro or total beginner), the palette comes with a dual ended brush to help you apply and blend your eyeshadow to perfection.

There's a great reason why **Eyeko's Black Magic Mascara, £19**, has a cult-following amongst brand-fans! Thanks to its super dark black finish and lash-boosting ability, this well-loved mascara creates volume, drama, and curl with just a few strokes. And with a formula enriched with shea butter and keratin, your lashes will be conditioned as you wear it, leaving them supple and defined.

PERFECT YOUR POUT

Add a glossy tint of natural colour to your lips with **Perricone MD No Makeup Lipstick, £26**. This solid-to-serum formula is enriched with neuropeptides to support your skin's barrier function. It also contains hyaluronic acid to give deep hydration and a plumping effect.

LOCK IN YOUR LOOK

Complete your look by spritzing **et al.'s 3-in-1 Setting Mist, £35**, onto your face post-makeup for a flawless blend, hit of hydration, and added UV and pollution protection.





PLUS Don't forget your **Revitalash Advanced Eyelash Conditioner, £99**, to build out your lashes for a fabulous flutter!



OSKIA's Radiant Rise

We recently interviewed OSKIA's founder, Georgie Cleeve, on all things skincare, business, and MSM...

What does a typical day look like for you?

Luckily no two days are the same as I spend a lot of time travelling or going between our Wales factory and lab, and our Head Office in London. I try to stick to the same 2 days in London but that is easier said than done and it invariably depends on which meetings are where and when. I'm usually at my desk in the lab at 7.45am which is my best time to concentrate. My most enjoyable part of the day is spent with our head formulator blue sky thinking, though I do spend far too much time writing copy and reading technical product data.

How do you remember the early days of OSKIA?

With huge, huge fondness and extreme pride. I believe the early days when you can't sleep, you are brimming with the excitement of bringing newness to the market is always the most wonderful part of the journey. There is no expectation and no reliance on you. We now employ around 38 wonderful people so thank goodness other people are more organised than myself.

Tell us about your story with MSM.

It's a long story and heavily entwined with my family business which introduced MSM over 30 years ago as a joint supplement for horses. During my teens I suffered extreme knee damage from skiing (my mother skied for Britain so we did a lot!) and after numerous failed operations my father persuaded me to try his horse MSM supplement. Needless to say it had a huge impact on my joints (so much so that I could run again, compete in triathlons and most importantly ski). This I had hoped for, but an unexpected side effect was that my skin condition dramatically improved, as did my

hair and nails, and as a result my confidence soared. Many many years later while I was a food editor, I became obsessed with the skin health benefits of nutrients, and as MSM still had not been used in skincare, I decided that I was going to introduce it into skincare but also the concept of nutritional skincare. OSKIA launched in 2009 after 3 years of research into cellular nutrients.

How does MSM benefit your skin?

MSM is vital to over 140 bodily components and processes, including amino acid, keratin and collagen production. It is to collagen what flour is to baking a cake – vital. It also helps boost Glutathione production, the body's key anti-oxidant, is an amazing anti-inflammatory and helps reduce melanin production. Over all, it therefore reduces lines and wrinkles by boosting collagen and keratin, helps clear acne and eczema, and helps protect and brighten skin.





Georgie and George's Husband and
Director of OSKIA, George Gordon

How would you define nutritional skincare and why is it an important part of OSKIA's DNA?

I believe passionately that our skin's health is entirely dependant on nutrients. We know this to be true. Nutritional skincare is using nutrients at a cellular level to improve skin health and ensure all cellular processes are working as best they can. It is really important to distinguish between using a food ingredient that is full of nutrients, such as avocado oil, the nutrients of which cannot be used efficiently as our skin is not designed to absorb them as our gut is, and a cellular nutrient that is designed entirely to absorb into the cell and be used.

What are you most proud of when it comes to your journey with OSKIA?

I'm very proud of our team and our 220 awards, but my most proud moment was probably being the first to introduce a clinically proven anti-pollution product on the market back in 2016. The CityLife Booster is proven to protect against 97.7% of free-

radicals and 98% of particulate matter. It took years and a full team effort.

How do you want people to feel when they use OSKIA products?

Happy and secure. We don't do marketing puff and we don't make simple formulas. I feel super strongly that products should be fairly priced and as good as they possibly could be, which is why we use up to 40 actives in our products, not just one or two. They are also a joy to use.

What is your desert island OSKIA product and why?

If I could only take one it would have to be the Vitamin SPF Face Cream. Obviously an SPF! But also it is brimming with actives and nutrients that will keep my skin healthy and happier, younger looking.

What's next for OSKIA?

Lots of new products and lots of new wonderful treatments!

How To Use Retinol:

A Beginner's Guide

Retinol is a type of retinoid that's derived from vitamin A. This clever ingredient packs amazing anti-ageing and antioxidant benefits for your skin.

WHAT DOES RETINOL DO?

- Protects your skin from environmental toxins.
- Balances melanin production (pigmentation).
- Stimulates collagen and elastin for a plumper complexion.
- Protects your skin's immunity.
- Locks moisture into the dermis.
- Increases cell turnover.
- Decreases oil production.

WHO IS IT SUITABLE FOR?

Retinol is safe for most skin types, but it's most effective for acne and blemish-prone skin types, as well as more mature skin types that are seeking to prevent fine lines and wrinkles. It's recommended that you add a retinol into your routine in your early to mid-thirties to prevent your collagen production from declining.

Retinol is not recommended for pregnant or breastfeeding women.

HOW AND WHEN DO I APPLY RETINOL?

Retinol should be applied at nighttime, as it can make your skin more sensitive to the sun. Start by applying a small amount of retinol to your face and neck. Be sure to avoid your eye area. Wait 30 minutes before applying any other skincare products. Start by using retinol once or twice a week. As your skin becomes more tolerant, you can increase the frequency of application to three or four times a week.

CAN I USE IT WITH OTHER PRODUCTS?

Retinol can be used in conjunction with your other skincare products, but it's important to avoid using it with other strong actives, such as AHAs or BHAs. Combining retinol with other strong actives can irritate your skin.

Tip: If retinol dries out your skin, you can reduce the frequency of application, or use a moisturiser before applying your retinol. You can also use a hydrating face mask once or twice a week to help replenish your skin's moisture levels.



iS Clinical Retinol + Emulsion 0.3, £125

This mildly resurfacing, highly active, and fast-acting formula includes a proprietary blend of Bakuchiol (retinol of botanical origin), antioxidants, powerful botanical boosters, and Extremozymes® for powerful anti-ageing results.



Medik8 Retinol 3 TR, £32

Perfect for those new to vitamin A, this fast-absorbing serum combats common skin-ageing conditions such as fine lines and wrinkles, folds, and a loss of firmness in the skin.

Our 4 Retinol Holy Grails



SkinCeuticals Retinol 0.3%, £80

With improved tolerability and maximum stability, improve the appearance of fine lines, wrinkles, discolouration, blemishes, and pores.

Dermalogica Dynamic Skin Retinol Serum, £89

A fast-acting, high-dose, multi-retinoid, this serum helps to reverse the appearance of wrinkles, along with minimising the appearance of pores, and retexturizing your skin with added booster technology.





Our Team Spill Their Men's Skincare & Grooming Secrets

As a group of skincare lovers with access to some of the best products on the market, it's no wonder that the male members of our Face the Future team have the most incredible skin! We asked them to share their top men's grooming tips along with their must-haves that keep their skin and beards in shape.

USE HYALURONIC ACID DAILY

Our FTF Director, Paul, says: "As I'm now into my mid-forties, I'm noticing the signs of ageing more! I apply **SkinCeuticals H.A. Intensifier, £105**, daily – it helps to restore moisture and reduces the appearance of fine lines and wrinkles."

USE A SEA SALT SPRAY

"I use a sea salt spray followed by a beard balm or butter." Our eCommerce & Operations Director, Mark, says. "Sea salt sprays aren't specifically for beards, but it helps keep mine under control! I've been trying out the **Murdock London Sea Salt Spray, £20.50**; I think it's great!"

USE A BEARD BALM

When it comes to beard care, Jerome, our eCommerce & Digital Marketing executive agrees that Murdock London is an excellent choice. "Using a high-quality beard balm makes a huge difference!" Jerome says. "I use **Murdock London's Beard Balm, £30**, - it keeps my moustache and beard looking full and healthy."

Did You Know?

Men's skin is around 20-25% thicker than women's skin. With the tendency to produce extra sebum, it's often oilier and shinier, making it prone to impurities that can cause a buildup and lead to congestion, acne, and textural problems.





CLEANSE THOROUGHLY

If your skin isn't cleansed properly, then it's easy for your pores to become clogged and bacteria to accumulate, leading to congestion, breakouts, and blemishes. Our Junior Graphic Designer, Jack, loves the **Nip + Fab Charcoal Fix And Mandelic Acid Cleansing Wash, £12.95**. He says: "This gentle cleanser removes toxins and impurities. It's really hydrating and feels cooling on my skin."

DON'T FORGET SPF

Wearing SPF daily is vital to protect your skin from harmful, ageing UV rays. Our eCommerce Manager, Ben, says: "My number one rule is that I never leave the house in the morning without applying my **La Roche-Posay Anthelios UVMune 400 Invisible Fluid SPF50, £19**."

BE CONSISTENT

Our eCommerce & Operations Director, Mark, adds "My top tip is to be consistent. Many men don't have a skincare regime, but even a basic routine using just a cleanser and moisturising SPF is better than nothing!"

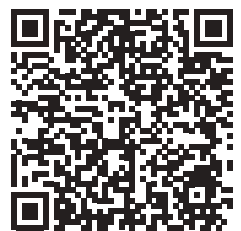


A close-up portrait of a Black woman with short, dark hair, smiling broadly with her eyes closed. She has her hand resting on her cheek, with her fingers slightly curled. The background is a solid light purple color.

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- FREE Delivery
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The Ultimate Beauty Christmas Gift Guide for Every Budget

Whether they're skintellectuals, makeup magpies, or love nothing more than a good haircare hero, you'll find something for everyone in this specially curated festive edit.

CHRISTMAS GIFTS

For Skincare Lovers



Elemis The Pro-Collagen Skin Trio Treat, £90

This gorgeous skin-boosting trio contains three Elemis bestsellers from the Pro-Collagen range. Combined with the hero hydration ingredient, Padina Pavonica, this daily-use collagen collection helps to give you the most radiant, hydrated, and softest skin yet.

Pro-Collagen Marine Cream

Improve the appearance of your skin's firmness and elasticity.

Pro-Collagen Marine Oil

Minimise the look of fine lines and wrinkles. Infused with seaweeds for effective results.

Pro-Collagen Glow Boost Exfoliator

Deeply cleanse your skin and sweep away dead skin cells.



Votary 24H Time Repair Kit, £115

Create a skin-transforming morning and evening routine with this 24H Time Repair Kit that contains five of Votary's bestselling icons. Designed to give you smoother, brighter, and plumper skin, the set includes:

Rose Geranium Cleansing Oil

Gently melt away dirt, grime, and environmental toxins.

Super Seed Serum

Soothe, strengthen, and hydrate sensitive skin.

Natural Glow Day Cream

Firm and smooth your skin whilst improving elasticity.

Intense Night Oil

Reduce the breakdown of collagen overnight.

Intense Overnight Mask

Smooth out fine lines and wrinkles, and reduce redness and irritation.





CHRISTMAS GIFTS For Makeup Lovers

Sigma Beauty Iconic Brush Set, £65.99

Get ready to slay with the **Sigma Beauty Iconic Brush Set**! This set of 5 award-winning brushes and matching beauty bag is all you need to create a flawless, airbrushed finish. The ultra-soft SigmaTech® and Sigmax® fibers will buff and blend your makeup like a dream, leaving you looking like a million bucks.

Whether you're a pro makeup artist or a beginner, the Sigma Iconic Brush Set is the perfect way to take your makeup game to the next level. The brushes are designed to work with all types of makeup formulas, from cream to powder, so you can create any look you desire.

