

01 JEUNESSE



Here's another easy-to-use foundation which also comes with anti-ageing ingredients. Jeunesse's latest NV Primer, BB Mist Foundation and Shimmer are phthalate, paraben, sulphate and talc free, and contain the trademarked youth-enhancing APT-200, a polypeptide technology to rejuvenate the skin. The BB "beauty balm" mist foundation also contains vitamins A and E, and aloe for oil-free moisturisation. The spray-on delivery keeps it clean and bacteria-free, although one has to try it a few times to get the distance and the amount right. At S\$87 each for the primer, foundation and shimmer, they can be used about a month or longer, depending on how heavy you want your foundation to be. Done right, you get a photo-finish effect and it also feels natural rather than chalky on the face.

www.jeunesseglobal.com

02 KEW ORGANICS

Founder Lily Kew believes that, just like food, you need to know what goes into skincare. She champions all-natural and organic ingredients in her range of products. After two years of intensive research and development, she launched the Kew Organics products – water-based and designed for our tropical climate – derived from her treatments that combine organic skincare and aesthetic technology to rejuvenate the skin at cellular level.

All 12 products are also encased in European Miron Violet Glass that blocks light except violet light and a spectral range of UV-A and infrared light – believed to permanently activate and energise molecular structures, so that the healing energy of substances stored in the glass is maintained.

Products, priced from S\$59.90 to S\$94.65, are completely free of artificial fragrances, petroleum by-products and parabens. Try the Royal Flush Sugar Cane Exfoliant which is a leave-on exfoliating serum with glycolic acid derived from organic sugar cane and citrus fruits. It sounds good enough to lick off, even.

Block 2 Everton Park, #01-47, Tel: 6534 8255; Clarke Quay Central, #03-83, Tel: 6904 4161

SAVING FACE

New generation skincare aims to slow down ageing and give your skin a nutrient-packed boost

by CHEAH UI-HOON



Weekend

03 RE:ERTH

This new brand is started by four Singaporeans and a Japanese, with its unique selling point being the patented white turmeric leaf and root extracts from Kyushu, Japan used in five of its six products (S\$35-\$135). The star performer is the Multi-Targeted Elixir (S\$135, member's price S\$108) which is a concentrate of white turmeric leaf and root extracts and Spring turmeric leaf extracts, together with a high level of APPS (trisodium ascorbyl palmitate phosphate, a unique, stabilised form of Vitamin C). The serum not only supposedly firms sagging skin and refines pores, it also diminishes dark spots, evens out the skin tone, increases collagen production and brings a youthful radiance to the skin.

The Japanese used to harvest only the white turmeric flowers but a professor who was the head of Agriculture from Kindai University, then found out that the leaves and roots can slow down the breakdown of hyaluronic acid within the skin, while stimulating cellular activity and collagen production. More than 60 per cent of over 1,000 Asian women apparently gave positive feedback on the elixir in a study. Besides white and yellow turmeric, other active ingredients include water-soluble Vitamin A, and glycoproteins from colostrum to improve skin elasticity. The products come in travel-friendly containers with twist-caps that minimise oxidation and leakage.

www.reerth.com



05 SULWHASOO

Not just limited to herbal skincare, Sulwhasoo's make-up products also come with healthful ingredients such as its lip serum (S\$50) and Perfecting Cushion Intense Foundation (S\$105). Three more shades have been added to the six popular lip serums which feature Camellia oil safflower complex to create a double layer of oil and water for long-lasting moisture. Apricot kernel oil also plumps up the lips, which get dry easily because they have an epidermis that is thinner than other parts of the skin. For the company which came up with the revolutionary foundation cushion, a delivery method now adopted by other major Western make-up brands, Sulwhasoo takes its anti-ageing a step further by infusing its SPF foundation with Red Pine extract from its Timetreasure line. All seven shades of the Perfecting Cushion Intense also contain plum blossom extract for anti-oxidant properties as well as Sulwhasoo's own Radiance Pearl Powder Complex for the glow. It's one of the easiest ways to dab and smooth on foundation, and the feeling isn't heavy or cake-y at all, which is a big plus.

Boutiques at Capitol, tel: 6844 9766; Ion Orchard, tel: 6509 9979 Counters at Metro Paragon, Robinsons (The Heeren and Raffles City), Tangs (Tang Plaza and VivoCity), Takashimaya.



Weekend

04 AGELOC ME BY NU SKIN



AgeLOC Me is an automated delivery system for Nu Skin's specially-devised serums and creams. Once the device is set up, all you do is stick your palm underneath the dispenser for a morning-and-night application of serums and creams. This is probably the most hygienic dispensing system out there, and so easy to use – that men and seniors are among the fastest adopters of the technology. It's really best for home use, unless you want to lug around the table-top device in your travels – which isn't impossible, but only if you're not the type to travel light. The other plus point is the individualised approach (users take a survey to determine their skin type) and the micro-layering system for the three serums and day or night cream for the even distribution of the key ingredients. However, the convenience and science comes at a high price. It's S\$615 for the device and one month's supply (the calibration set), and then you have to sign a six-month contract for the serums and creams at S\$190 a month (S\$1,140).

Authorised distributors or Nu Skin Singapore, tel: 6837 3363.