



BEAUTY

# MADE TO MEASURE

The latest skincare products to hit the high street promise to make a real difference to your complexion, day by day

*How do you* know whether your skincare cream or serum is really working? We see our faces every day, making any gradual improvements in fine lines, clarity, age spots or sagging virtually impossible to detect – unless you have access to the sort of super-sensitive cameras that are usually found only in a dermatologist's office, measuring changes in redness, pigmentation, the length and depth of wrinkles, even levels of sebum and water in your skin.

The latest skincare innovation could change all that, however. A moisturiser by Ioma is now available with a sensor in the cap that can read the hydration levels in your skin. This clever gadget will not only reveal how hydrated your skin is, but, crucially, whether the cream it comes with is actually making any difference.

For the makers of Ioma, this is a gamble, as founder Jean Michel Karam acknowledges: "Attaching the technology to assess how dehydrated skin is for use at home is a calculated risk, because it not only assesses your skin, it also assesses the effectiveness of the product. But I am confident that the products work."

The cap of Ioma Youth Booster contains tiny, flexible sensors similar to those found in mobile phones and other devices – as well as in the Mars explorer robot Curiosity. Once activated, the sensors can read your skin's hydration levels – and if just one of the cap's small LED lights flashes on, it means your skin is well hydrated. (Conversely, if all six light up, it is severely dehydrated.) The idea is that you can increase or decrease application of the cream, depending on your reading.

Other skin analysis devices are available, from Ioma's roster of high-tech cameras and sensors on-counter at Harrods, to Visia's digital system (visia-complexion-analysis.com) used in free consultations at Whole Foods Market in London, and at skin spas and dermatology clinics prior to treatments. These devices can detect levels of sun damage to your skin years before it becomes apparent, and can map out lines and wrinkles, areas of redness, broken veins, clogged pores, excess sebum and even scars. Not for the faint-hearted, in other words.

SKII, the Elemis Skin Assessment Machine, the Vichy Dermo Analyzer (in 400 Boots' branches), and Lancôme Diagnose (available in larger department stores) will also assess what your skin needs, and whether a product is working. It's up to you, the consumer, to take control and go back for a second assessment to check that what you're using really is improving the condition of your skin. No results, no repeat buy. ❑

## SPOT THE DIFFERENCE

Here are the skincare products prepared to put their results to the test:



### LOVE YOUR SKIN

1. 111 Skin Facelift Repair Serum, £190, visit [111skin.com](http://111skin.com)
2. Elemis Pro-Collagen Quartz Lift Serum, £98
3. SK-II LXP Ultimate Revival Essence, £241, from Harrods
4. MyChelle Perfect C Serum, £38.50, visit [wholefoodsmarket.com](http://wholefoodsmarket.com)
5. Vichy Idéalia Smoothing and Illuminating Cream, £22
6. Lancôme Visionnaire Advanced Skin Corrector Recovery Serum, £58
7. Ioma Youth Booster, £75, Exclusive to Harrods, visit [ioma-paris.com](http://ioma-paris.com)
8. Shiseido Future Solution LX Ultimate Regenerating Serum, £250, from John Lewis