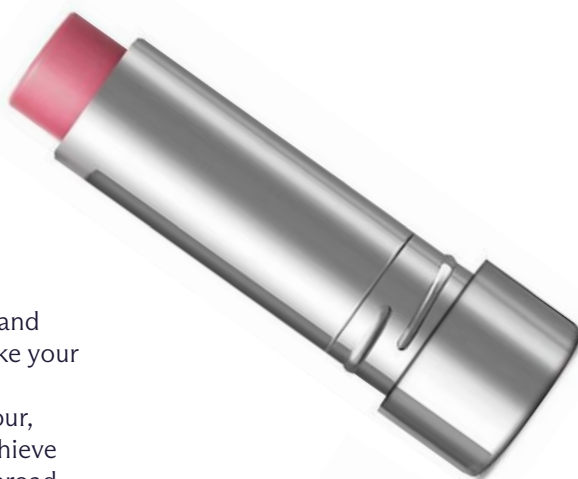
And with the matching beauty bag, you can easily store your brushes and take them with you wherever you go. So whether you're headed to work, a night out, or on your holidays, you can always be sure to have your **Sigma Iconic Brush Set** on hand to help you create your favourite makeup looks.

Perricone MD No Makeup Lipstick, £26

Give your lips a kiss of hydration, conditioning, smoothing, and definition with this glossy tint of natural colour that will make your lips look and feel their best.

With its solid-to-serum formula and natural-looking colour, **Perricone MD No Makeup Lipstick** is the perfect way to achieve a no-makeup makeup look. It also contains mineral-based broad-spectrum SPF 15 protection to keep your lips safe from the sun. The lipstick contains a few key ingredients to keep your pout perfected:

- Neuropeptides - to support the skin's barrier function, hydrate, and improve the appearance of wrinkles, sagging, discolouration, and dullness.
- Hyaluronic acid - to provide deep hydration and plump your skin.
- Mineral-based sunscreen - to protect your skin from UV rays.



CHRISTMAS GIFTS For Haircare Lovers



ESPA Haircare Collection, £45

Indulge in this luxurious collection and nurture your hair from the roots to the ends. With powerful natural ingredients, this gift set will revitalise your hair, leaving each strand deeply conditioned and feeling soft, silky, and shiny.

Start with the **Purifying Shampoo** that's enriched with coconut, jojoba, and olive oils. With the addition of honey and provitamins, the formula will gently moisturise your hair and remove any product build-up - all whilst strengthening your strands.

After shampooing, indulge your hair in the **Nourishing Conditioner**. The protein-rich soy, wheat, and corn extracts will revitalise your hair, while the coconut, jojoba, and olive oil work to nourish, leaving your hair soft and shiny.

For a truly luxurious experience, treat yourself to the **Pink Hair and Scalp Mud**. This intensive mineral-rich treatment mask will leave your hair soft, smooth, and nourished.



Moroccanoil Repair Discovery Kit, £27.55

Give your damaged locks a travel-friendly TLC routine with this hydrating kit! It's packed with powerful ingredients that will smooth your strands, tame your mane, and lock in moisture, leaving your tresses feeling and looking their best.

The kit includes:

- Moroccanoil Treatment 25ml
- Moisture Repair Shampoo 70ml
- Moisture Repair Conditioner 70ml
- Moroccanoil Hand Cream 40ml



CHRISTMAS GIFTS For Men

Murdock London Redchurch St. Collection, £60

Give your beard the Murdock London experience with this gift set of bestselling beard care products. This set has everything you need to keep your beard looking and feeling its best:

Beard Shampoo

Give your beard a deep clean with this gentle shampoo.

Beard Moisturiser

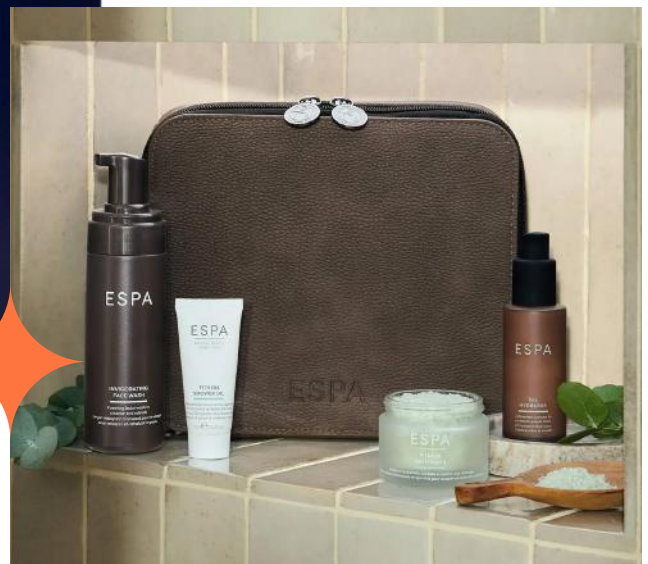
This all-in-one beard bestie softens and conditions your facial hair.

Beard Oil

Nourish your beard from root to tip with this natural oil blend.

Redchurch Beard Brush

This must-have beard brush is made with a mix of strong yet pliable bristles.



ESPA Winter Wellness Men's Collection, £45

Treat yourself to a spa-like experience at home with this men's self-care and skincare set. This sought-after set contains everything you need to refresh, purify, and energise your skin and body, including:

Invigorating Face Wash

This foaming face wash will cleanse and refresh your skin, leaving you feeling cool, revived, and balanced.

The Hydrator

This lightweight hydrator will give your skin a smooth, supple finish.

Fitness Bath Salts

Recharge after a strenuous workout by bathing with these invigorating and aromatic bathing crystals.

Fitness Shower Oil

This creamy shower oil will cleanse your body and revive your mind.

CHRISTMAS GIFTS

For Teens

SBTRCT The Discovery Set, £16

Your skincare starter kit for a glowing complexion! This tiny but mighty duo of a cleanser and a facial balm is the perfect way to try a duo of SBTRCT's award-winning solid skincare collection.

The set includes:

Gentle Foaming Cleanser

This cleanser is so gentle that it's suitable for even sensitive skin.

Moisturising Facial Balm

The facial balm is packed with skin-loving ingredients that will hydrate, nourish, and protect your skin.



Q+A Travel Trio Gift Set, £12

Pack your bags for a skincare adventure! This travel-friendly set has everything you need to keep your skin looking and feeling its best on the go - thanks to its travel size, it's also the perfect introduction to Q+A's sought-after skincare collection. The set includes:

Hyaluronic Acid Body Wash

Gently cleanse and hydrate your skin.

AHA Exfoliator Body Scrub

Buff away dead skin cells, revealing brighter, more radiant skin.

Ceramide Body Lotion

Deeply moisturise and nourish your skin, protecting it from the elements.

So whether you're jetting off to a tropical paradise, hitting the gym, or simply want to try the products before committing to a full size, the Q+A Travel Trio Gift Set has you covered.



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Repair



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Haircare SOS

WITH DANIELLE AMOS



Our resident hair expert Danielle Amos shares her top four R+Co holy grail products to help you achieve healthy, glossy locks full of shine and vitality.

R+Co Atlantis Moisturizing B5 Shampoo 251ml, £24.50

R+Co Atlantis Moisturizing B5 Conditioner 241ml, £24.50

My number one R+Co shampoo and conditioner. It nourishes and protects all hair types all year round. I love anything with vitamin B5 as it acts as a natural healer for your hair. It has its own special glow!



Dart Pomade Stick, £18

There is no product like this! The compact pomade is easy to use, and it's a handy handbag size too. Perfect for hairlines, flyaways, ponytails (it's my favourite perfect ponytail hack!). It's an essential.

Death Valley Dry Shampoo 300ml, £24.50

The best dry shampoo to date. This leaves zero residue (even on brunettes) and it's a great multiway styler. Death Valley is great for getting the most out of second day hair, it gives extra volume and subtle hold to any hairstyle including waves.

On A Cloud Repair Oil Masque, £40

I love anything treatment based. I always recommend treating your hair once a week for consistent results and maintenance. On A Cloud is nutrient rich - the baobab oil protein acts as a natural bond builder from the inside out. Another must-have!



Get To Know Dr Sturnham, Founder of Decree



Why did you choose to specialise in Dermatology?

After completing my medical degree and an additional degree in Anatomy and Physiology I started my career as a surgeon in 2003. I fell in love with the specialism of Dermatology early on in my career, when I was posted on a plastic surgery rotation, specialising in skin cancer. I completed my hospital specialisms and moved into a role as a GP, specialising in Dermatology and skin surgery. I have since worked in both the NHS and private sectors, growing my specialist interest in Dermatology, by completing a postgraduate degree in Dermatology and training in dermoscopy and skin analysis.

What are the most common skin concerns and issues you see at your clinic?

In my private practice we see a mixture of patients, some wanting general skincare guidance and anti-ageing skin advice and others suffering with issues such as acne, rosacea and pigmentation. In my NHS role the focus is varied from paediatric rashes and atopic dermatitis to acne, rosacea, psoriasis and eczema in the adult patient population.

What are the main things that we're doing wrong when it comes to skin maintenance?

At my initial skin consultations, I ask my patients to bring in their skincare products and get them to show me what they are using from morning to night. Over the years I have seen the same trends again and again. Many people are using the wrong products on their skin, effectively feeding it with 'junk food'. I would say that around 90% of the skin issues that I see in my clinics are self-inflicted, with the main culprits being the products that people use. The most common issues include overusing products, mixing and matching brands that weren't designed to go together, product hopping, over stimulating the skin and over exfoliating with multiple fruit acids and double cleansing products. My first priority is to strip things right back and to start them on a simplified skincare routine - this is a fundamental step to getting healthy skin. I provide my patients with the knowledge and confidence to choose the right products for their skin, morning and night and help them to get the very best out of their skin.

What is Decree's mission and how does it differ from other doctor-led brands?

Decree is a brand that was designed to cut through the confusing and cluttered skincare space. Inspired by my 18 years of clinical

practice, I wanted to create a line that not only offered clinically efficacious formulations but also the luxurious sensorial touchpoints that seemed to matter to my patients, such as beautiful packaging, textures and the smells. I wanted the products to be simple to choose in the retail setting, easy to use and so created a concise lineup of a daily and weekly protocol. Decree is designed to encourage consistency with your skincare routine and we know that consistency is key to having healthy skin.

Decree is committed to challenging boundaries that surround skincare. For example, the widespread belief that consumers must buy multiple products to target different skin concerns, for different ages and skin types. When in fact there are a number of key ingredients that are multi-functional and beneficial for all ages, sex and skin type. Skincare can be simplified and simplification is key to healthy skin.

What are your failsafe tips if you're looking to improve your skin's overall health?

Skin loves consistency and is at its optimum health when you are feeding it with quality skincare, morning and night. A good skincare routine will ensure that you are feeding the skin with the essential nutrients it needs, layer by layer, day by day. Changing your skincare regularly and mixing and matching lots of different brands can upset the skin's balance and lead to

issues. Your skin's cleanser, toner and serum needs remain the same all year round. As the seasons change, the only thing I do recommend is switching around the textures of your moisturiser, morning and night. Use a thicker barrier product in the winter months and a lighter formulation in the summer. Your skin won't become 'immune' to your products, it will thank you for the stability of a regular routine. If you are not using a serum, now is the time to start. Serums are the one product designed to treat the deeper layers of your skin and getting this step right can significantly elevate your skin health. Look for antioxidants such as Vitamin C, Panthenol and Niacinamide in your morning serum and Vitamin A, Peptides and stem cells in your evening serum.

In your opinion, when should you start using retinol as part of your routine?

The Retinoid family comes in different strengths and has huge multitasking skin benefits. This versatile skincare ingredient is great for all ages and skin types. It is 'preventative' in your younger years, its cellular activities ensure a reduction in breakouts, congestion and pigmentation and in your later years it helps to improve skin texture, tone and collagen production. Most skin types don't need a punchy Retinoid that will give you side effects such as redness, peeling and sensitivity. You should opt for a modern form of Retinoid, such as Granactive Retinoid. This can be found in several well known clinical brands, such as the Decree Treat Tincture, which gives you a clinically



active dose of Vitamin A daily without the downtime. You can use this ingredient on any age and any skin type, even sensitive skin.

We're all seeking radiance; which ingredients should you be using to achieve a glow?

We are all after a healthy skin glow. Often people overdo the exfoliation steps in their skincare routine in their quest to achieve skin radiance. Exfoliation in moderation can be a good thing, it can boost skin radiance, reduce congestion, boost fibroblast function and improve skin tone. Overdoing it can send your skin into meltdown. When you exfoliate you remove old, tired looking skin cells but you also take away some of the good stuff too, the important hydrating lipids that keep your skin barriers strong. If you are using multiple exfoliation products in your skincare regimen on a regular basis you may be obliterating your skin layers and this can lead to dryness, inflammation, sensitivity and even breakouts from over exfoliation.

