

MEDIA OUTLET: New Zealand Woman's Weekly

SECTION: General News
DATE: 10th January, 2011
CIRCULATION: 80,022
MEDIA TYPE: Magazines Lifestyle
REGION: National



As a lady of a certain age – right in the middle of my fifth decade, give or take a month or two – I'm conscious that my hair's not quite as shiny, and my skin's not quite as smooth as it used to be. I know a few of you are in the same boat, so I decided to do a little research.

Louise Richardson
Acting Beauty
Editor



Anti-ageing products make bold claims, but which ones actually work?

TURN BACK TIME

TIME FLIES

Our bodies start to age from the moment we're born, and while there's some interesting work going on in laboratories in terms of how to arrest or reverse ageing, it'll be a long time before scientists can truly stop the clock.

In the meantime, improving technology has enabled cosmetics houses to produce revolutionary new hair and skin formulas designed to slow the signs of ageing, and sometimes reverse at least a little of the past damage. I'm sure we all agree that's a step in the right direction.



HELPING HANDS

Dry skin and brown spots can begin to blight your hands in your thirties. **Nutrimetics Rejuvenating Hand Scrub with Amethyst \$28** exfoliates skin to help improve its appearance. Follow it with **Nutrimetics Intensive Hand Balm with Sapphire \$24** and your hands will soon look better and feel much softer.

