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Beauty Pie's bestseller is a super-serum by the man who first gave me Botox (yes, really)



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Here is a really superlative serum, packed with highly effective ingredients, and it's £46. Well, it's £46 if you're a member of Beauty Pie. In case you're reading the beauty pages for the first time in your life, and at the risk of repeating myself for the nine millionth time, Beauty Pie is a club that gives you access to wondrously affordable, wondrously top-notch skincare for a subscription (£10 a month or £59 a year). The idea is that by cutting out the middlemen, losing the usual huge retail mark-ups and the fancy packaging and dispensing with celebrity spokes-

people, you get high-end products for a fraction of what you would pay for them in a shop — products that are more often than not formulated in the same labs and use the same ingredients as something that costs an extravagant amount. The website estimates what X or Y product would typically cost in the shops. In the instance of this serum, **Youthbomb 360° Radiance Concentrate**, that would be £185. Or, as I say, £46 with a sub.

Now obviously the subscription is not worth it if you buy two beauty products a year. (I feel I've met you. You dropped your blush ages ago and it shattered into pieces but it's still useable, although it leaks peach dust all over the bottom of your handbag, and your old brown eye pencil is a hard little stub that slightly hurts your eyelids. No one loves an ultra-minimal bathroom shelf/make-up bag more than me, but the thing about beauty is that it constantly evolves and the innovations it comes up with constantly make you look better, with less effort. So it's worth going shopping every now and then — you'll be amazed.) But anyway, if you spend more than that, especially on skincare, which gets very expensive very quickly, it's a no-brainer. I say that because these are really effective products at any price, and I like how democratic the concept is. For me the jewel in the considerable crown is this serum, launched this year. There's also a super-intense, use-it-for-60-days sibling cream called Youthbomb Biologic Collagen Peptide Cream, but I haven't tried it.

The serum, though, is fantastic. A friend hassled me to try it for months and eventually I did, just to stop her going on about it and looking wounded, and also because she kept saying, quite indignantly, "Look at my skin, though. Really *look*. I'm not using anything else." And she did have a point — her skin looked amazing. It's not just her — the serum is award-winning and has been Beauty Pie's numero uno bestseller all year. It was formulated in conjunction with Dr Andrew Markey, a consultant dermatologist and dermatological and laser surgeon, who many moons ago gave me superlative Botox and filler — so good that I could completely understand how people get addicted to tweakments and end up looking like creepily smooth eggs. It was only through a supreme effort of will and a dwindling bank balance that I weaned myself off. Anyway, the point is, he's extremely august, extremely brilliant and very much the sort of person you'd want to help with making a serum. The point of this one, as the name indicates, is to strengthen, firmen (not sure that's a word) and brighten the skin, or as Beauty Pie puts it, "to unlock insanely dewy, glowing skin". And that's exactly what it does, to a quite startling degree, using 15 very serious ingredients. What more is there to say? ■ @indiaknight



This serum does exactly what it says it does, to quite a startling degree