My top tips for a skin glow:

- No exfoliation in the morning - this is when your skin needs to be strong and protect you from the environmental aggressors.
- Avoid exfoliating toners- they serve no purpose for most skin types.
- Avoid serums in the morning with lactic acid, glycolic or salicylic acid and retinoids. Instead add in glow boosting vitamin C, Niacinamide and panthenol type ingredients.
- Use a gentle exfoliating cleanser at night time, a mixture of Alpha Hydroxy Acids such as Lactic and Glycolic acid and Beta Hydroxy Acid Salicylic acid can work well.
- At night, add in a gentle retinoid to promote even skin tone and healthy cell turnover.
- Once a week use an exfoliative mask system, such as the Weekly Decree, to stimulate a healthy cell remodelling cycle. I recommend fruit acids rather than mechanical exfoliation. Look for a combination of Alpha Hydroxy Acids, such as Lactic and Glycolic acid and Beta



hydroxy acids, Salicylic acid or Alpha Keto Acids, such as Pyruvic acid, allowing you to exfoliate both the superficial and deep skin layers at the same time. Always follow your exfoliating mask with a barrier restoring product. Look for Ceramides, Fatty acids and Cholesterol to replenish the epidermal layers. For an extra boost, follow with a hydrating sheet mask.

Which Decree product do you swear by the most and why?

This is like asking a mother to choose a favourite child, you simply can't! I honestly love the whole range but in terms of the products that make the most difference to my skin, I would say I couldn't live without the AM serum, **Protect Elixir, £110** and the PM serum, **Treat Tincture, £130**. A well formulated serum provides the active deeper dermal layers of your skin, with active ingredients that will really make a difference to your skin. Our AM serum is loaded with antioxidants Vitamin C,B,E, Ferulic acid and coenzyme Q10, mineral cofactors, copper peptide complex, Hyaluronic acid, chondrus crispus extract in a rose water base, what more could your skin ask for in a day serum!

What's the future for Decree?

In addition to growing our UK community, we are investing in international expansion, with a key focus on the US market. Decree is looking to increase its product line with 1-2 new products launched each year and has ambitions to expand into body treatments, makeup with skincare benefits, hair loss treatments and ingestibles, making Decree a global wellbeing brand of the future.

Ageless Radiance:

THE HYDROPEPTIDE SKINCARE EXPERIENCE

As the experts in skin health, we understand what you want out of your skincare routine: diminished signs of ageing, long-term reparative results, and visibly rejuvenated, radiant skin.

The Foundational 4 system was created with exactly these goals in mind. Designed to bring skin's natural barrier back to its most balanced, youthful state, these daily age-defying essentials are powered by restorative peptide technology to serve as a high-performance core routine that works in total synergy with targeted treatments for individual skin concerns.

Introducing the Foundational 4

Exfoliating Cleanser, £39: Gently slough away dulling buildup and invigorate tired skin with a refreshing, antioxidant-rich formula that features eco-friendly jojoba beads and line-smoothing peptide technology.

Power Lift, £124: Ceramides, shea butter, and gravity-defying peptides work together to impart intense, nutrient-rich hydration and relax the appearance of wrinkles.

Power Serum, £84: This supercharged formula visibly plumps fine lines and increases skin elasticity with collagen-boosting Ellagi-C™ and peptides that support structural integrity.

Eye Authority £67: The crushed pearl powder in this lightweight, universal cream instantly brightens the area, while plankton extract and firming Haloxyl™ fade visible discoloration and signs of ageing.



THE HERO BOOSTERS

BRIGHTEN

with Firma-Bright, £107

Formulated with free radical-fighting antioxidants and radiance-boosting peptides, this potent booster reveals dramatically brighter, more youthful-looking skin.

CLARIFY

with Liquid Resurfacing Solution, £42

This lightweight exfoliant pairs salicylic acid and protective antioxidants with their patented CellRenew-16 technology to visibly improve skin tone and texture without compromising the moisture barrier.

CALM

with Soothing Serum, £112

Chamomile, arnica, and an anti-redness complex work to calm reactive skin instantly, while structural integrity peptides and niacinamide improve skin's strength over time.

RESTORE

with Daily Drench, £67

Quench dryness and dehydration with a one-of-a-kind gel treatment that pairs three forms of hyaluronic acid with CellRenew-16, their exclusive patented peptide.

FIRM

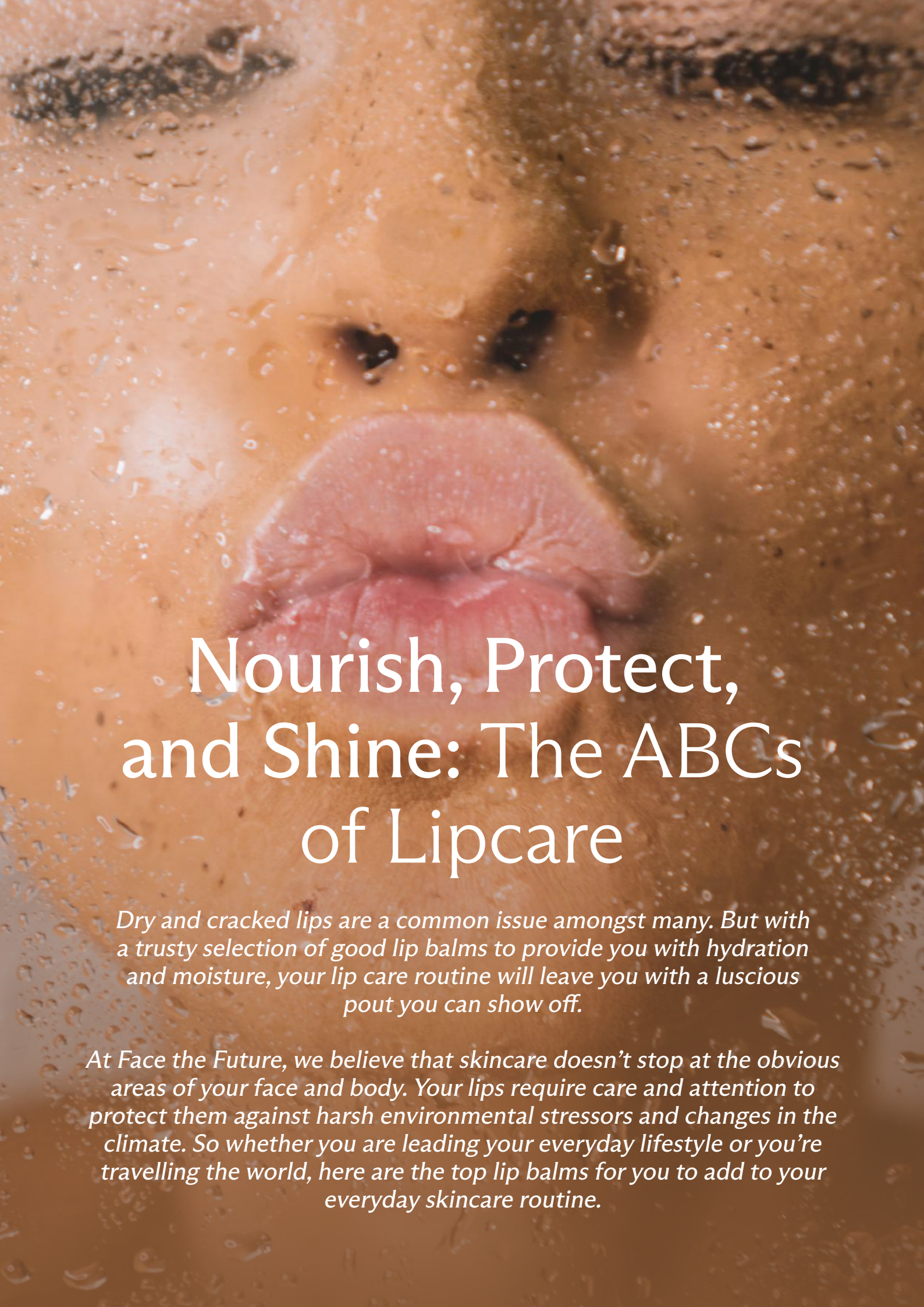
with Nimni Cream, £95

Our patented anti-ageing booster cream visibly smooths fine lines, aids in cell turnover, and promotes healthy collagen production.

Consistency is key when it comes to getting the most out of the scientifically advanced ingredients HydroPeptide use in their peptide-packed skincare.

The Foundational 4 approach takes the guesswork out of picking the perfect routine for you, so you can feel confident that you're giving your skin exactly what it needs for visible results beyond the surface.



A close-up photograph of a person's lips, which are slightly parted and have a natural pinkish-red hue. The lips are surrounded by numerous small, clear water droplets that are scattered across the skin, giving the image a fresh and hydrated appearance. The background is a soft, out-of-focus skin tone.

Nourish, Protect, and Shine: The ABCs of Lipcare

Dry and cracked lips are a common issue amongst many. But with a trusty selection of good lip balms to provide you with hydration and moisture, your lip care routine will leave you with a luscious pout you can show off.

At Face the Future, we believe that skincare doesn't stop at the obvious areas of your face and body. Your lips require care and attention to protect them against harsh environmental stressors and changes in the climate. So whether you are leading your everyday lifestyle or you're travelling the world, here are the top lip balms for you to add to your everyday skincare routine.

1. SkinCeuticals Antioxidant Lip Repair, £50

This powerful antioxidant lip repair provides you with a deep hydration, which smoothes your lips whilst improving the volume and smoothing any appearance of lines. If you need fast-acting relief when you are on the move, you can apply this lip balm in the morning and top up throughout the day. Its creamy formula will sink in and retain moisture whilst the combination of antioxidants, Vitamin E and Silymarin, work to protect the lips from any environmental damage you may face throughout your day.

2. Medik8 Mutiny Squalane-Based Alternative Lip Balm, £19

This is not your average lip balm. With a gel-like consistency, this product will melt into your lips delivering both an instant hydration and long-term prevention of moisture-loss thanks to the squalene-based formula. Transforming into an oil upon application makes this product a dream to use whenever you feel like your lips need that added moisture. You can even feel this working with a slight refreshing tingle settling on the lips when applied, and the delicious lemongrass natural fragrance will have you recommending it to all your friends and family.

3. Image Skincare Ormedic Balancing Lip Enhancement Complex £25.20

Going beyond just moisturising your lips, this lip balm is ultra-hydrating and provides instant results. Formulated with a polypeptide complex and nourishing combination of avocado oil and Vitamin E, you will be treated with a naturally enhanced and plump lip

whilst minimising any appearance of fine lines and wrinkles around your mouth. Use this nourishing lip treatment morning, evening and during the day when needed. With its subtle shine, it is perfect for any occasion.

4. Jane Iredale LipDrink , £21

If you're looking for a nourishing SPF lip balm, look no further. The Jane Iredale LipDrink provides you with the moisture and hydration you would expect from a lip balm and treatment, whilst protecting you from harmful UVA rays with SPF 15. Recommended by The Skin Cancer Foundation as an effective broad-spectrum sunscreen and its combination of waxes and oils, this lip balm will provide you with an antioxidant-rich protective shield, making this perfect for you to use daily and whilst you're globetrotting. To add to the list of reasons why this lip care product is for you, it comes in a variety of colours and has a luscious lemon fragrance.

5. La Roche-Posay Cicaplast Baume B5 Lips, £8

Are you in need of a bit of lip therapy? This lip balm is fast-acting and will soothe and repair chapped skin whilst preventing any further damage. Treating your lips with a formulation of minimal ingredients, you will be provided with instant and long-lasting relief. As part of La Roche-Posay's 100% hypoallergenic skincare, this lip treatment is perfect for hydrating and moisturising your pout, even if you have sensitive skin. As chapping can occur anytime and any place, you can take this lip balm everywhere you go to be applied as often as you require.



Face the Future's Impact on Skincare and Beyond

We're the go-to beauty destination if you're looking for skin and self-care for every version of you. Through real experience and knowledge we provide support and advice for your lifelong self-care journey. Read on to discover the philosophy and values behind Face the Future...

