



'The breast muscle and fascia tissue underneath the skin hold tension'

tension that if it doesn't get loosened out, it can bring the shoulders forward.'

First, stimulate your lymph nodes, which are responsible for draining the body of toxins and sit around your collarbone inside the base of the neck, by using four of your fingers to hook inside the bone and press down, slowly, 10 times. 'On the lower side of the collarbone, use sweeping motions to slide the same four fingers from the centre to where your shoulder blades start,' advises Michaela. This light, sweeping motion helps gently move surface fluid and activates the detoxification process.

Start the massage using a product that gives enough slip so that the skin doesn't drag. Michaela recommends Time Bomb's Troubleshooter Neck & Jaw Cream [7], £37, or Romilly Wilde's Active Boost Face Oil [8], £75. 'With deep pressure and big sweeping circular motions, use the palms of your hands to work from the centre of your chest, round to the shoulder, and then back around the breast,' says Michaela, who also suggests using the opposite hand to

the shoulder you're working around. Then use circular motions in-between the boobs to help stave off tram lines and stimulate collagen production. After you've done this for as long as you have time for, go back to the draining techniques you began with.

OFF YOUR CHEST

Where skincare fails (a topical product can only do so much), dermatologists also offer treatments of varying degrees that can help target the pigmentation, fine lines, uneven texture and sallowness. 'If you're suffering from pigmentation and have a [lighter] skin tone that can burn, IPL [intense pulsed light therapy] is a great way to help,' says Dr Zamani. 'Skin can't be suntanned when doing it so this is a good treatment to have

during winter months.' You'll need up to five treatments, one month apart. Head to efnedispa.com for IPL treatments nationwide (from £280).

For wrinkled texture, Dr Zamani's Glow Rehab treatment (drmaryanzamani.com, from £1,500) combines three different treatments to tackle skin from all angles: Profilo, PRP and Laser Genesis. 'Profilo treatment is where a form of hyaluronic acid is gently injected into the skin to hydrate deeply while stimulating collagen,' explains Dr Zamani. PRP is where we take the blood (and isolate the platelet-rich plasma) and reinject it into the skin to stimulate collagen production, and finally Laser Genesis is a laser that helps stimulate collagen.'

Radiofrequency is another treatment gaining traction. Plastic surgeon Patrick

Mallucci, medical director at Mallucci London (mallucci-london.com), advocates it for 'skin tightening and regeneration'. He combines it with Profilo and recommends from three to six treatments, separated by a couple of weeks. Then there's ultratherapy, which uses ultrasound technology to tighten and lift the skin on the chest for up to two years. 'Treatment is uncomfortable, but you only need one,' says Dr Zamani. You should then see pronounced results within six months.

LIVE AND LET LIFT

Looking for an alternative to breast implants? 'A lot of women who come to me want their implants taken out,' says plastic surgeon and breast specialist Dr Rozina Ali, 'but still want the breast volume they once had with them in. For that, I suggest lipofilling.' This process injects fat taken from the thighs, knees and underneath the bum into breast tissue. It's a lot less invasive than breast augmentation and helps build shape without surgery.

Alternatively, the PDO Thread Lift, a technique that involves inserting super-fine micro threads (with a needle, so no scars) through the mid layers of skin to lift the breast. As well as lifting skin, the threads prompt better collagen production and makes boobs look fuller and firmer. It lasts around nine months, by which time the threads dissolve into the body. Dr Barbara Kubicka in London's ClinicBe specialises in PDO Thread Lift (clinicbe.com, from £380)

EVEN STEVENS

Never underestimate the power of make-up. 'Look for lightweight products, like a tinted moisturiser or CC cream. A full-on foundation can be ageing and messy,' says make-up pro Mel Arter. A faux tan can work wonders too, but be careful. 'If the chest has visible pigmentation or sun damage, as they often do, fake tans can cling lighter and darker in certain patches,' says tanning extraordinaire James Harknett, who recommends a non-committal wash-off tanner. Vita Liberata's Body Blur [9], £29.50, is name-checked by both pros, as well as the *Grazia* beauty team, and offers the ultimate, even, glowy tan in just a swipe of a mitt.



And don't forget your boob mask either; yes, you heard right, there's now a selection of masks on offer specifically for the chest. Nannette de Gaspé's Bust Dry Mask [5], £130, promises to define the breast thanks to clever, 'techstile' technology that sees HA and marine collagen dry-printed (or infused) on to the mask. The only downside? You need to wear it for an hour each day for six days in a row. Commitment-phobes might prefer Skin Laundry's Wrinkle Release Neck & Chest Sheet Mask, £14, which contains a selection of organic vegetable extracts to help lessen lines and brighten skin. And for the laziest? Lancer's Contour Decolleté Firming Concentrate [6], £185, is expensive, but contains marine cone snail venom to combat wrinkles and boost collagen.

RUB IT IN

From Meghan to Mossy, those in-the-know swear by facials that use massage to benefit the face, neck and décolletage. Celebrity facialist Michaela Bolder is known for her firm-handed massage technique during her treatments, but says you can also do it yourself at home. 'You should be massaging this area every day – it's still part of the face,' she says. 'The breast muscle and the fascia tissue that sit underneath the skin both hold so much