



THE PRICEY ONE

*MC1 Cream, £950,*  
AT LONDON'S DORCHESTER HOTEL

Dr Barbara Sturm travels the world treating celebrities with her creams made from, wait for it... their own blood. "Inflammation is the main cause of ageing, and nothing fights it better than your own white blood cells," says Dr Sturm, who, at 43, could easily be mistaken for a woman in her early thirties. Her patented process multiplies the healing and cell-regenerating compounds in your blood and incorporates it into a cream (or reinjects it into the face, depending

on your squeamishness level) to tighten pores, soften lines and zap inflammation. "It's the most targeted and best-tolerated way of improving skin," she says.

**Worth it?** Kind of... but I was sceptical. Yet Dr Sturm, who specialises in molecular orthopaedics and dermatology, knows her stuff, and based on the scientific process behind

the cream as well as insider testimonials, this treatment really will soothe and regenerate skin. Users say eczema has disappeared and skin looks much plumper. However, even Dr Sturm admits it's only for the truly loaded (she recommends purslane, a plant extract, as a more affordable anti-inflammatory ingredient). What's more, the blood cultures survive just two weeks in the cream, so injections may be the better option.

## PIMP YOUR POTION

Prefer to brew your own bespoke skincare? Go ahead: beauty brands are scrambling to join the made-to-measure revolution

### SKIN BOOSTERS

Your skin's needs change with the seasons, so, for example, sensitivity, congestion and dehydration are often temporary. Therefore including them in daily skincare doesn't really make sense. Instead, try **Hylamide Boosters**, from £13, water-like serums that you layer under creams or on top of each other to brighten, calm, quench and more – as and when they're needed.



### TURBO SERUMS

**Cover FX Custom Infusion Drops**, £40, are oil-based serums you don't layer but mix – with any serum, cream or oil you like. Basically concentrated blends of essential oils and vitamins, they can turn even your foundation into a calming, hydrating, brightening or age-busting treatment.



### BESPOKE BUFFERS

Retinol is famous for making spots and wrinkles vanish – and for irritating skin. So **Dermalogica Overnight Retinol Repair**, £73, comes with a buffer cream to control the (potent!) 0.5% concentration of retinol as needed. As your skin adjusts to the treatment, you dial down the amount of buffer cream to amp up the potency – clever. >