PEOPLE POWERED

People are powerful, and at the heart of all that we do. You are to thank for everything we have achieved and are the catalyst for us going global. We're always open to sharing your stories and we will always put you first.

Combining this people-first approach and our expert customer service with real-life experience and insight, we aim to create a community of Skinsiders who can support and inspire each other. Real across every touch point, we are a people-powered brand and our aim is to build a following that echoes this.

ADVICE FOR LIFE

We build life-long customer relationships and use our unique expertise to provide real insight and guidance tailored to evolve with every version of you.

A self care journey is always the result of a two-way conversation and we understand what you want to achieve today, whilst being open that tomorrow might be different. Always in the know - we are supportive, impartial and never make assumptions. We consider not just what's gone and what's here now, but also what's coming in the future.



YOU TIME

We know that self-care goes beyond skincare and sits hand-in-hand with the other areas of your life; the ones that help you look after your well-being everyday.

This holistic approach is intertwined into the very core of us, from the brands we partner with, to the services we offer - we always enable you to strive for your ultimate self-care goals. We dial up the emotional, spiritual and physical dimensions of care and craft with all the little touches along the way. Your experience with us is as easy, joyous and fulfilled as it can be.

RIGHT FIRST TIME

As a business, we have to make sustainability more accessible. We believe that by offering guidance - across everyone's individual journey - we can help people to make better choices. Choices that have the greatest impact, and that last longer.

As a true brand with a true purpose we focus on the things that matter. From what is in the product, to the way we operate as a business, we are confident in who we are. We know why we're needed, and we know how we can help you. By getting it right first time, we maximise the good and minimise the bad.



Glow With Jan Marini

Jan Marini Skin create breakthrough product solutions and dramatic technological advancements for the skincare-savvy customer. The Jan Marini Skincare Management system can greatly improve the appearance of sun damaged skin, discolouration, wrinkles, acne, and acne scarring. Here's our top four recommended products to achieve a more even skin tone, a plumper complexion, and an enviable glow...



Jan Marini Bioglycolic Face Cleanser, £41.50

Jan Marini Bioglycolic Face Cleanser contains glycolic acid to resurface the skin, leaving it smoother with a more refined skin texture. The non-irritating, soap free formula also contains sorbitol, a natural berry-derived humectant, to keep skin feeling soft and hydrated. Although gentle, this cleanser provides a deep cleanse and completely rinses away, abolishing the need for an astringent or post-cleansing toner.

suppress the hormone that triggers the over production of melanin, while Tetrahydrodiferuloylmethane harness the skin lightening powers of Turmeric in a colourless, non-staining form. Skin renewal is increased thanks to Alpha-Arbutin and Retinol. The anti-inflammatory properties of Green Tea Extract and Bisabolol provide antioxidant protection and stimulate collagen and elastin production to help improve the appearance of fine lines and wrinkles.



Jan Marini Bioclear Lotion, £81

Jan Marini Bioclear Lotion is a remarkable product that targets a number of multifaceted concerns uniquely experienced by adults. Utilising a blend of chemical exfoliants, common skin problems such as fine lines, wrinkles, acne, acne scarring, enlarged follicles, sun damage and rosacea are dramatically improved.

Jan Marini Luminate Face Mask, £79.99

This treatment mask improves the appearance of discolouration for brighter, smoother and more youthful looking skin.

Active skin brighteners Chromabright and Alpha-Arbutin lighten the appearance of dark spots for a clearer and brighter complexion. The powerful antioxidant blend of Green, Red and White Tea extracts soothe inflammation, repair cell damage and protect against environmental damage. A smoother skin texture is revealed thanks to the gentle exfoliation of AHAs Mandelic and Lactic Acid.



Jan Marini Luminate Face Lotion, £99

This lotion contains two revolutionary depigmentation ingredients: Nonapeptide-1 works to



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The ultimate duo for plumped
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Self-Care Revolution:

*Transforming Your Life
One Practice at a Time*

As the year draws to a close, we've been focusing on why wellbeing is super important when it comes to nurturing your overall health. And, as a company of skincare and beauty lovers here at Face the Future HQ, one important way we take care of our personal wellbeing is by taking time out for our self-care rituals.

Whether you treat yourself to a weekly pamper evening ahead of a busy week, or take a little extra time each day to carry out your wellbeing skincare routine, we have a beautiful selection of products that will help you embrace a little self care time from the comfort of your own home - whether your route to calm is skincare, a relaxing bath, or even supportive supplements for a calmer mind.

SUPPLEMENTS FOR YOUR SELF-CARE

Supplements can be a great way to take care of your body and feel a sense of wellbeing from the inside out. Many of us don't reach our daily requirement for certain vitamins and minerals that our body needs through diet alone, so supplements can be a great way to support your body.

Vida Glow De-Stress, £30

This chewable liquid burstlet has been specially created to help support your mind when you're feeling overworked and overwhelmed. The orange-flavoured formula comes in a burstlet that works on both your sensorial and physiological mechanisms that moderate how your body adapts and responds to stress in both the short and long-term to bring you to the present and help you to feel calmer and more grounded.



Advanced Nutrition Programme Pro-Vitality Formula, £72

Support your heart, brain, muscles, bones, and energy levels with these expertly created vitamins. Classed as a broad-spectrum food supplement, the supplements are designed in daily blister strips and contain six supplements that are specifically produced to support fast-paced lifestyles, and your skin, body, mind, and wellbeing.



SOAK AND SHOWER YOUR STRESSES AWAY

To us, there's nothing more soothing than a relaxing bath or a revitalising shower after a long day. Not only does the warm water help your muscles and body to relax, but it also makes your blood flow around your body easier, helping you to breathe deeper and slower, giving a sense of wellbeing. As a bonus, the heat can also work to kill bacteria and improve your immunity, helping to relieve the symptoms of cold and flu - perfect for those summer colds or even that stuffy hay fever feeling.

grüum blöta Salt Soak Lavender and Chamomile, £8

Ideal for use before bedtime to help lull your body into a relaxing slumber, these calming bath salts are blended with lavender and chamomile to bring you peace and tranquility whilst soothing irritation. The salts are made in the UK, and are made from 99% naturally derived ingredients. They're also vegan-friendly and are free from plastic.



Wildsmith Skin Vitality Shower Oil, £40

This deeply cleansing, nourishing and hydrating shower oil is expertly fragranced with Wildsmith Skin's Vitality essential oil blend that helps to awaken your senses and focus your mind. The luxurious oil, transforms into a silky cleansing milk once it comes into contact with water, and works to gently cleanse, hydrate, support, and soothe your skin barrier.

MIST YOUR WAY TO CALM

Body mists are a super quick and easy way to help calm and ground yourself whether you're at home or on the go. We love to keep a body mist in our bag for those moments where you crave that pocket of peace in your busy day.

KORRES Relaxing Lavender Body Mist, £27

Powered by Aromadream technology, this calm-evoking mist is enhanced with Korres-owned pure lavender extract. Whether helping you to unwind at the end of the day, giving you a calm cloud of tranquility on the go, the mist encourages decompression and helps to dissolve the tensions and stress of your day.



SCENT YOUR SPACE

Scenting your space is an incredible way to elevate your mood or relax your mind. And with so many beautiful aromatherapy oils available, there's a scent to match your every mood.

ESPA Aromatic Essential Oil Diffuser Pod, £85

Infuse the air around you with this beautiful aroma that scents your space and balances your mind, body, and soul to perfectly match your mood.

This modern day diffuser has been expertly designed to accompany ESPA's collection of aromatherapy Signature Blends. So whether you want to improve your focus, lift your spirits, or wind down and relax into a blissful sleep, this innovative diffuser uses ultrasonic vibrations to release the perfect amount of fragrant vapour into your home to help to nurture your wellbeing.



ENHANCE YOUR WELLBEING SKINCARE RITUALS

Having a good skincare routine to look forward to on a morning and evening can really make a difference to your wellbeing. Care for the skin on your face and body with our two glow-enhancing favourites below as loved by our FTF team and you, our amazing customers.



Irene Forte Skincare Rose Face Oil, £115

This lightweight oil is designed to help soften the skin and reduce the appearance of fine lines. 30% stabilised Vitamin E softens and moisturises while replenishing the skin's barrier and boosting natural levels of protective Vitamin E within the skin. A powerful blend of nutrient-rich oils, including Avocado, Sweet Almond, Sunflower, Olive and Jojoba, hydrates and brightens, while antioxidant-rich Wild Rose conditions and protects.

MIRROR WATER Smooth Body Oil, £35

Hydrate and condition your skin with this nourishing body oil. Expertly blended with 99.65% naturally derived ingredients, the non-greasy formula gives you a dose of daily indulgence for your skin and your senses.



The Rise Of Skinification In Haircare

Skinification of hair is a new(ish) concept sweeping the beauty world. And if you're just as obsessed with all things skincare, haircare, and beauty as us, then you'll have probably spotted the term popping up on your social media accounts recently.

Haircare is huge business, and with more of us than ever understanding the importance of taking care of our scalp and strands as well as we take care of our skin, skinification is here to stay. But what exactly does it mean and how can you try it out, too?



WHAT IS THE SKINIFICATION OF HAIR?

Skinification of hair means treating your scalp and hair with the same level of careful TLC that you give to the skin on your body and face. It's about using products that deeply nourish and nurture your scalp and strands, leading to healthier skin and healthier, longer, and stronger locks.

WHY IS SCALP CARE IMPORTANT?

It's easy to forget your scalp when it comes to your skincare routine, especially if you have a full head of hair covering your scalp. But to achieve and maintain a healthy mane and strong strands, caring for your scalp is vital.

HOW DO SKINCARE INGREDIENTS WORK ON HAIR?

Skincare ingredients, such as hyaluronic acid, salicylic acid, peptides, and more work to create a healthy scalp environment to promote healthier, stronger hair. They help to nourish your hair strands and can even repair damage at a molecular level. By regularly exfoliating your scalp and applying nourishing ingredients, you're taking care of both your scalp and your strands.

THE BEST PRODUCTS FOR HEALTHIER HAIR THROUGH SKINIFICATION

Augustinus Bader The Scalp Treatment, £64

This clean hair breakthrough formula works to target thinning or weak strands at your root and optimises the balance and vitality of your scalp to help create an ideal environment for your hair to grow and thrive.



Grow Gorgeous Repair Strengthening Hair & Scalp Mask, £25.50

Specially created for damaged and brittle hair, this deeply hydrating mask locks in moisture and strengthens your strands whilst reducing water loss. The mask includes niacinamide to moisturise your scalp and support your protective barrier, and cupuassu, shea, and murumuru butter to lock in moisture and condition your hair.



ESPA Tri-Active Resilience Clarify & Fortify Scalp Serum, £44

If your locks are feeling limp and lifeless, this clinically-proven scalp serum will help to clarify and fortify your scalp to help you achieve and maintain healthier hair. Working to soothe your dry, itchy scalp whilst relieving redness, the lightweight formula hydrates and relieves discomfort.



Hairburst Multi-Active Scalp Serum, £55

This intensive hair and scalp serum is specially formulated with a powerful combination of clinically-proven actives that work together to help reduce hair loss, repair your hair follicles, and improve hair density. The formula also helps to provide thicker-looking, healthier, and stronger hair.



La Roche-Posay Kerium Anti-Dandruff Gel Shampoo

For Oily Scalp, £11.50

This exfoliating shampoo has been clinically tested to improve dandruff in just four weeks. Working to rebalance your oily scalp, reduce itching and dandruff, and also improve the condition of your scalp, the shampoo will leave your scalp feeling soothed and refreshed.



Vichy Dercos Anti-Dandruff Purifying Scalp Shampoo For Dry Hair, £19

Eliminate up to 100% of visible dandruff on your dry scalp with this mint leaf and menthol scented shampoo. The advanced formula includes selenium disulfide, cohesyl, and salicylic acid to help to gently exfoliate your scalp whilst balancing and soothing.



Ultrason UV Face & Scalp Mist SPF 50, from £20

Scalp protection is just as important as scalp treatment, and with a transparent and water-resistant formula, this broad-spectrum UVA, UVB, infrared A, and Blue Light protective mist helps to shield your skin and scalp from harmful rays.



