

## SUPER-CHARGED BEAUTY WITH IMPRESSIVE RESULTS



BY EMMA GUNAVARDHANA

TUESDAY 17 SEPTEMBER 2013, 11:00

★ 3 2

*A daily hit of the most stupendously brilliant things to land on the beauty desk. This is survival of the fittest.*

Does the idea of scientists toiling and perfecting your beauty creams make you feel you're in good hands? If so Elethea could be just the range for you. Created by Nausheen Qureshi, who's background is in biochemistry, the

collection is chock full of rare, mineral rich ingredients, which have been harvested from her native Kenya. And just to reassure you each product has spent at least two years being meticulously formulated – now that's our kind of skincare.

A stand-out beauty buy that's caught our eye is the Youth Capture Serum. As serums go it's super light but that doesn't mean it isn't an anti-ageing heavyweight. In clinical in vivo anti-wrinkle trials 100% of users saw an average of 24% reduction in wrinkles in 28 days.

Now that's impressive – who wouldn't like ¼ fewer wrinkles in just one month?

We're talking a prestige price tag here but this is skincare with clout. The basis for all the Elethea ingredients is the Rift Valley Algae Complex, which goes through a three-month extraction process, but this super-powered serum also features a multi-peptide complex, tamarind seed extract and oat beta gluten.

Elethea Youth Capture Serum, [£210](#)

