



Celia Walden

'IS THAT GOING TO HAPPEN to me?' For the first 20-odd years of my life, adults were viewed through the filter of that question. When my father said, 'Can we turn that down? I can't talk and listen to music at the same time,' I'd gawp, gulp and wonder: 'Is that going to happen to me?' If I heard older colleagues lamenting 'day two' of a hang-over, I'd commiserate, pause, and then whisper: 'Is that going to happen to me?' But nothing instilled teeth-chattering terror quite like the sight of a crêpey décolletage. One minute I'd be talking to someone, the next my gaze would drop five inches, and boom! There was a parched plateau of chest flesh that looked like it belonged in *National Geographic* – beneath a headline containing the words 'arid badlands', perhaps – but had no place on the human body.

UP TO YOUR NECK

Avoiding, reversing and concealing the 'crêpey décolletage'

You'd think that the kamikaze tanning would have stopped then and there. That I'd have renounced the mid-day sun in an instant, and forsaken the SPF2 Ambre Solaire Huile Bronzante Intense for something more sensible, something with the coverage and consistency of plaster of Paris. But logic and follow-through only come later – with the age spots and the parched plateaus of flesh.

Well, they're a testament to a life well lived, right? Wrong. By all means, let wisdom and experience inscribe themselves across your face, but nobody wants a wise and experienced chest – and now that spring has sprung, there's no hiding behind high necklines and scarves. Thanks to products from concealers to clock-reversing treatments, you don't have to.



GET IT ON YOUR CHEST

Hydro Cool Firming Neck Gels, £35 for four, Skyn Iceland, from marksandspencer.com. These patches visibly tauten skin and blur lines in 10 weeks.



Bust Beauty Firming Lotion (below), £38 for 50ml, and **Extra-Lift Gel**, £44 for 50ml, both Clarins (clarins.co.uk). The closest you'll get to regeneration in a tube.



Fabulous Conceal, £18.50, Look Fabulous Forever (lookfabulousforever.com). A subtle but densely pigmented concealer that'll eradicate age spots instantly.



Neck & Decollete Firming Cream, £60 for 90ml, AlumierMD (alumiermd.co.uk). Reduces the appearance of hyper-pigmentation and supports collagen production.



Swiss Bust Contour Defining Treatment, £110, Cellcosmet, at Aldo Coppola (aldocoppola.co.uk). Worth the bucks – one 45-minute treatment and your bust looks firmer and fuller.