1. WE'RE A PART OF A FAMILY-RUN TEAM

Our amazing FTF team is led by husband-and-wife team, Paul, and Julia. We're a tight-knit team that care about one another, our customers, and our brands. As a group of self-confessed skincare and beauty addicts, we all share common interests within work, but also love coming together for social events outside of work to let our hair down from time to time. Our HQ and clinic team has a real family feel – right from our incredible warehouse team through to our marketing and customer services team, which we extend to our customers and brands.

10 Reasons To Be A Part Of Our Community

2. WE'RE HOME TO SOME OF THE BEST SKINCARE EXPERTS

We're the proud home to experts that actively work in the skincare, beauty and aesthetics industry daily. Our team members have extensive training and knowledge across many areas, and when we all come together, we're a powerhouse full of information and authority in the industry. From our dedicated clinic team who provide expert consultations (both in person and online) and treatments, to our office team who are brand connoisseurs – we empower our customers to achieve their skin and beauty goals through unrivalled advice, support, and the most pioneering skincare treatments on the market.

3. WE BRING YOU THE LATEST ADVICE AND SKINSIDER NEWS

We eat, sleep, and breathe all things skincare and beauty, which means we're on the ball with the latest news and industry advice. Our information-packed blog brings you the latest to allow you to savvy up on the latest trends and learn all about our incredible brands.

4. WE HAVE THE BEST BRANDS ALL UNDER ONE ROOF

We're super proud to have some of the best skincare, beauty, and haircare brands from all around the world under one roof. Thanks to our amazing brand team, we're constantly welcoming incredible brands to our Face the Future online shop, and bringing a huge selection of professional and highly effective products right to your front door.

5. WE LOVE GIVING YOU DISCOUNTS!

We're constantly looking to bring you the best discounts on our brands, which is why our Face the Future shop is full of incredible savings on your most-loved brands.

6. WE OFFER FLEXIBLE PAYMENT OPTIONS

Sometimes, it can be a challenge to budget, so, it's handy to be able to have flexible payment options that allow you to purchase on your own terms. We offer options from brands like Klarna, PayPal, Clearpay, and Laybuy to allow you to spread the cost of your purchases, alongside a whole selection of outright payment options, too.

7. WE GIVE STUDENTS A HELPING HAND

Everybody should have access to great skincare – especially during those teen years where hormones can cause havoc and leave you feeling less than confident. Because of this, we offer 20% student discount across selected brands and products. Simply sign up and verify your student status with Student Beans to enjoy more for less!

8. WE THROW FABULOUS EVENTS AND AWARDS

We truly believe in our incredible brands and genuinely love using them, so naturally, we want to shout about how amazing they are and connect the fabulous people behind the brands to our fantastic customers! To do this, we LOVE holding special events, like our Face The Future Beauty Awards! We hosted our first ever awards event in Leeds where we were joined by brand partners and members of our amazing FTF community to celebrate all things skincare and beauty. We crowned our brand winners, as voted by you, and had a wonderful time celebrating our mutual love of this exciting industry.

9. WE REWARD YOUR LOYALTY

Want to be a part of our exclusive club? The best bit is that everyone is welcome! Our Skinsider Club is our tier-based rewards club that allows you to earn points each time you spend on your Face the Future skincare and beauty haul – you can then redeem your points on your future purchases to save money.

10. WE OFFER A SUBSCRIPTION SERVICE TO HELP YOU SAVE

If you have a regular skincare routine and want to make sure you don't run out of your favourite products, you'll love our subscription service! Simply choose your products, choose your delivery frequency, and checkout.



Age-Defying Elixirs:

THE TOP PEPTIDE SERUMS FOR TIMELESS SKIN

Looking for the best peptide serums to transform your skin this 'ber' season? You're in the right place!

But first, in case you're not too sure about this powerhouse ingredient and how it works, what are peptides and what do they do? Peptides are amino acids that naturally occur in your skin. By adding peptide skincare products into your daily skincare routine, you can stimulate your natural production of collagen - an essential for more youthful-looking and firmer-feeling skin.

Peptides are suitable for all skin types where they'll help improve collagen production to promote visibly healthier, more youthful-looking skin. They're a must-have ingredient to add into your daily skincare routine if you're looking to:

- Rejuvenate your complexion.
- Improve your natural skin barrier.
- Reduce fine lines and wrinkles.
- Address the signs of ageing.
- Promote the improvement of skin elasticity.

Medik8 Clarity Peptides, £45

The lightweight yet nourishing formula is specially created to enhance your skin's natural luminosity by harnessing the power of a peptide complex that's blended into a soothing serum.

What Our Customers Say

"Only been using this a short time but already I have noticed a difference. My skin is less red and more of an even skin tone. A little of this product goes a long way."
- Sharon P



Dermalogica Biolumin-C Serum, £95

Dermalogica have been setting the standard for high-performance skincare for many years and are trusted by dermatologists around the globe. This effective serum works to dramatically reduce the appearance of fine lines and wrinkles whilst brightening and firming your skin.

What Our Customers Say

"This is my favourite vit-c. A bit spendy but the glow is worth it." - Jane P





Eminence Organic Marine Flower Peptide Serum, £104

An intense anti-ageing serum, this potent product works to double your collagen density, reduce the visible signs of ageing, and lift and tone your skin.

What We Say

"This is a beautiful product to incorporate into your skincare routine - especially if you're looking to make more mindful choices with your product selection and want to avoid formulas that include animal by-products." - Rach, Face the Future

HydroPeptide Power Serum, £124

This Power Serum makes your skin feel firmer whilst smoothing wrinkles and lifting fine lines. The skin-transforming formula works to unite the most advanced skin correcting elements - reviving your skin at the cellular level.



La Roche-Posay Pure Vitamin C10 Serum, £45

This Pure Vitamin C10 Serum is made from a blend of pure vitamin C (ascorbic acid), salicylic acid, neurosensine peptide, and hyaluronic acid. It works to fight wrinkles, boosts skin radiance, and improve your skin texture.

What Our Customers Say

"I bought this for my partner to replace an expensive vitamin C he used to buy. His original vitamin C had become prohibitive in price. At this moment he feels the change has been good with his usual vitamin C product. Good swap therefore worth 5 stars." - Jane J

Wildsmith Skin Active Repair Copper Peptide Serum, £100

The clinically tested serum works to boost your skin's vitality whilst encouraging your natural cell renewal and repair. With a blend of bioactive copper peptides, plant oils, and hyaluronic acid, the formula works to help smooth your skin, soften lines, and firm your complexion.



Balance Act:

THE ROLE OF GUT SUPPLEMENTS

Your gut health is an important part of your body's ability to function properly, and to maintain your overall health, it's important that your body receives the vital nutrients that it needs.

Keeping your gut in tip top shape can be achieved through a healthy diet and lifestyle, but sometimes, you may benefit from a little bit of help from specially created gut supplements.

HOW DOES YOUR GUT HEALTH AFFECT YOUR SKIN?

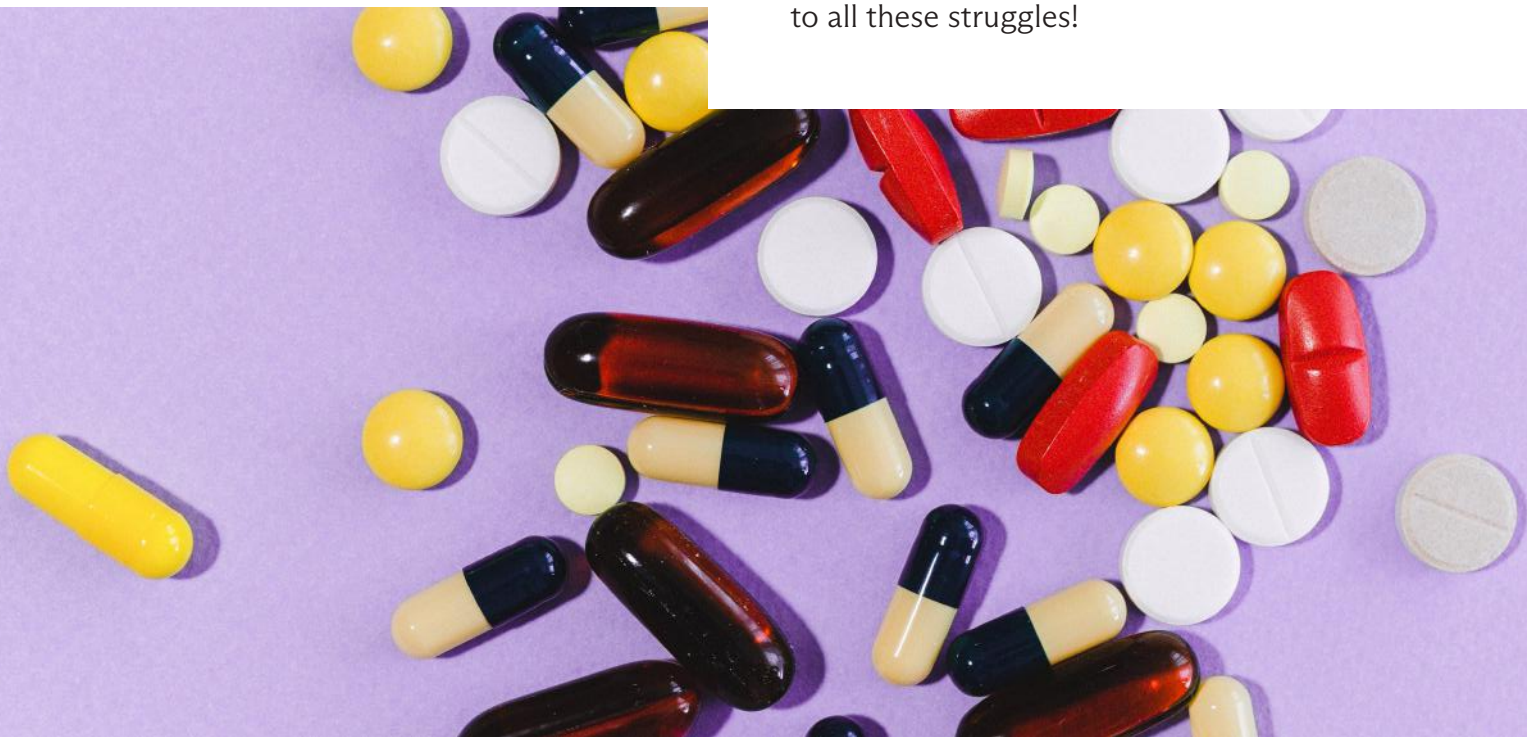
It's often that people don't think about how their gut health can affect their skin. But, with your skin being the largest organ in your body, a good gut health is vital in ensuring that your skin is also kept healthy. Your gut microbiome contains all the good natural bacteria that influences your skin health, so focussing on what is going on in your body and taking care of your gut, will in turn leave you with healthier skin.

HOW TO MAINTAIN A HEALTHY GUT...

Maintaining a healthy gut can be achieved by having a healthy diet and living an active lifestyle. A diet with diversity across different food groups will provide your gut with the different essential nutrients it needs, leading to a healthy microbiome. If you struggle to achieve a diverse diet, you can introduce gut supplements into your routine to help you. However, these should be used as a boost to maintain a healthy gut, and not as a replacement to a healthy diet and lifestyle.

...TO SUPPORT A GOOD GUT MICROBIOME

A daily supplement you can introduce into your everyday regime is the **Vida Glow Gut Pro, £30**. Providing you with 2-in-1 live culture benefits in just one daily capsule, you will be left with a balanced gut and optimal bodily functions. Formulated with clinically studied lactobacilli, any imbalance between good bacteria and bad bacteria found in your gut will be improved. If you're struggling with areas including your mood, immunity, or skin breakouts, this could be due to an unhealthy gut - it's time to say goodbye to all these struggles!





...FOR A NATURAL BOOST

Why not give **OSKIA Lactoferrin+, £66**, a try? This natural food supplement is formulated with Lactoferrin and L-Glutamine - a powerful combination to support your natural immune system, gut microbiome, oral and skin health. This daily supplement is the perfect addition to your everyday health regime, with just one capsule a day, you can prevent an imbalance to your gut microbiome. If you are feeling a little bit run down, a loading dose can be taken of one capsule, three times a day, until you start to perk up and feel yourself again.

