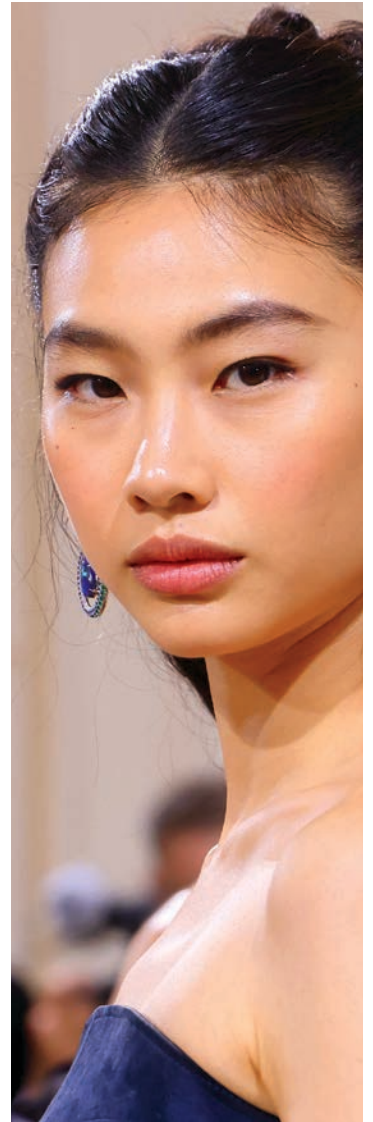


HELLO!

STYLE

BEAUTY | FASHION | GIFT GUIDE



BEAUTY AT EVERY AGE

Maintaining healthy, beautiful skin is an art. By equipping yourself with the proper tools - from skin-care products to in-office treatments - you can preserve your unique canvas through the decades
By Ingrid Williams



ZENDAYA



La Roche-Posay Effaclar Micro-Peeling Purifying Gel, \$18, laroche-posay.ca

Dermalogica Clear Start Liquid Peel, \$40, dermalogica.ca



20s

THE BRIEF Protect and Prevent

Captivating performances aside, 20-something stars like Zendaya and Harry Styles pop off the screen because their age group is blessed with an abundance of collagen and elastin. Skin concerns (other than some acne breakouts) will likely be minimal during this stage of life, making it the perfect time to create a skin-care routine focused on prevention.

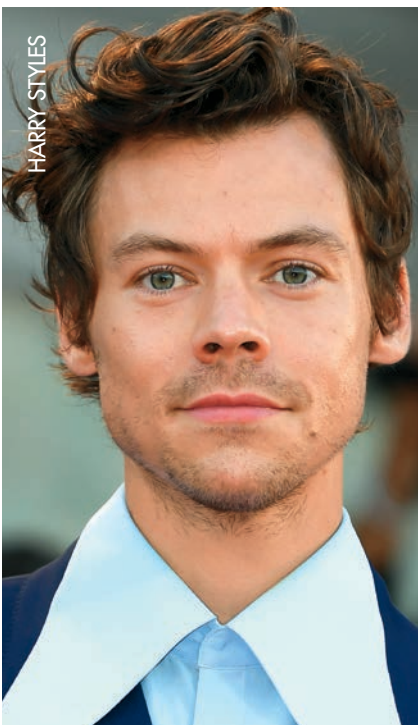
“Ninety per cent of our skin aging is due to photodamage, the majority of which occurs in our youth,” says Dr. Mark Lupin, a dermatologist and director and founder of Cosmedica Laser Centre in Victoria. “The most common skin cancer is also caused by too much sun and may be preventable. My best advice is to enjoy the sun but to do it wisely with good photoprotection.”

Dr. Maryam Zamani, an esthetic plastic surgeon at ICLS Dermatology & Plastic Surgery in Oakville, Ont., strongly agrees: “Sun protection, at every age, can’t be stressed enough.” Daily essentials are broad-spectrum sunscreen with at least SPF 30 and vitamin C serum. The topical antioxidant not only reverses sun damage but also neutralizes free-radical aggressors.

