

mayfair times

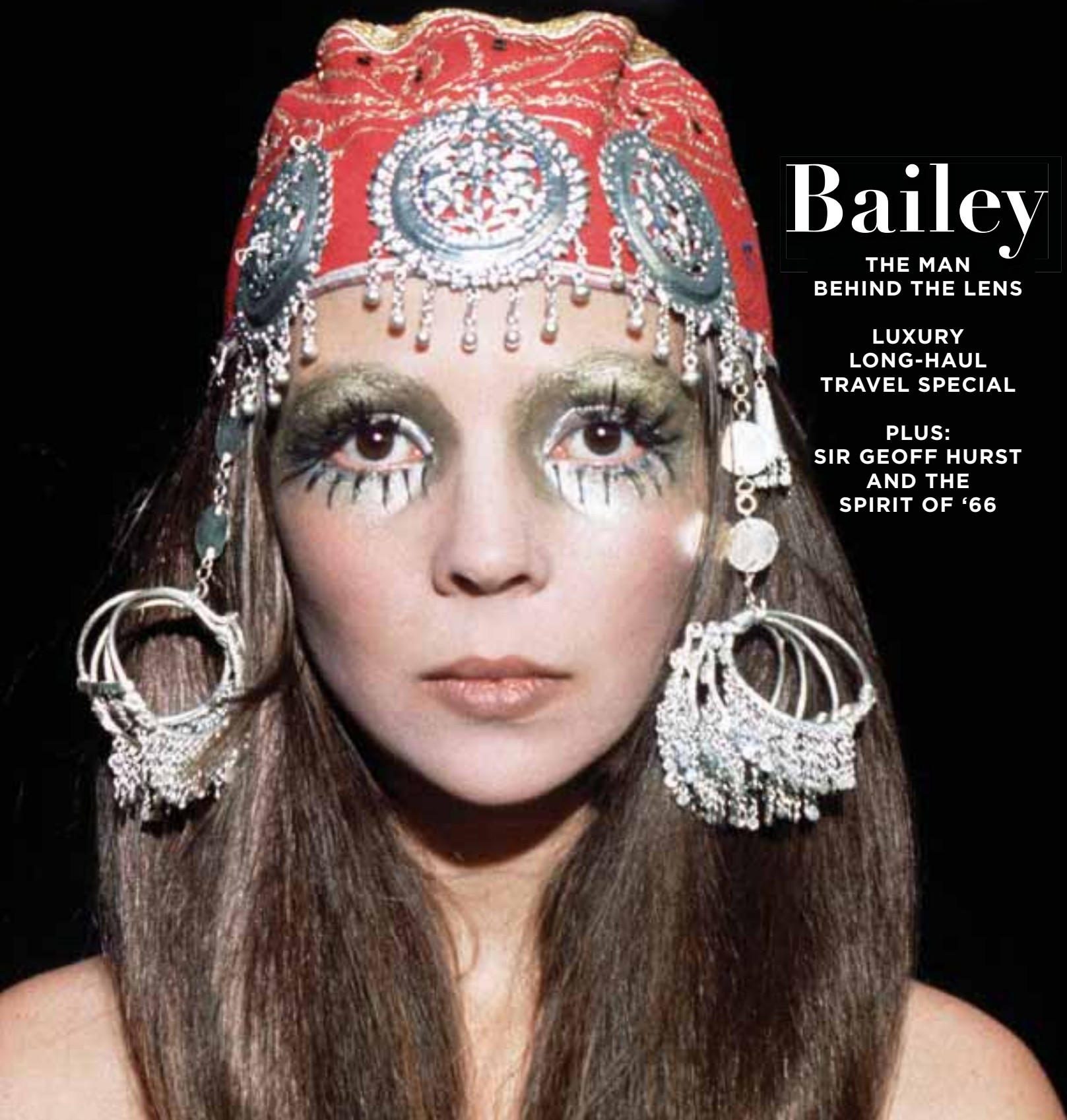
MAYFAIR / ST JAMES'S / MARYLEBONE
JANUARY 2021

Bailey

THE MAN
BEHIND THE LENS

LUXURY
LONG-HAUL
TRAVEL SPECIAL

PLUS:
SIR GEOFF HURST
AND THE
SPIRIT OF '66



EYE TO EYE

Eyecare is an area of beauty and wellness we examine more closely this month

WORDS SOPHIA CHARALAMBOUS



When we approach skincare, we often focus on the face as a whole, but the skin around the eye is often overlooked. Over the past year, the increased use of screen-time, be it Zoom meetings or video calls, has highlighted any imperfections.

Leading oculoplastic and ophthalmic surgeon, Dr Elizabeth Hawkes has seen a 300 per cent increase in blepharoplasty procedures in the last six months, with people demanding anti-wrinkle injections and dermal fillers too.

