

Laugh lines, creases, crow's feet – call them what you want, it's time to iron out those wrinkles!

Ever since human beings discovered reflective surfaces and women realised that their dewy, plump, youthful appearance was not – well – permanent, we've been in search of the elusive fountain of youth.

Call them what you will – laugh lines, creases, crow's feet – it doesn't change the reality of what you're dealing with: wrinkles. The wonders of modern technology has brought us a plethora of options to poke, inject, laser and slice and dice our wrinkles away, one of the most popular – and less invasive – options are over-the-counter anti-wrinkle creams.

We all know them and we've all seen the advertising campaigns promising more youthful, radiant skin. But how do they work? While they may not be the miracle facelift in a bottle that you're wishing for, many do contain active ingredients can produce visible results – no needles necessary!

LAUGH LINES ARE NO LAUGHING MATTER

Retinol

One of the most common anti-wrinkle ingredients, retinol is perhaps the holy grail of wrinkle-prevention. When applied topically, this vitamin A derivative stimulates collagen production and cell turnover, which reduces the appearance of fine lines, evens out complexion, and unclogs pores.

Vitamin C

This powerhouse vitamin is not just for fighting off the common cold! It also helps protect the skin from sun damage, helping to prevent wrinkles developing. Sometimes the best defence is a good offence!

Tea Extracts

Green, black and oolong tea contain compounds with antioxidant and anti-inflammatory properties. Green tea extracts are a popular ingredient in anti-wrinkle creams and promote that plump, glowy complexion you love!



MECCA COSMETICA Antioxidant Serum, \$46, mecca.com.au



Moisture Surge 72-Hour Auto-replenishing Hydrator, \$60, clinique.com.au



Multi Vit Moisturiser 30ml \$59.00 skino2.com.au



Eye Cream Peptide +Free Platinum Eyelift \$120.00 skino2.com.au



Multivitamin Super Cream, \$75, alpha-h.com



Breeze Body Beauty Sleep Mask, \$69.99. Visit your local Chempro Chemist