

# Your personal skin doctor in a jar

The latest ranges aren't just recommended by dermatologists – they're *made* by them. **Emma Calder** rounds up the problem-solving products you need now

**H**ow flawless and radiant do you think your skin could be if you had a daily appointment with an A-list dermatologist? Well, now you can find out. There's been an explosion in dermatologists creating their own skincare lines, making their expertise available to the masses like us for the very first time. 'I see patients daily with a multitude of skin problems, so I know what women want from the products they use at home,' says US dermatologist **Dr Howard Murad**. 'Creating an affordable skincare range was very important to me.'

Affordable? Surprisingly, yes. While these ranges certainly have some pricey products, most are no more expensive than many premium brands and certainly never as much as a private consultation. Derma brands don't blow the budget on huge advertising campaigns, plus you'll find most of them in fairly plain packaging – it's about what's *in* the bottle, not on it.

Getting our hands on a moisturiser developed by an illustrious dermatologist is exciting stuff. The UK has always lagged behind the US when it comes to skincare (we have less than 600 registered dermatologists, compared to their 12,000). Thanks to 'mimic the clinic' ranges, we're getting the professional expertise we haven't always been able to afford.

Turn over for our guide to the best

## The problem-skin guru: **Dr Murad**

As a dermatologist, pharmacist and professor of medicine, Dr Murad's credentials as a skincare guru are impeccable. He has a unique, holistic approach and his range specialises in specific problem-solving skincare.

**His philosophy** Hydrated cells mean strong, healthy, youthful skin.

**Is it for me?** Very probably – this range offers something for everyone and has products for problems such as acne, redness and cellulite.

**The hero product** The **Murad Age Reform Hydro-Dynamic Ultimate Moisture**, £59, is the ultimate moisturiser for women concerned about ageing and skin sensitivity. With sunflower and olive oil to plump out lines and wrinkles, plus retinyl palmitate – a form of vitamin A – to soften and smooth winter-worn roughness, it gives a glow without irritating.

### **Doctor's orders**

'Stay hydrated. Foods that contain healthy fats, like omega-3s (found seeds, nuts and oily fish) help your body build strong skin cells that retain and attract water.'

