

Last year in the USA, blepharoplasty (that's eyelid surgery to you and me) was the third most common surgical procedure, beaten only by breast augmentation and rhinoplasty.

According to the British Association of Aesthetic Plastic Surgeons, in 2013 it went up 14 per cent in the UK, too.

Muscles within the eye area get worn down with blinking (which we do around 10,000 times every day) and stretched with the dragging motion of removing eye make-up. When the upper lid skin begins to sag, as it will in your forties, it makes eyes look tired and smaller.

The new firming eye serums act as scaffolding to support skin and reinforce its structure against sagging. So act now – you'll be glad later that you did. In the meantime, these new products are also great for refreshing exhausted eyes, so you're a winner both short- and long-term. Apply in a circular motion around the full orbital bone.



SKIN SCIENCE

LID lifters

Clever eye serums that prevent droop in the future and make sure you look wide awake right now? We're definitely in, says *Jess Lacey*



1 Chanel Le Lift Crème Yeux, £63

Reboots your collagen production and melts into the skin, so make-up went on perfectly straight after. An all-rounder for older skin.

2 Philosophy Full of Promise, £36

The double-ended tube meant mornings were for African Kigelia fruit extract to lift eyelids, while caffeine firmed skin underneath in the evening.

3 Darphin Stimulskin Plus Divine Eye Cream, £73

The super-thick consistency meant one pump was enough for both eyes. After massaging in the cream, I felt the skin around my eye was firmer.

4 Perricone MD Acyl-Glutathione Eye Lid Serum, £95

After 30 seconds I felt the skin on my eyelids tighten; after a week they were noticeably smoother. Pricey, but I'll be sticking with it..

5 Kiehl's Super Multi-Corrective Eye-Opening Serum, £36

I was sold when I heard this contains rhamnose, a plant extract that firms skin. Claims to open eyes by 42 per cent.

6 Lancôme Rénergie Yeux Multi-Lift Eye Duo, £48

The solid texture makes for a product that feels substantial. Great news for my eye area, which I'm convinced looked more taut after three days of use.