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The £3 wrinkle buster: How a budget moisturiser outperforms pricier rivals

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By [Sean Poulter](#)

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Attempting to hold back the years has always been an expensive business.

But now it seems it needn't cost the earth, after a cheap wrinkle-busting moisturiser was declared to be just as effective as products costing 60 times as much.

Consumer group Which? found the Simple product, costing £3.21, held its own against expensive creams offering 'visibly younger' skin.

The Kind to Skin replenishing moisturiser sells for just 26p per 10ml.



The wrinkled truth: Which? tested a selection of brands to see if they lived up to the hype surrounding their ability to turn back the clock - and Simple outperformed more expensive creams

By contrast, the least effective product in the Which? tests was RoC Retin-Ox Intensive Anti-Wrinkle cream.

At £13.30 per 10ml, the lotion is 51 times more expensive than the Simple product.

The budget moisturiser also beat Clinique Repairwear Intensive Eye Cream, which is more than 64 times the price at £16.67 per 10ml.

Many other big brands - including Clarins, Avon, Garnier, StriVectin-SD, and Logona - also failed to perform as well as Simple.

Which? tested 12 creams over a six-week period on a panel aged between 35 and 65.

High-definition photographs were taken before and after, which were analysed by a panel of five experts.

Neither the testers nor the panel of judges knew which creams had been used in order to produce a reliable result.

The volunteers voted Nivea's Visage Anti-Wrinkle Q10 Plus Eye Cream, which sells at £9.99 a bottle - or £6.66 per 10ml, as their best overall cream.

The findings are a blow to the beauty industry, which has seen sales and profits linked to anti-ageing products soar.

Women spent £32million on eye care products in Britain last year, a rise of a third in two years.



HOLDING BACK THE YEARS		
	Price	Price per 10ml
Better performers		
Simple Kind to Skin Replenishing Rich Moisturiser (125ml)	£3.21	26p
Nivea Visage Anti-Wrinkle Q10 Plus Eye Cream (15ml)	£9.99	£6.66
L'Oreal Revitalift Double Lifting Eye Cream (15ml)	£15.99	£10.66
Olay Total Effects Eye Transforming Cream (15ml)	£16.63	£11.09
Moderate Wrinkle Reduction		
Garnier Ultra Lift Anti-Wrinkle Firming Eye Cream (15ml)	£8.99	£5.99
Avon Anew Rejuvenate 24 Hour Eye Moisturizer (20ml)	£15.00	£7.50
Boots No.7 Protect & Perfect Eye Cream (15ml)	£16.50	£11.00
StriVectin-SD Eye Cream (40ml)	£47.00	£11.75
Logona Age Protection Eye Gel (20ml)	£26.00	£13.00
Clarins Advanced Extra-Firming Eye Contour Cream (20ml)	£31.33	£15.67
Clinique Repairwear Intensive Eye Cream (15ml)	£25.00	£16.67
Least effective		
RoC Retin-Dx Intensive Anti-Wrinkle Cream (15ml)	£19.95	£13.30

Jess Ross, editor of Which.co.uk, said: 'It's not just Hollywood stars who want to look younger, we all do, but it's unlikely spending a fortune on the latest miracle product will get rid of wrinkles.'

'Our tests show that anti-wrinkle eye creams have limited success, whatever they cost.' She said the best way to avoid wrinkles was a good sunscreen to keep the ageing effects of the sun's UVA rays at bay.

A Which? spokesman added: 'On average, the creams showed only slight wrinkle improvement at best.'

'The cost of an anti-wrinkle eye cream is no indicator of effectiveness. We found none of the creams worked on all of our testers, but the Simple moisturiser worked just as well as more expensive creams.'

Dr Tamara Griffiths, of the British Skin Foundation, said: 'Companies don't need to demonstrate-research of the same standard-required for drugs to prove they work.'

'A pricey eye cream can equal better packaging and more luxurious ingredients, but won't necessarily work better.'

A spokesman for Simple said 'We have always been committed to creating products suitable for a range of skin needs and skin types, even the most sensitive.'

'These are increasingly appealing to today's price-savvy consumer who doesn't want to break the bank to look good.'

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Well I use Nivea Soft and can't fault it.

Yes, occasionally I alternate it with other moisturisers, but nothing makes my own skin feel as nice as Nivea Soft does.

Been using it for years now. Love it.

Has it kept me looking younger? I dont know, time will tell, but for "feeling" afterwards, to me its the best, and its gentle too

All our skins are different and everyone responds differently to different things, but it works for me.

I have expensive ones too, but they dont feel half as nice afterwards when absorbed, well in my opinion anyhow

- Sarah, Durham, 21/8/2009 00:49

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When I was a girl, my nan told me how to use witch-hazel to cleanse and tone, and Pond's cold cream to moisturize. Later I also got rose-water and the chemist's own moisturizer (you can't get this now). I can't say it stopped ageing, but could be worse. I did a project on make-up when 16, and discovered that it is all the same ingredients - you get charged more for the name and packaging. At 17 I worked for a famous make-up company in Bond Street and learned it was all selling the overpriced gunk to naive teenagers to get captive market. Now I teach my grand-daughter how to look after herself, to wash her face with one of my Asda sensitive wipes and to comb her eyebrows. (And to use witch-hazel.....).

- Heather, Lincoln, UK, 21/8/2009 00:01

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Thats strange

My friend is a dermatologist and the one brand she made me swear I would NEVER use was simple as it is awful for the skin and completely dries it out. I have used it in the past and I've found that it irritates my skin.

- Slim, Leeds, 20/8/2009 23:58

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So the simple product is now supposed to fly off shelves, soon as you here a anti ageing creme works like the aldi one and the boots one.

- nikki, nottm uk, 20/8/2009 21:21

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Tell Jossy, from Amsterdam she can get Simple products. Boots have opened a shop on the Stadionweg in Amsterdam South

- Ros, Amsterdam, The Netherlands, 20/8/2009 21:16

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Another great one is E45 cream - less than £2- I have no wrinkles & have used this for years - plus i keep out of the sun and don't smoke. Use a light sunscreen - better than anything else.

- Clem, london, 20/8/2009 21:12

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