Dr. Lupin also recommends using retinol. “It helps clear out pores to treat acne and has the added benefit of reversing early sun damage while promoting new collagen.”

To address frown lines or fine lines across the forehead that may appear in the mid to late years of this decade, Dr. Lara Devgan, a plastic surgeon from New York City, recommends baby Botox and microinfusion microneedling with platelet-rich plasma. “Consider these interventions when you have the skin you’d like to maintain,” she says. “Ideal skin is all about early action for preservation rather than treatment.”

A dose of perspective goes a long way, too. “Healthy skin does not mean perfect skin, and it’s normal to have ebbs and flows in your complexion,” she adds. “It’s important to remember that media representations of filtered faces don’t equate with real life.”



HARRY STYLES



CeraVe Resurfacing Retinol Serum, \$27, amazon.ca



HYEON

Summer Fridays ShadeDrops Broad Spectrum SPF 30 Mineral Milk Sunscreen, \$47, sephora.ca



NeoStrata Enlighten 15% Vitamin C + PHA Serum, \$55, neostrata.ca



TOP TO BOTTOM: FRAZER HARRISON/GETTY IMAGES; MONDADORI PORTFOLIO/GETTY IMAGES; TAYLOR HILL/GETTY IMAGES

30s

THE BRIEF Ready to Restore

You can't coast through your third act! "Collagen and elastin production begin to decrease now," says Dr. Devgan, whose eponymous skin-care line counts Jennifer Aniston among its fans. "You may start to see a reduction in the speed of cell turnover, and the skin takes a little longer to recover from inflammation." To achieve a luminous, bouncy complexion in your 30s comparable to Gemma Chan and Scarlett Johansson, turn to professional help to elevate DIY efforts.

Dr. Devgan encourages regular Botox appointments to maintain the skin you already have and keep wrinkles at bay. "I also recommend an Erbium laser treatment to reduce hyperpigmentation and dullness," she says. "It's a great way to rejuvenate the skin in conjunction with microneedling." Dr. Lupin turns to lasers as well. "Non-ablative laser resurfacing, such as Clear + Brilliant, is especially helpful in the 30s as it aids both skin health and appearance by reversing early sun damage and addressing early wrinkles," he explains.

At home, stick to Dr. Lupin's ABCs: vitamin A (also known as retinol), vitamin B (as in sunblock) and vitamin C (a.k.a. L-ascorbic acid). Adding in a gentle scrub several times a week will allow serums to penetrate better into the skin, adds Dr. Devgan.

Changes to the skin below the neckline are also common. "Many patients in their 30s experience pregnancy and motherhood or weight changes," says **Dr. Zamani**, noting that there are in-office treatments available. Her go-to approach combines VASER, an ultrasound-assisted liposuction, with radio frequency-based skin tightening, such as Renuvion or BodyTite by InMode. "The combination of these two energies can help your body build and remodel collagen for up to 30 per cent skin tightening in year one," she says. ▶

