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# SKIN CARE

## Cambridge MUA and beauty therapist Kelly Mackay, founder of Beauty Bar UK, tells us why skincare brand The Ordinary is anything but

A few months ago, my skin started looking tired, dehydrated and low on glow. I've always taken good care of my skin, but had dropped the ball and spent too much money on makeup. So I decided to switch things up a bit. I was looking for products that would hydrate and generally improve the appearance of my skin.

After some research, I came across The Ordinary, billed as combining affordable prices with high performance.

Wearing its science-led formulas on its no-frills packaging – most of the products are named after their active ingredients – prices range from £4.80 to £13 and reviews are really positive: I couldn't find a bad one. I've been using the following trio of best-sellers for several months now and here's what I've found. . .

### AHA 30% + BHA 2% Peeling Solution

Hailed by many as the Holy Grail of peels, this product sells out fast. Easily identified by its red colour and glass dropper bottle, you've probably seen it all over Instagram. I'd say AHA 30% + BHA 2% Peeling Solution is absolutely the best product on the market for dealing with acne, pigmentation and fine lines. It has instant physical results, improving radiance and texture by resurfacing the skin:



### Buffet

Buffet has an amazing mixture of ingredients, promising to hydrate and firm, reduce appearance of fine lines, lighten dark spots and generally improve the overall appearance of the skin – which it honestly does. The key actives are hyaluronic acid, which hydrates and creates a plump feel; Matrixyl 3000, to firm and plump the skin's elastin and boost its natural production of collagen; and last but not least Syn-Ake, which slows the formation of lines and



restores your elasticity. A great all-in-one anti-ageing product, Buffet is a brilliant way to begin your The Ordinary journey.

**Skin type:** Suitable for all skin types

**How to use:** I use it AM and PM on clean dry skin, dropping a couple of pea-size amounts into my palm, applying to my face and gently rubbing in

**Product feel:** A lightweight water-based serum which is easily absorbed

**Results:** My skin looked smoother, lines were finer and my skin looked less tired. If used consistently you will see results in three weeks. I'm now on my third bottle!

**Cost:** £12.70 for 60ml, which lasts approximately six weeks

### Hyaluronic Acid 2% + B5

Hyaluronic acid is the MVP in skincare products at present – the beauty industry is marketing this ingredient like crazy. Naturally present in the human body, hyaluronic acid can hold up to 1,000 times its weight in moisture. Think of it like a sponge, which draws in moisture and leaves your skin plump and hydrated. Using this product you will definitely notice a difference in your skin's appearance within three weeks.

**Skin type:** Suitable for all skin types, including oily. Dry and dehydrated will feel most benefit

**How to use:** I use it AM and PM on my skin after applying Buffet, though you can apply it directly to slightly damp clean skin.

I drop a pea-size amount into my palm and apply to my face, pressing it into the skin, and let it absorb before adding moisturiser

**Product feel:** It has a serum feel. A little goes a long way with this one

**Results:** My skin looked hydrated, plumper and fuller

**Cost:** £5.90 for 60ml, which lasts approximately six weeks



For more information about Beauty Bar UK or to ask Kelly for tailored skincare advice, visit [thebeautybaruk.com](http://thebeautybaruk.com) or DM her via social media

### ICONIC London makeup, from £18 for a Lip Plumping Gloss

With Beyonce, Ariana Grande and the Kardashians all fans of the brand, ICONIC London has attained cult status in just five years. "To think I started ICONIC London in my bedroom, and here we are announcing our launch into yet another fantastic retailer, Boots – it's a real pinch-me moment," says founder Jade Elliott. The secret to ICONIC's success is its ability to both tune into and set trends: the super-concentrated Illuminator (£30), which can be used to highlight, contour and/or give all-over glow, is so sought after, it attracts waiting lists.