...TO SUPPORT GUT HEALTH AND IMMUNITY

The **Rejuvenated Immune Complex, £24.95** is formulated with a complex blend of both probiotics and prebiotics, to support your gut with healthy bacteria. The plant-based formula with powerful vitamins and antioxidants is exactly what your gut needs to be able to breakdown any harmful substances. Your immune system will be working at optimal functionality - all thanks to your healthy gut.



...FOR THE GUT AND THE SKIN

Advanced Nutrition Programme Skin Youth Biome, £61, could be your answer to solving your skin concerns from the inside out. This skincare supplement supports your gut microbiome as well as your natural skin barrier. With a combination of four scientifically-studied live culture strains and vitamin C, this daily capsule will help you to maintain a healthy intestinal flora, and will also give you a smoother, more youthful-complexion. What more could you ask for?





Our Top 5 Clinical Facial Treatments For The Best Skin Ever

Feeling like treating your skin to a well deserved facial but don't know where to begin?

With so many facial treatment options available, it can be hard to know which one is right for you and your skin type. But, one thing to always look for in a good facial is visible results. So, to help you decide we have created our ultimate guide to the very best 5 facial treatments available at our clinic for the best skin of your life.

From deep cleansing treatments to brightening vitamin C facials and collagen supporting LED facials. No matter your skin type or concern, read on to discover our pick of the very best facial treatments that will leave your skin feeling hydrated, protected and radiant. Are you ready to reveal your best skin ever?



1. HydraFacial

HydraFacial uses a unique patented Vortex-Fusion delivery system and is suitable for those wanting to combat fine lines, brown spots and oily, congested skin. Effective for all skin types, the Hydrafacial can be tailored to address specific areas of skin concerns.

2. ALLSKIN | MED

The ALLSKIN | MED treatments feature epidermal (surface) micro-needling combined with advanced skincare ingredients which are infused into the skin through exfoliation, massage, and treatment masks to enhance their penetration and activity. The treatments are also paired with LED light therapy to further boost results and create a smoother, more luminous complexion.

3. DMK

Each DMK treatment is bespoke to the client, however they follow the same base rules. Each skin treatment is also tailored to each individual client's skin type. Skin conditions that can be treated effectively with DMK's signature Enzyme Therapy include acne, pigmentation and ageing.

4. Vitamin Energiser

This brightening and energising facial reduces signs of ageing and breakdown signs of sun damage to the skin. It also helps to stimulate the natural production of collagen and elastin. The skin is left feeling beautifully smooth and luminous.

5. Dermalogica

Dermalogica's ultimate 60-minute treatment is customised to target all of your skin's needs, leaving it looking and feeling radiant and glowing. It is a 6-step facial treatment made for you, to achieve your desired results and have some relaxation at the same time. This facial is suitable for those wanting to 'freshen up' and brighten their skin while targeting signs of ageing and stress.

Vitamin C: Your Skin's Ultimate Best Friend

You've got to give it a try to realise the true value of vitamins for your skin's well-being. When it comes to skin health, there's no doubt that vitamin C is among the top-tier ingredients, and virtually every dermatologist and skincare professional would vouch for it. So, what's all the excitement about? Let's explore the fantastic benefits of vitamin C for your skin.

WHAT IS VITAMIN C?

It's more than just a glass of orange juice. Under the microscopic lens, vitamin C reveals itself as a natural antioxidant, a powerful substance that combats free radicals. In essence, free radicals are unstable atoms that disrupt cellular stability by seizing electrons from other atoms, leading to a domino effect of oxidative stress.

Vitamin C is most sought after for its anti-ageing benefits; namely, that it can help both increase collagen synthesis while slowing down the degradation of collagen. One research paper concluded: "Skin fibroblasts have an absolute dependence on vitamin C for the synthesis of collagen, and for the regulation of the collagen/elastin balance in the dermis."

VITAMIN C SERUMS: WHAT TO LOOK FOR ON THE LABEL

Since serums are formulated to contain higher percentages of active ingredients, they're the best skincare product to deliver vitamin C onto your skin. If you're able to sneak vitamin C via your cleanser, moisturiser, or masks as well, consider that a bonus - but serums do the real work.

While some products won't state the percentage of vitamin C, it's best to commit to one with between 10% to 20%. If the percentage isn't labelled, look at the full

ingredients list. If vitamin C is at the very end, there probably isn't much. If it's toward the top/middle, you're probably in better shape.

Always look for a formula developed by a credentialed professional, such as a dermatologist. Look out for vitamin C forms that have been proven for their performance and effectiveness, such as:

- Magnesium ascorbyl phosphate
- Tetrahexyldecyl ascorbate
- Ascorbyl palmitate

WHY IMAGE SKINCARE?

IMAGE Skincare is a leading global skincare brand formulated by physicians from superior clinical and natural ingredients and tested by a panel of independent skincare professionals. IMAGE Skincare has been invigorated by skincare professionals since inception - founded by an aesthetician and plastic surgeon, the brand is recommended by over 50,000 skin experts in 60 countries.



**IMAGE Skincare Vital C
Hydrating Facial Cleanser,
£37**

Great for dry, dehydrated and
redness-prone skin.

Discover the Image Skincare Vital C Range...

*Browse the VITAL C collection in the pop-up store today
where a small selection of items from the range will be on sale.
The products are formulated by a board-certified dermatologist,
so you can rely on the products to deliver results.*



**IMAGE Skincare Vital C
Hydrating Anti-Aging Serum,
£98**

IMAGE #1 bestseller, with
1.9 sold every minute.



**IMAGE Skincare Vital C
Hydrating Enzyme Masque,
£55**

Gently dissolves the build up of
dead skin cells.



**IMAGE Skincare Vital C
Hydrating Repair Crème,
£105**

Ultra-hydrating,
emollient crème.

Hydration Innovation:

HOW TO USE HYALURONIC ACID PROPERLY

It certainly isn't the new kid on the block in terms of ingredients. In fact, it's been a staple in skin-care routines for many years. But if you are used to slathering on a HA serum morning and evening, you may not have thought about the way you are using Hyaluronic Acid and how it could have a negative effect on your skin. Read on to find out more...

WHAT IS HYALURONIC ACID?

Hyaluronic Acid is a carbohydrate molecule and a natural component of skin. It provides the necessary moisture within connective tissue to encourage overall skin health. It's worth noting that although HA is a natural component of skin, the ingredient you find in your serum is a synthetic version!

WHY IS HYALURONIC ACID POPULAR IN SKINCARE?

As we age, our natural Hyaluronic Acid levels deplete, which leads to a reduced ability to preserve moisture, leaving skin less plump with a loss of firmness. The popular skin ingredient has been lauded as a must-have for all skin types thanks to its ability to hold up to 1,000 times its weight in water. When applied topically, its restorative abilities help to boost skin's moisture content, soothe and prevent moisture loss.

HOW DOES HYALURONIC ACID WORK?

So we know it can hold up to 1,000 times its weight in water. But how does Hyaluronic Acid actually work? When you apply a HA serum to your skin, it acts like a sponge by attracting moisture to boost hydration on the surface of skin. But where is that moisture coming from? The moisture that Hyaluronic Acid attracts comes from your external environment, so it absorbs moisture from the air around you to leave skin plumped and hydrated. However, if you have dry or dehydrated skin or the atmosphere around you is dry (think heating/air con), Hyaluronic Acid will actually draw moisture from the deeper layers of skin, bringing it to the surface and potentially exacerbating your dry skin symptoms.

HOW DO I USE HYALURONIC ACID CORRECTLY?

Hyaluronic Acid works most effectively when it is sandwiched between two layers of additional moisture. Think of your HA serum as your sandwich filling with layers of moisture either side for your bread. Anyone else hungry? So, start with a freshly cleansed base (of course) and spritz your face to dampen skin ready for the next step and the application of your hydrating serum. Next apply your Hyaluronic Acid serum while skin is still damp. With the serum spread evenly across the palms of your hands, gently push/press your hands across your face and neck to get a nice even coverage. Seal in all that hydration with your moisturiser of choice and don't forget SPF during the day!



Pestle and Mortar Balance Spritz, £28

This multi-tasking facial mist protects against the effects of skin pollution, delivers hydration and balances sebum production in a relaxing, fine mist.



iS Clinical Copper Firming Mist, £40

A light, refreshing mist that is packed with hydrating and soothing ingredients to transform dull, dehydrated skin into a glowing and radiant complexion.



La Roche-Posay Serozinc Spray, £11.50

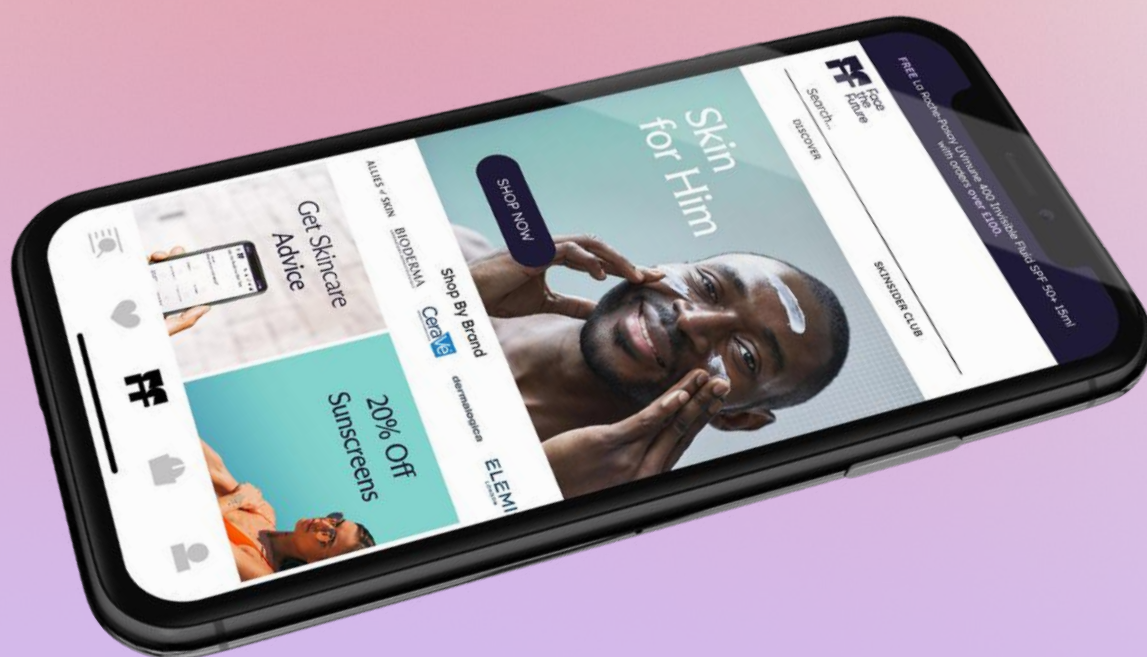
Soothe and refresh skin with this oil balancing and mattifying spritz. This spray is ideal for oily, blemish-prone skin thanks to active ingredient, Zinc Sulphate which calms inflammation.



DOWNLOAD THE Face the Future App

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- ✓ Skinsider Loyalty Programme
- ✓ Subscription Service
- ✓ Real-Time Skin Test
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Beyond the Surface: How To Nurture Your Skin Barrier

Your skin is made up of several different layers, and the skin barrier is the outermost one. It's the bit of the skin that we see and it's made up of a brick-and-mortar type structure; the skin cells represent bricks and lipids act as the cement which holds the skin cells together.

The job of the skin barrier is to keep the good stuff in and the bad stuff out. Holding onto hydration, which is the key to healthy skin, is its number one priority, closely followed by shielding the skin from irritants and environmental factors. When the skin barrier is intact and healthy, the complexion will look hydrated, plump and feel soft and smooth.

WHAT HAPPENS WHEN YOUR SKIN BARRIER IS DAMAGED?

When the skin barrier function is compromised, the cells and lipids become 'unglued'. Consequently, the skin loses its ability to prevent water loss and is less able to protect itself from irritants.

5-Step Skincare Routine For Skin Barrier Repair And Protection

1.



CeraVe Hydrating
Cleanser, £17

2.



La Roche-Posay Toleriane
Ultra Dermallego Serum, £32

WHAT CAUSES SKIN BARRIER DAMAGE?

Somewhat ironically, one of the biggest threats to a healthy skin barrier is the products we use to try and improve our skin. It's very easy to cause unintentional damage by over-using harsh acids, actives, and acne treatments. Over-exfoliating can also harm the skin barrier, as can washing your face with water that is too hot.

