

You are now entering the SKINCARE ZONE

As our skin evolves and reacts to life in 2014, it appears the T-zone is old news... Here's the latest way to navigate your skin, zone by zone

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As a generation of women we've had to learn to be exacting – from choosing a morning latte that delivers the right caffeine hit to deliberating over 140 character tweets. When it comes to our complexions however, we have a different ethos: utilising the same skincare product across our faces in the hope that what will work for our oily foreheads will also prove saviour to our drying cheeks.

It's not how the professionals do things... "Zones on the face are drastically different," says

Lizz Starr, executive director of product development for Origins who has developed a 'multi-mask mapping' system now launching on beauty counters. "You need to target each one independently to receive optimal benefits for varying concerns."

This new era of skincare goes way beyond the T-zone; experts are now pin-pointing new areas of the face for tailored products – from the new T-zone (the temples) to the strip just below the hairline. We've identified them all for you – simply look for your problem zone and adapt your skincare regime accordingly...



1. THE P ZONE

The top third of your forehead (the pigmentation zone) is the 'peak of your face' and the first area to be bombarded by aggressors – sun, rain and wind all hit here first. Couple that with our stingy SPF application for fear of a greasy hairline and pigmentation spots are likely to appear which, as dermatologist Dr Adam Geyer says, is due to "constant exposure to UV rays."

Solution: Apply a daily face-specific SPF that won't clog pores like UV Protecting Fluid, £65, Crème de la Mer, taking it right up to the hair line. A brightening night cream will help even tone, try Clearly Corrective Clarifying Cream, £41, Kiehl's.



2. THE TEMPLE ZONE

Eyes are the first place to show ageing. But while we dutifully apply eye cream under our eyes, we're missing the crucial temple area, which is where crow's feet eventually spread. Unlike our under eyes, the temples are often left unprotected from the ageing sun by thinly framed sunglasses that don't offer this delicate spot adequate shade.

Solution: Pat product under the eyes, then apply it outwards towards the temples. For daytime, try a light gel like Sun Protection Eye Cream SPF25, £21.50, Shiseido, with additional SPF and invest in sunglasses with wide, chunky arms.



3. THE ARC ZONE

We would never tell you to step away from your cream blusher but the nature of the formulas can clog up skin around the apples of your cheeks and up towards the outer corners of your eyes – leading to comedogenic acne. Unlike regular spots, these small, white bumps linger under the surface of the skin, and any blush applied on top only serves to accentuate them.

Solution: Double cleanse using Take The Day Off Cleansing Balm, £21, Clinique, followed by a spot-blitzing gel cleanser like Parsley Seed Facial Cleanser, £25, Aesop.



4. THE REST ZONE

During our extended working days (British women spend the equivalent of five years of their lives sitting at their desk), many of us unconsciously 'rest' the sides of our face in our hands. This habit folds skin upwards causing wrinkles around the jaw and mouth, and redistributes the 10,000-strong army of bacteria found on your keyboard which can clog pores causing spots.

Solution: You need a serum that deftly tackles both blemishes and wrinkles such as the oil-free Blemish + Age Defence Correct, £75, SkinCeuticals. Apply a double dose to the area you rest on your hand.



5. THE SLEEP ZONE

Is one side of your face better behaved than the other? Jean Michel Karam, Founder of IOMA, discovered that 95% of us have differing hydration levels on each side of the face dependant on which side we sleep. Your sleep side is the driest, with cotton pillow cases absorbing our carefully applied skincare more than any other fabric.

Solution: Try 'multi-masking' – Radiant Vitality 2-Step Treatment, £46, Estée Lauder has a clay mask for the T-zone and a hydrating gel mask for the side that hits the pillow.



6. THE CRESCENT ZONE

Our phones now live in our hands and with 95% of people holding their phones against the left side of their faces, this zone has become a hot spot for clogged pores. Mobile phones are covered with more bacteria than a toilet seat and that – teamed with the heat they radiate – opens pores, trapping dirt and creating an all new blemish prone skincare zone.

Solution: Twice a week use a purifying scrub such as Gentle Exfoliating Emulsion, £29, IOMA on the area to remove debris from pores, then treat breakouts with a product containing salicylic acid. Try Blemish Serum, £10, Sanctuary.



7. THE PUFF ZONE

The jawline may not be the first area we think about in terms of our skincare regime but prevention is better than cure as once skin starts to head south here, it's hard to reverse. Our carb-heavy diets are thought to be the latest culprit for preventing contoured jawlines – for every gram of carbs we eat, the body retains nearly a teaspoon of puff-inducing water.

Solution: Facialist Nichola Joss suggests using massage to apply your night cream to firm muscles and flush out fluid. Bend your fingers, place your knuckles under the chin and drag them along the jawline and towards the ears. Repeat 10 times on each side.



8. THE PARALLEL LINES ZONE

Neck lines are nothing new but Joss is seeing more clients with "premature sagging on either side of the windpipe as a result of constantly looking down into devices like tablets". Unlike our face, there's no bones at the side of the neck to support skin and with most of us glued to our devices you'll spot sagging here first – not on the face.

Solution: Apply your daily anti-ageing moisturiser to your neck too, using upwards sweeping motions to reduce sagging and lines. Or try a neck firming cream such as Fermitif Neck Renewal Cream, £95, RéVive for instant firming.



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