“We’re unfortunately seeing a very imbalanced view of beauty at the moment,” she says. “We’re spending a lot of time scrolling through filtered images online instead of interacting with people in person.

“What’s more, the majority of business and social interactions are conducted on platforms such as Zoom. That coupled with the fact that when we do go out we are wearing a mask the majority of the time is having a significant impact on the importance we’re placing on our eyes.”

In addition to looking at ourselves more, the devices we’re using – TVs, laptops or mobile phones – omit HEV light or blue light, which is shown to impact the skin and cause premature ageing.

As Dr Elizabeth explains: “Blue light creates free radicals on the surface of the skin which cause oxidative stress, resulting in a weakened skin barrier and hyperpigmentation.

“Because the skin around the eyes is the most delicate skin on the face, it’s more prone to show the signs of ageing first – this makes it vital to protect.”

Some people are more prone to problematic eye areas. Photoaging, which means the amount of melanin we produce in the skin, has a direct effect.

Dr Elizabeth explains: “In dark skin, melanin is packed more tightly so it absorbs and scatters more light, giving your skin more protection.

“In pale skin the melanin is much less dense meaning that the skin is more prone to ageing prematurely, and therefore more likely to show wrinkles and lines around the delicate eye area sooner.”

Dr Elizabeth adds: “Topical creams are good for

dehydration and allergy relief but they will not restore volume, they will not cause the blood vessels under the eyes to constrict, nor will they reverse a family history of dark circles.”

An ophthalmic examination is recommended before treatment for dark circles, puffiness and premature ageing – which could be anything from topical prescription creams, a chemical peel, dermal filler or blepharoplasty.

Another point for consideration is that men and women’s eye areas differ.

Daniel Ezra, ophthalmologist, oculoplastic surgeon and consultant surgeon at Moorfields, who also practises out of Harley Street, says: “There are differences in the dimensions of the eyelids and men’s brows are lower.

“Surgeons should also treat men and women differently insofar as with men, it’s a good idea to keep some of the imperfections as it gives a much more natural effect – if you make it too smooth, it gives a far more feminine finish.”

Mr Ezra has also seen numbers of blepharoplasty procedures rise this year and many people who need eye corrections.

He says: “I always impress upon patients the importance of doing your research before visiting a cosmetic doctor for any procedure.”

Topical creams won’t be able to treat all concerns but are a great preventative measure, and innovation in this area is growing fast.

Millie Kendall, founder of diagnostic skincare brand W6, recommends looking out for Coenzyme Q10 as it shields the skin from sun damage and decreases the risk of wrinkles.

She adds: “Hyaluronic Acid helps to plump skin and tackle the dreaded eye bags, Vitamins C and E are also great ingredients, as Vitamin C aids collagen production and skin elasticity, and Vitamin E soothes and protects.”

An ingredient that is fast becoming known as a



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super ingredient in skincare is EGF, or Epidermal Growth Factor, which is found in Icelandic skincare brand, Bioeffect.

Dr Björn Örvar, Bioeffect’s chief scientific officer, says: “Skin around the eyes has much fewer sebaceous glands than the skin elsewhere on our face so it needs all the hydration it can get.

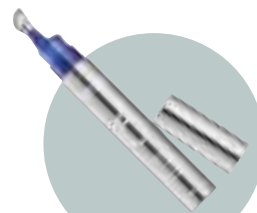
“As well as helping to boost the production of collagen and elastin in our skin, EGF encourages the production of Hyaluronic Acid molecules that retain moisture in the skin, so it stays hydrated for much longer.”

It is not just the external appearance of the eye that is being affected by extra time in front of screens. The eyes themselves are being put under more strain so a healthy diet, high in omega-3, and foods containing lutein and zeaxanthin are what Dr Elizabeth recommends for the health of the macula – the part of the eye responsible for vision.

Dr Elizabeth also advises against certain foods: “Saturated fats, or high fat diets can cause deposits that constrict blood flow to the arteries.

“The eyes are especially sensitive to this, given the small size of the blood vessels that feed them.”

NEW
EYE
PRODUCTS



ZO SKIN HEALTH
The Growth Factor Eye Serum uses ZO’s Growth Factor Technology to specifically target the deeper eye wrinkles, while also addressing dark circles and puffiness.
Cranley Clinic, 106 Harley Street, £98 for 15ml



BIOEFFECT
Icelandic skincare brand Bioeffect’s EGF Eye Mask Treatment, £75, is a potent two-pronged attack to puffy, lacklustre eyes, using the EGF serum and hydrogel eye masks.
Liberty London, Regent Street, £75



WO
The Eye Contour Perfecting Essence comes in 14 individually packaged 1ml doses, for no cross contamination. Specifically for dark circles and puffy eyes, the botanical blend of active ingredients include rice and soya bean peptides and bell pepper cell cultures.
wearewo.com, £19