Environmental factors that can weaken the skin barrier include UV rays, blue light, pollution, and harsh weather conditions. Lifestyle factors, such as stress, smoking, and lack of sleep, can also negatively impact skin barrier function. Age is a factor too, as the skin barrier naturally weakens as we get older.

WHAT DOES A DAMAGED SKIN BARRIER LOOK LIKE?

In general, if your skin is looking and feeling out of sorts, then chances are that the skin barrier is damaged. A compromised barrier can manifest in small or large areas on the face and body. Tell-tale symptoms include redness, dryness, flakiness, tightness and heightened sensitivity. Skin will often look dull, feel rough and be more prone to breakouts. Hyperpigmentation, inflammation, rashes and delayed wound healing are also signs of a damaged skin barrier.

HOW TO REPAIR YOUR SKIN BARRIER

If you're wondering what to do when your skin barrier is damaged, the good news is that you can restore your complexion to its former glory. Simplifying your skincare routine is the best place to start. Pare down your products, take a break from acids and actives, and start using skincare that nourishes and hydrates.

Replenishing moisture is the key to repairing your skin barrier. Even if your skin is oily, congested, or acne-prone, if the barrier is damaged then it's essential to incorporate moisturisation into your skincare routine. You should also take a break from exfoliating, avoid using hot water on your face, and always wear an SPF every single day.

WHICH SKINCARE INGREDIENTS HELP TO REPAIR A DAMAGED SKIN BARRIER?

Ceramides and Hyaluronic Acid are the stars of the show as they restore lost hydration and moisture. Antioxidants such as vitamins A, C, and E are also important ingredients as they protect the skin from free radical damage. Opt for products that contain skin-replenishing ingredients such as Niacinamide, Squalene, Aloe Vera, Borage Oil, Shea Butter and Primrose Oil. And look out for products that have been specifically formulated to restore and maintain the skin barrier.

3.



**Dermologica
Barrier Repair, £49**

4.



**Heliocare 360 Gel
Oil-Free SPF 50, £31**

5.



**Medik8 Advanced
Night Restore, £59**



Your Fake Tan Contouring Guide For A Winter Glow

Fake tan contouring, also known as self-tan contouring, is a technique used to create the illusion of more defined facial features and a more sculpted body using self-tanning products. Similar to makeup contouring where you use shadows and highlights to enhance certain areas of your face and body, contouring with fake tan is often referred to as 'tantouring'.

PREPARE YOUR SKIN PROPERLY

Start with clean, exfoliated skin. You can use a body scrub or exfoliating mitts to remove dead skin cells - just make sure your exfoliator is oil-free.

It's best not to moisturise before you apply your tan, but if you don't want to skip this step then using a gentle yet hydrating moisturiser, like **Q+A's Hyaluronic Acid Moisturiser, £8.50**, sparingly won't disrupt your routine. Just ensure to give it at least 10-15 minutes for your moisturiser to fully absorb before you add your tan.

Tip: Avoid retinols and alpha hydroxy acids (AHAs) 24 hours before you apply your tan for the best results.

CHOOSE THE RIGHT PRODUCT

If you're looking for an express formula where you can control your own glow, then you'll love the **Skinny Tan 1 Hour Express Self-Tanning Mousse, £24.99**. Time activated, the formula allows you to fully customise your own perfect self-tan shade from as little as one hour!

If you'd like to start your tan with a medium depth right off the bat, we think you'll enjoy **Loving Tan's 2 Hour Express Mousse Medium, £36.95**.

The salon-inspired formula features an instant guide colour so you can see exactly where you've applied your tan and enjoy an instant veil of colour whilst your tan fully develops.

For all our fair-skinned guys and girls, you can't go wrong with **Bondi Sands Self Tan Foam in Light, £17.49**. This super easy to use tan gives you a beautifully natural-looking sun-kissed Australian-inspired tan and will leave your skin smelling like tropical coconut.

APPLY YOUR TAN CAREFULLY

Apply your self tanner contour to the areas you want to darken. For facial contouring, this typically includes the sides of your nose, under your cheekbones, along your jawline, and along your hairline.

We recommend using makeup brushes to help you with precision and proper blending. **Sigma Beauty's Sculpt + Glow Gift**

Set, £47, contains three brushes that will help you to add your face tan with ease:

F40 Large Angled Contour Brush – for your cheekbones.

F44 Powder Sculpt™ Brush – for your jawline and blending out into your hairline.

F03 High Cheekbone Highlighter™ Brush – for your nose and eye crease line.

For body contouring, this might involve adding your tan to the sides of your abdomen, your collarbones, and the muscles of your arms and legs. For this, you can also use brushes, but a tanning mitt, like the **Skinny Tan Pink Velvet Application Mitt, £7.99**, can come in super-handy and help you get a streak-free finish.

WAIT FOR YOUR TAN TO DEVELOP

Self-tanning products typically take several hours to develop fully. So, follow the brand's instructions for the recommended development time of your chosen tan. During this period, avoid sweating or getting your skin wet to prevent those dreaded tell-tale streaks.

MAINTAIN YOUR FAUX GLOW

Fake tan contouring is a temporary fix and will gradually fade as your skin sheds its outermost layer - this will happen faster if you regularly exfoliate. To maintain your contoured look, you might need to reapply your self-tanner every few days or as needed. Don't forget to keep your skin hydrated to prolong your tan.





How To Get The Best Night's Sleep Ever:

Our Top 4 Tips

1. TAKE A WARM BATH BEFORE BED

A warm, relaxing bath (or shower if you don't have one) can be an excellent way to promote better sleep. In fact, studies have shown that taking a hot bath 90 minutes before going to bed can help improve the overall quality of your sleep and help older adults fall asleep faster!

Formulated to relax the mind and leave the skin feeling silky smooth, dissolve **OSKIA's Moon Salts, £68**, into your bedtime bath for a well-deserved, calming treat.

2. CREATE A RELAXING ENVIRONMENT

Creating a relaxing, peaceful environment is essential for getting a good night's sleep. Keep noise and light to a minimum, and if you can, keep the temperature at around 20°C as studies have shown that an increased body and room temperature can affect sleep quality.

Get a restful night's sleep with **grüum sōmn Relaxing Sleep Mist, £9**.

Infused with lavender that's known to calm your nervous system by activating GABA pathways in your brain and promoting reduced nerve cell excitation, this mist eases away the tensions of the day. With the addition of ylang ylang, the infusion calms your heart rate and blood pressure, whilst chamomile helps to combat insomnia.

3. DITCH CAFFEINE LATER ON IN THE DAY

Although caffeine has numerous benefits, it stimulates your nervous system and when consumed late in the day it may prevent your body from being able to naturally relax at night. In one study, it was found that consuming caffeine up to 6 hours before bed worsened sleep quality. Caffeine can stay in your blood for between 6-8 hours. Therefore, it is recommended to avoid drinking coffee or any other beverage containing caffeine after 3-4pm.

4. EXERCISE REGULARLY (BUT NOT BEFORE BEDTIME)

Did you know that exercise is one of the most effective ways to improve your sleep and health? Research determined that in older adults, exercise nearly halved the amount of time it took to fall asleep, plus added an extra 41 minutes of sleep at night! Additionally, in people with a severe form of insomnia, exercise provided more benefits than most drugs and reduced time to fall asleep by an incredible 55%. It is obvious that exercise and moving your body is beneficial for sleep, however doing it too late in the day can cause sleep problems as exercise increases alertness and hormones including adrenaline.



Everything You Need To Know About Mole Mapping

Skin cancer is the most common cancer in the world, and with at least 100,000 new cases now diagnosed each year in the UK, it's important to be aware and be vigilant.

Learning how to protect your skin is vital in lowering your risk of developing skin cancer, but what's also super important is learning how to spot the early signs of skin cancer using methods like mole mapping and the alphabet guide – in fact, these are lifesaving skills that we all should be aware of.

HOW CAN YOU LOWER YOUR RISK OF DEVELOPING SKIN CANCER?

Keeping your skin protected from harmful UV rays is important in preventing skin cancer. You should wear sunscreen every

day of the year as UV rays are ever present. Even on cloudy days, your skin is still subjected to around 50% of the UV rays from the sun. It's also important to avoid excessive sun exposure. But if you are outdoors, or even sitting beside a window, wear clothing that covers your skin and make use of hats and sunglasses to protect your scalp, face, and eyes.

Below are just some of our most popular sunscreens, as loved by our FTF customers and FTF HQ team.



For Daily Protection
Heliocare's 360 Colour Gel
Oil Free SPF, £33



To Help Prevent Actinic Keratosis
Eucerin's Actinic Control
SPF 100, £30



For Sensitive Skin
Bioderma's Photoderm MAX
Invisible Mist SPF 50+, £20



For All The Family
Ultrasun's Family SPF 30, From £20



Especially For Your Face
COOLA's Classic Face Mist SPF 50, £32



HOW CAN I SPOT SKIN CANCER EARLY?

Mole mapping is a fantastic way to keep a track of your moles. By keeping track of the moles on your body and re-assessing them every three months, you're able to notice any changes quickly and make an appointment to see your healthcare provider. To do this, you can either use a specially created app on your phone or take photographs and measurements of your moles. You should re-check every few months at a minimum to look for any changes.

THE UGLY DUCKLING METHOD

The Ugly Duckling Method is a recognition strategy that's based around looking for the 'odd one out'. It helps you to check

for irregularities in your moles and the surrounding moles. When using this method, you should be looking for skin lesions that are larger, smaller, darker, or lighter in comparison to your other moles. It's also important to look for any isolated lesions that might be distanced from any surrounding moles, too.

THE ALPHABET METHOD FOR SKIN CANCER DETECTION

The alphabet method is designed to help you to look for any irregularities or changes to your moles. Using this method will help you to keep track.

A is for asymmetry - most melanomas are asymmetrical, meaning if you draw a line through the middle of the lesion, the two halves won't match. Common moles tend to be oval and have symmetry.

B is for border - normal moles have a smoother border, whereas melanomas tend to have jagged, scalloped, or notched edges.

C is for colour - normal moles tend to have a single, uniformed shade of brown. Look for any changes in the colour of your moles - from redness to whites, blues, or even very dark browns to black - anything that looks unusual to your other moles warrants a second look.

D is for diameter, or dark - most normal moles tend to be quite small, so keeping a close eye on lesions that are over 6mm (about the size of a pencil eraser) is important. It's also important to keep an eye out for any dark lesions and get them checked.

E is for evolving - if you notice any changes to the shape, size, colour, or even elevation of your moles, make sure you report it to your GP right away. Other signs to watch out for are bleeding, crusting, or itching.

Clean Brushes, Clearer Skin

Struggling with mystery breakouts? Your makeup brushes could actually be to blame. Recent research has shown that a huge 40% of makeup users only clean their makeup brushes once every two weeks, whilst 20% only clean them once every three months. Even more horrifying? Those dirty makeup brushes could actually be harbouring more bacteria than the average toilet seat. With lots of mixed advice on when and how to clean makeup brushes properly, we'll be asking our resident makeup artist, Rachael, to clear up the confusion by answering some of your frequently asked questions.

What happens if you don't clean your makeup brushes?

"Dirty makeup brushes are a real breeding ground for bacteria, and that spells disaster for your skin." Rachael says, "if your brushes aren't regularly and thoroughly cleaned, you're transferring the bacteria back and forth between your brushes, your makeup itself, and your skin. This then leads to breakouts and can even cause skin infections and eye infections. Not to mention that dirty brushes will really hinder your makeup application and leave you with a less than a flawless finish."

Should you clean your makeup brushes every day?

"This really depends on what kind of brush or tool you're using, and what type of product you're using, too." Rachael says. "For example, cosmetic sponges or foundation brushes that are used with liquid or cream products should be washed daily. The same applies for liquid or cream eyeshadow brushes, and lipstick brushes. When using these types of formulas, your brushes are more prone to harbouring oil, dead skin cells, and bacteria."

Can you clean makeup brushes with shampoo?

