

Bling for your skin

INCLUDE PRECIOUS METALS IN YOUR BEAUTY ROUTINE
FOR SKIN THAT'S WORTH ITS WEIGHT IN GOLD

Precious metals are increasingly used in skincare to give anti-ageing and healing formulas a cutting edge.

"We've long known that metals have had healing benefits – just think about the copper bracelets people wear to help arthritis," says beauty therapist Anna Field, owner of The Paddington Beauty Room in Sydney. "Now cosmetic company research and development labs are taking silver, gold and platinum and spinning them into advanced skincare formulas that can clear congested skin, soothe sensitivities, rejuvenate and help to minimise the signs of ageing."

Whether your choice is silver, gold or platinum, these formulas are sure to give you the Midas touch.

STRIKE GOLD

Healing, strengthening and stimulating, gold has a natural biocompatibility with the human body. "It is rarely rejected by the skin or body," explains Field. "For this reason, it's actually used in stents in heart bypass operations."

"The Chinese have used it for medicinal purposes for thousands of years, and ancient civilisations attributed powerful healing properties to pure gold, often including it in cosmetic preparations," she says.

Gold is known to stimulate blood circulation and improve oxygenation to cells, which in turn boosts cellular function and energy.

"When used in skincare formulations, it rejuvenates, strengthens and refreshes the complexion," says Field.

Try: la prairie's newly reformulated *Cellular Radiance Concentrate Pure Gold*, \$930, contains pure colloidal gold to impart radiance and incandescence to the skin. Potent active botanicals and minerals, including quartz and liquid crystals, heal, refresh and strengthen. Similarly, the luxury brand's *Cellular Radiance Emulsion*, \$665 (available in May), uses colloidal gold, quartz crystals, a brightening complex and enzymes, to boost

skin's energy and radiance. SPF 30 protects against photo-ageing.

Carita Perfect Gold Serum, \$650, targets blemishes, fades dark spots and smoothes out wrinkles as it tightens and firms. Its complex of mineral gold, vegetal gold and biological gold works to enhance radiance, making skin appear more youthful.

OmVeda Gold Skin Toner, \$43.20, *Rejuvenating Gel*, \$84.10, *Day Cream*, \$53.10, and *Rejuvenating Mask*, \$70.20, are designed to work synergistically to improve skin's health and vitality, restore radiance and create a unified complexion.

Subtle Energies Mogra & Indian Rose Gold Cream, \$88, is designed for dry and mature skins. It combines oils of rose, mogra and jasmine to soothe and soften fine lines.

Gold facial

OmVeda 24K Gold Facial, \$120 for 90 minutes (call 1300 662 383), uses pure gold with the aim of increasing cellular circulation. An Ayurvedic *marma*-point facial massage is incorporated to enhance the circulatory properties. This treatment is wonderful for tired, stressed skin, giving it a radiant glow. ►

