

Skincare that works

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Tried and tested ... Intraceuticals Rejuvenate daily serum. Photo: James Brickwood

Whenever anyone asks me what they should be using on their skin, I have a stock answer: serum. As far as I am concerned this category of skincare product is the one that delivers the punch for whatever ails you. Really, any cleanser and or moisturiser will do - which is why dermatologists recommend simple brands such as Cetaphil and Ego, which retail for under \$25. But to "get results" for "specific skincare concerns" (excuse the Beautyspeak) a serum "will deliver".

Which is all very well but which serum? I'm not going to begin to diagnose or prescribe products - you have enough reservations about a professional beauty therapist doing this - but what I have done is ask a selection of cosmetic companies to send in their finest and, over the course of the past three months and with a little help from some friends, I've tried them. Below are the ones that rated.

A serum should be precious droplets of fine and powerful concentrated ingredients, used sparingly

An instant fix (lift and tone) is gained from [Intraceuticals Rejuvenate Daily Serum](#) (\$189).