"Many people clean their makeup brushes with baby shampoo or even a mild dish soap, like Fairy Liquid. And whilst this isn't going to hurt your brushes in a pinch and will clean them, it won't actually sanitise them. So, any leftover bacteria lurking in the bristles will make its way into your makeup products and onto your face." Rachael says. "It's always best to use a specialist makeup brush cleaner. If you like shampoo-like formulas that are used with water and tend to foam, you'll like **ISOCLEAN's Carbon Soap, £9.86**. The advanced brush cleaning soap helps eliminate dirt and bacteria from your makeup brushes using a unique formula that includes activated carbon to absorb the build-up found in your makeup brushes. If you're looking for a great cleaner for your cosmetic sponges, then you can't go wrong with **ISOCLEAN's Cosmetic Sponge Cleaner, £10.76**, - it even comes with an eco refill so you can top your bottle up for less when you run out."



Rachael, FTF Resident Makeup Artist

HOW TO CLEAN DIRTY MAKEUP BRUSHES

SPOT CLEANING

“This is great for quickly cleaning and sanitising your brushes day to day,” Rachael says. “Simply take a quick-dry brush cleaner, like **ISOCLEAN Makeup Brush Cleaner With Spray Top, £17.96**, and spritz the solution directly onto your brush bristles before gently swirling your brush onto a clean piece of paper towel. Repeat the process until your brush is clean. Alternatively, you can spritz the mist onto your paper towel before swirling your brush in the solution until your bristles are clean.”

DEEP CLEANING

“I recommend deep cleaning your regular makeup brushes a least once a week, and daily for foundation brushes and sponges,” Rachael says. “To do this, wet your brush bristles with water before swirling them directly onto the soap (you can pop a bit onto your hand or use a specialist makeup cleansing mat like the **SigMagic™ Scrub** that you get inside the **Sigma Beauty Brush Cleanser Trio, £35.99**) to coat the bristles. Gently rub your brush onto your palm or the mat before rinsing your brush in clean water. Gently squeeze out the bristles and allow your brush to air dry.”



How Does Your Skin Change?

There's no getting away from it: our skin is ageing. From our mid-twenties, we produce 1% less collagen a year and the visible signs of skin ageing gradually begin to appear. Our skin changes with age and, as we move through our 20s, 30s, 40s and beyond, our skincare routine needs constant adaptation to combat the age-related skin changes that occur...

Our skin is in a constant state of evolution and consequently needs different anti-ageing skincare products relevant to particular needs and stages of life. The best anti-ageing skincare products for those in their 20s, for example, would be very different to the best anti-ageing skincare products for 40s.

Whilst it's never too late to start implementing the best skincare for ageing skin, prevention is always more effective than correction, so the earlier you develop a good skincare regime the better. This means incorporating certain ingredients and habits into your skincare regime in your younger years so that by the time you reach your 40s, you have less age related skin changes.

The most important thing to remember is that no skincare advice in the world can stop the sands of time, so do look after your skin's health, but also embrace the changes and appreciate what an utterly incredible job your skin does.

Generation Z Skincare

How does your skin change in your 20s?

Your 20s is the most important decade for your skin because the anti-ageing skincare rituals and regimes that you introduce now will influence your skin ageing in decades to come. From the mid 20s age related skin changes take hold; skin starts to lose its

natural elasticity, collagen production begins to decrease, and cell production slows down. By the late 20s, the effects of lack of sleep, stress, and sun damage can start to show.

What are the main skincare concerns in this decade?

The number one complaint among women in their 20s is acne, although by the late 20s this worry tends to have been superseded by concerns about premature ageing and prevention.

What are the key ingredients 20-somethings should be introducing to their regime?

Your 20s are the time to prevent and maintain. Establishing a solid basic skincare routine with a balancing cleanser and a really good moisturiser is vital. Starting early with the best skincare for ageing skin will stand you in good stead as the skin changes with age. Hyaluronic acid, as the ultimate hydrating molecule, is an essential, and your 20s is also the age you need to introduce retinol to your skincare routine.

Millennial Skincare

How does your skin change in your 30s?

Your 30s is the decade that usually bring the first age related skin changes. As cell turnover and collagen production both slow down, the skin will have less volume and elasticity, and you might also notice the appearance of fine lines. Cell turnover will have slowed down in this decade so your complexion may look a little dull and you may start to get some hyperpigmentation.

What are the main skincare concerns in this decade?

Your 30s is the decade that many age-related skin changes become noticeable. Even if you've taken good care of your skin, you'll probably start noticing signs of skin ageing such as fine lines, wrinkles, and sagging. You're also more likely to have dry or dehydrated skin or experience other skin changes with age such as increasingly sensitive skin or skin that is prone to irritation.

What are the key ingredients 30-somethings should be introducing to their regime?

Anti-ageing skincare in your 30s needs to be a combination of prevention and correction. Exfoliating with ingredients such as AHA's and glycolic acid is absolutely key, as is replacing lost collagen, upping the ante with your retinol, and really, really taking sun protection seriously.

Generation X Skincare

How does your skin change in your 40s?

The skin changes with age that we've seen in our 20s and 30s appear to accelerate in our 40s. Sebum production reduces in our 40s and the lymphatic system slows down which, from a skin ageing point of view, can result in increased puffiness and a duller complexion. Hormonal changes also have a huge impact on age related skin changes as oestrogen production declines during perimenopause, which leads to thinner skin, dry skin, and increased sagging.

What are the main skincare concerns in this decade?

Without a doubt, the visible signs of ageing are a major worry for 40-somethings. Fine lines may have become more pronounced, particularly around the eyes, and there may also be wrinkles, dark circles, changes to the skin's texture and tone, and signs of sun damage. Hydration is also a key concern in this decade as the skin becomes much drier and loses its elasticity.

What are the key ingredients 40-somethings should be introducing to their regime?

To promote cell renewal, anti-ageing skincare for anyone over 40 has to include exfoliation, and one of the best anti-ageing skincare products for 40s is a hydrating, nourishing night cream. Last but by no means least, this is the decade to swap retinol for retinoid. In terms of best skincare for ageing skin, research has found that the consistent use of retinoids can improve the appearance fine lines and wrinkles in as little as 12 weeks.



Boost Your Complexion With Dr LEVY

Dr Phillip Levy is a world renowned aesthetic dermatologist who is driven by his passion to help people reverse the signs of ageing without the need for surgery. After introducing aesthetic injectables to Switzerland, he became a pioneer in his field, creating a number of innovative procedures. After a long search for cosmeceutical ingredients to naturally firm and plump the skin, Dr Levy harnessed the power of dermal stem cells to create his range of at-home treatments that target signs of ageing at their source. Here's our four recommended Dr LEVY products to help give your skin that extra boost...

1. Dr LEVY Booster Cream, £289.99

This Booster Cream contains a revolutionary blend of plant-derived stem cells and Dr Levy's patented ArganCellActiv formula to rejuvenate our stem cells, boost collagen production and increase levels of hyaluronic acid. This cream is clinically proven to improve the appearance of lines and wrinkles. Within 8 weeks, a clinical study showed skin density was improved by over 12% and wrinkle depth decreased by up to 26%.

2. Dr LEVY Booster Serum, £279.99

The super lightweight texture of this serum allows deeper penetration, meaning it can deliver the patented ArganCellActiv formula deep into the skin. The unique blend of actives, vitamins and peptides work to firm, plump and hydrate the skin, improving the appearance of fine lines and wrinkles. The complexion immediately feels silky smooth with a radiant glow.

3. Dr LEVY Eye Booster Concentrate, £164.99

The light, non-greasy, nourishing formula of the Eye Booster Concentrate is designed to improve the appearance of fine lines, wrinkles and puffiness around the eye. The powerful blend of smoothing and firming actives get to work in just minutes, reducing puffiness and decreasing wrinkles depth for a quick-fix boost.

4. Dr LEVY R3 Cell Matrix Mask, £68.99

This extraordinary mask will leave you with a silky-soft yet durable and invigorated complexion. Collagen synthesis is activated thanks to stabilised retinol, encouraging the epidermis to act as a stronger natural shield. Finally, concentrated hyaluronic acid provides intense hydration for plumped skin while omegas 6 and 9 offer soothing and anti-inflammatory effects.



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Decoding Acne: A Guide To The Different Types Of Acne

Just about everyone gets blemishes and spots at some point in their life – usually at the worst times, like just before an interview for that dream job or before an exciting date! But if you're struggling with constant breakouts, you may well be dealing with acne.

Persistent, moderate, and severe acne can be incredibly frustrating, affecting your confidence and self-esteem. It's important to understand what type of acne you have so you can choose an effective treatment.

1. WHITEHEADS

Whiteheads develop underneath your skin's surface. They have a yellowish appearance and are round, small, and covered by a thin layer of skin. They occur when oil and skin cells prevent your clogged hair follicles from opening. They can be caused by oily skin, hormones, diet, puberty, and even makeup or skincare products.

2. BLACKHEADS

Blackheads are comedones that are open at your skin's surface and are filled with excess oil and dead skin cells. Exposure to air causes the trapped oil to turn black. They can be caused by oily skin, hormones, diet, skincare products, and even some medications.

3. PAPULES

These inflamed comedones form small red or pink bumps on your skin's surface. They may be sensitive to the touch and can cause scarring if you pick or squeeze them. Papules usually indicate that you have moderate or severe acne.

4. PUSTULES

Pustules are another variation of an inflamed pimple - they look like a whitehead with a red ring around the bump. They're normally filled with white or yellow pus. Avoid picking or

squeezing them as this can cause scarring or dark spots.

5. NODULES

These large, inflamed bumps often feel firm to the touch. They occur deep within your skin and are often painful. They develop when the walls of a pore break down, so bacteria and oils move deeper into your skin, affecting other pores. This type of acne blemish should be treated by a dermatologist as they often cause scarring.

6. CYSTS

Cystic acne develops under your skin and is often described as the worst form of acne. It happens as a result of a severe inflammatory reaction in your pores that triggers boil-like, fluid-filled nodules. They are commonly seen in menstruating women.

HOW TO TREAT ACNE AND WHEN TO SEE A DOCTOR

The good news is that acne often doesn't need to be treated by a doctor and can be reduced with over-the-counter products and skincare. However, more severe types of acne do require medical attention. If your acne is persistent and doesn't clear-up over time, we suggest making an appointment with your doctor or dermatologist.

For mild to moderate acne, products containing acne-fighting ingredients such as Salicylic Acid and Benzoyl Peroxide are effective. Retinoids are also great at preventing clogged pores.

GET TO KNOW OUR DIRECTOR, Julia Barcoe-Thompson

Being a director of an online skincare retailer isn't all endless luxury products and glamour. It takes time and strength to build a successful business that our customers love.

Join us as we ask Julia to give us the lowdown on what it's like to own Face the Future.



What has been your favourite memory of Face the Future?

I think the highlight for me has been our rebranding. It was the final piece of the jigsaw in terms of putting our stamp on the business. Every time I see our logo, look at our designs and content, or see our brand pillars, I smile! We've all been part of creating that. It's a real feeling of pride.

What is the best part about being the director of an online skincare retailer?

I've learnt so much. I knew very little about skincare before I came to Face the Future, and I believed a lot of the marketing hype. I now understand how you should look after your skin inside and out, what ingredients work for me, and what products I should be incorporating into my routine.

What is your biggest goal for Face the Future?

To be the destination of choice for our customers. I aspire for us to be known for our people first inclusive approach, honest advice, guidance, and genuine interest in the self-care journey of our customers.

What is your favourite step of your skincare regime?

My double cleanse - there's nothing more satisfying than taking the 'day off' and knowing my skin is ready to absorb all the lovely products I'm about to apply.

What would you recommend to someone starting out with skincare?

Always wear SPF. I never did before I joined Face the Future, but I was lucky enough to have my skin analysed at our clinic and I saw the damage I'd unknowingly caused. I'm still living with the consequences!

How do you incorporate self-care into a busy lifestyle?

It's become a habit now - I'd never skip my morning and evening skin and health routine. I always get up early and exercise before I come to work - if I didn't do it first thing, I know I wouldn't be motivated when I get home. It's about finding a routine that works for you.

When did you become more interested in skincare and beauty?

When I became aware of Face the Future. I have always had an interest in health and beauty, and I did the skincare basics, but looking back, I was so uneducated. I didn't understand the difference between beauty and aesthetics, I didn't understand ingredients, and I'd never considered whether a product was science backed or dermatologist approved. I'd never even heard of retinol or even knew what a serum was.

I've learnt so much in the last four years, and I can't wait to learn even more as we continue to grow Face the Future.

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