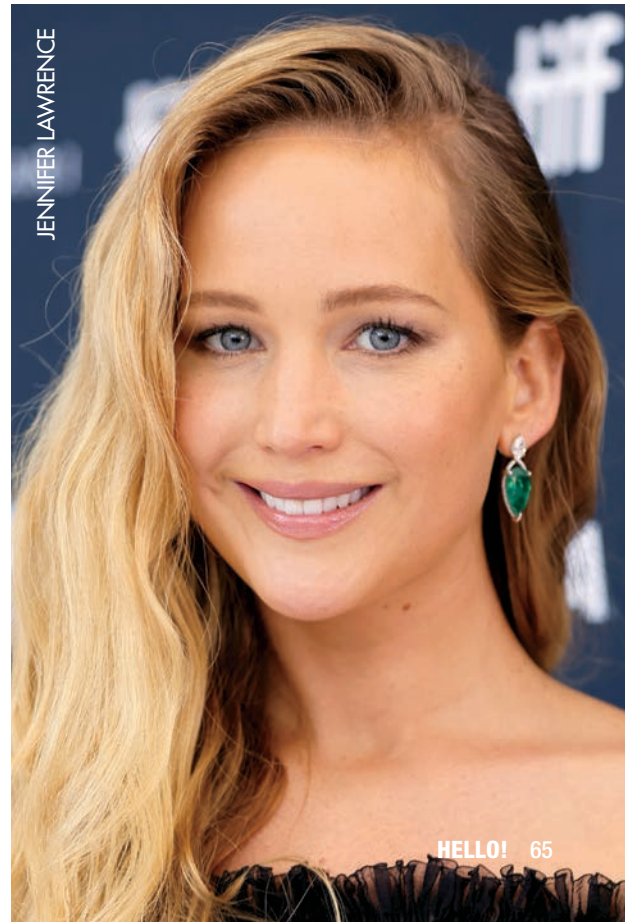
La Roche-Posay Pure Niacinamide 10 Serum, \$65, laroche-posay.ca



Tata Harper Resurfacing Body Serum, \$196, etiket.ca



Vichy Capital Soleil Ultra-Light UV Lotion SPF 60, \$30, vichy.ca



Drunk Elephant A-Gloeï Maretinol Oil, \$95, sephora.ca



The Body Shop Vitamin C Daily Glow Cleansing Polish, \$19, thebodyshop.com





PRIVANKA CHOPRA JONAS



Dr. Lara Devgan Hyaluronic Serum, \$334, drlaradevgan.com



Neutrogena Rapid Firming Peptide Contour Lift Cream, \$50, at mass retailers

40s

THE BRIEF Hydration Happy

On hitting the big 4-0, more visible signs of aging start to appear. “Early hormonal changes may lead to drier skin and loss of elastin, while changes in bone structure and collagen tend to present as laxity or jowls,” says Dr. Lupin. Hollowing under the eye area is another common development, notes Dr. Devgan.

Still, that doesn’t mean you can’t look as fab in your 40s as Charlize Theron and Priyanka Chopra Jonas. Start by doubling down on hydration. “It’s key for locking in moisture, reducing the appearance of fine lines and repairing the skin barrier,” says Dr. Devgan, who puts the focus on graceful aging versus anti-aging. Her top picks include a hyaluronic acid serum, a vitamin-rich night cream and an eye cream loaded with peptides to soften, nourish and strengthen the skin.

If your area of concern is just south of the jawline, a mini-necklift could be the solution, says [Dr. Zamani](#). The procedure uses minimal incisions hidden around the natural curves and lines of the earlobes to tighten the muscles while radio frequency energy is applied to the skin. “Better results can be attained by addressing not just the skin but also the muscle and connective tissues below the skin,” she says. “It’s the best of both the surgical and non-surgical worlds.”

And if the surgical route isn’t for you, there’s a great range of non-invasive treatments. “Dermal fillers are particularly popular as they help lift and make you look less tired – with instant results,” says Dr. Lupin. “Neuromodulators like Xeomin, Botox, Dysport and Nuceiva continue to be helpful, especially to look more relaxed.” Lasers can also help restore collagen, while Ultherapy, Thermage and Morpheus8 treatments use ultrasound or radio frequency to lift and tighten sagging skin.



