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The new menopausal skincare trend: is it worth paying more for? The truth behind the claims



29 September 2015 by Nicci Talbot



This week I had a press release from a company promoting “the world’s first luxury menopausal skincare range”, a premium brand called Phytomone. The hero product is a four-in-one (serum, moisturiser, neck and eye cream) with active ingredients including phytoestrogens and argan stem cells. Sounds lovely, but I couldn’t help wondering if a

menopausal skincare range isn't just clever marketing.

I have friends who swear that the simpler their skincare, the better. And I've recently started using Tiana anti-ageing rose coconut oil face cream, which makes my skin sigh.

Maggie Alderson, formerly a Liz Earle Superskin devotee, says: "I've jacked all that caper in and now swear by coconut oil. I loved that Liz Earle cream but it really stuck in my craw to spend the best part of £50 on a small pot of any cream, so I get my lovely organic coconut oil from the health shop instead.

"As it's a bit greasy under make-up, I use moisturiser by French brand Avène for day, because it's not stupid money and they specialise in non-irritant products."

What do the skincare experts think? Shabir Daya, a pharmacist at Victoria Health, says: "I am not a lover of skincare ranges that specifically target menopausal skin purely because, more often than not, the word hydration is used incorrectly.

"Also, we are expecting plant oestrogens often used in these ranges to replace lost oestrogen during menopause and this simply does not

