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Looking after your skin

New luxury super cream launches

Get youthful skin like Scarlett's

For skin as smooth and translucent as Scarlett Johansson's, a great moisturiser is absolutely essential. While she has youth on her side, however, there's hope for those not still in their early twenties wanting to emulate her fresh-faced look. Could a new brand from the States be the answer?

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ADVERTISING



The *Lost In Translation* star is blessed with a gorgeous complexion [Click for gallery](#)

The last time Harrods brought in a new brand to its beauty hall that wasn't already established, the brand was Crème de la Mer – and we all know the phenomenon that became. Now the world-famous store has staked its reputation once more on MLab, an anti-ageing treatment cream that's formulated with 68 per cent active ingredients.

The cream comes from Milbar Laboratories, which has been formulating skincare for dermatologists and plastic surgeons for 25 years. The scientists at Milbar were challenged to "create, without limitation, the most efficacious and luxurious anti-ageing formulations in the world." "Without limitation" means minus the constraint of traditional cost factors – so money was no object in the research and development of the cream, which retails for £225.

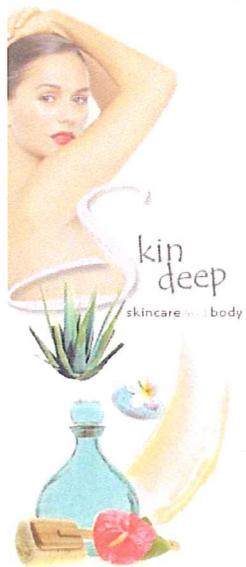
As a result, the cream has 71 ingredients, 48 of which are active. They work across six areas of need – emollients to soften, hydrators to retain moisture, antioxidants to reduce free radicals, skin tone balancers to even discoloration, soothers to calm redness and with an anti-ageing peptide matrix to reduce lines and wrinkles.

As Milbar's Scott Whittier explained: "If you have an ageing concern – discoloration or slackness – we don't take just one ingredient, we take between four and eight. We tweaked these ingredients so they could defy the barrier function of the epidermis." Sales in the first two weeks hit £30,000. So we thought we'd better try the cream – and we have to say we're impressed.

It hasn't turned us into overnight beauties, but it has made skin look healthier – pinker, even – and it has made a tiny difference to fine crepiness (although that seems to be straight after application so it could just be the emollients temporarily smoothing). Definitely noticeable is light reflection – the cream seems to provide a layer of smoothness over skin that catches the light for more of a glow. Available from Harrods, London; visit <http://www.mlaborline.com/> for further information.



For those wanting to emulate her youthful look there's the latest uber-luxurious formulation to hit the shelves, MLab anti-ageing cream



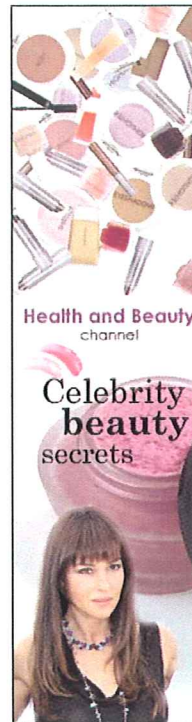
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