



## Who spends £50 a year on beauty treatments... and who spends £2k?

THESE four women have one thing in common – they are all 45.

And to keep the wrinkles at bay and look as young as they do, they all take care of their skin. One makes her own beauty products, another swears by laser treatment.

A third stays out of the sun and the fourth believes that putting aside your worries helps you to look more youthful.

Their yearly spend on anti-ageing products ranges from £50 to £2,500.

According to a recent QVC survey, women spend an average of £653.64 a year on beauty products – making the industry worth £2billion.

While some swear by expensive face creams others are convinced budget products and a good diet are just as effective.

Here Karen, Frankie, Sarah and Cathy reveal to LAUREN NAYLOR the secrets behind their youthful looks.

### Sarah Jane Hulbert



**Beauty splurger ... Sarah Jane  
spends £2,000 every year**

MUM-OF-TWO Sarah Jane, an events administrator, lives in Cobham, Surrey, with her children Luke, eight, and Ella, 13. Her secret lies with fillers and Botox. She says:

"I aged quite well but when I hit 40 I thought I needed a beauty boost. I went to see Dr Ayham Al-Ayoubi in Harley Street who used Cynosure-Performa laser treatment to smooth out wrinkles, fine lines and re-surface my skin.

've also tried Sculptra, an injectable, to treat anti-ageing and acne scarring, followed by Botox and dermal fillers. Friends don't know what I've done but say I look well.

I always use hand cream, have my nails done every three weeks, cleanse, tone, exfoliate and always use eye cream.

I eat a lot of salads and soups. I don't do exercise but I run around after my children.

Elle Macpherson (46) and Sharon Stone (52) are my heroines. If they've had anything done, it's very subtle."

BEAUTY SPEND: Botox – £500; chemical peels – £600; anti-ageing laser treatment, Cynosure Performa laser, £800; Ellanse fillers – £400; skin care – Celgenics moisturiser and eye cream – £200.

SPEND OVER A YEAR: £2,500



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