CHARLIZE THERON

Estée Lauder Advanced Night Repair Eye Supercharged Gel-Creme, \$92, esteelauder.ca



Kiehl’s Retinol Fast Release Wrinkle-Reducing Night Serum, \$98, kiehls.ca



Noble Panacea The Exceptional Vitamin C Booster, \$218, noblepanacea.com



JESSICA CHASTAIN

TOP TO BOTTOM: DANIELE VENTURELLI/GETTY IMAGES; STEVE GRANITZ/GETTY IMAGES; ANGELA; WEISS/GETTY IMAGES

50+

THE BRIEF Rejuvenation Ready

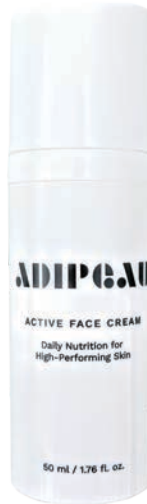
Talk about skin goals! A-listers like Viola Davis, Paul Rudd and Jane Fonda still look fresh-faced after 50. But it takes work. “At this age, the skin generally becomes drier, more brown sun spots appear, early precancerous lesions called actinic keratosis tend to occur and volume loss with laxity is more prominent,” says Dr. Lupin. For post-menopausal women, hormonal changes and lower estrogen production can lead to melasma, hyperpigmentation and volume loss, notes Dr. Devgan.

The good news is that there are myriad treatments and procedures to choose from, depending on your budget, your lifestyle and the results you want to achieve. Non-invasive procedures, such as injectables, lasers and firming treatments, can still deliver notable enhancements. If you’re considering making the surgery leap, blepharoplasty, or eyelid lift surgery, is **Dr. Zamani’s** favourite “worth-it” facial rejuvenation for this age group. “Changes seen with aging in the eyelids, such as extra upper eyelid skin and hooding, bulging pockets of fat and even rounding out of eyelids, can inadvertently change how we communicate and are perceived by others,” she says. “My patients complain of being mistaken for looking tired, upset or angry. Eyelid lift surgery can be quite simple, with little downtime and transformative results.”

Whichever route you take, put your face in good hands. “As you get into more involved treatments, it becomes important to ensure that you are looked after by a reputable clinic with a physician director,” says Dr. Lupin. And be sure to back up your in-office work with at-home maintenance. “Patients have a hand in helping results last,” says **Dr. Zamani**. “Protect your investment and take good care of your skin for esthetics and skin health.”

Your daily skin-care routine should still enlist the essentials (sunscreen, vitamin C and retinol on repeat) to fend off UV and environmental damage. “Focus on skin health as a priority,” says Dr. Lupin. “This will lead to more beautiful skin in your 50s and beyond.” **H**

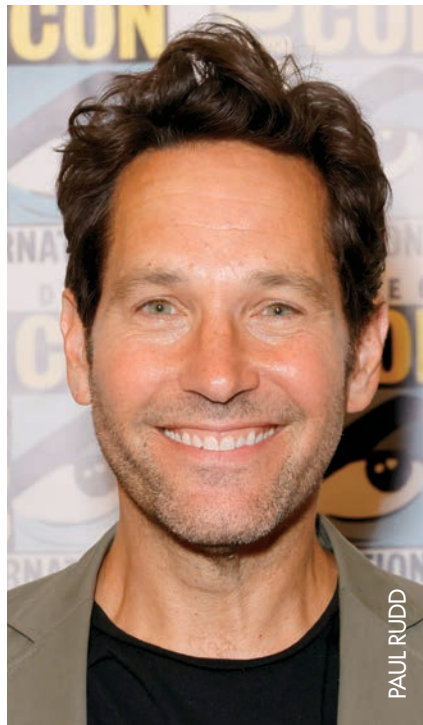
U Beauty The Mantle Skin Conditioning Wash, \$78, ubeauty.com



Adipeau Active Face Cream, \$120, rewindskinco.com



VIOLA DAVIS



PAUL RUDD



Alastin Regenerating Skin Nectar, \$273, theskinstore.ca



Filorga Sleep & Peel 4.5, \$79, filorga.ca

Lancôme UV Expert Aquagel Defense Moisturizer with SPF 50, \$45, lancome.ca



JANE FONDA

HELLO!

CELEBRITIES

ROYALTY

FASHION

LIFESTYLE

BEAUTY

TV & FILM

KINDNESS

SHOPPING

HELLO! FASHION

ABOUT US

MISSION STATEMENT

To influence and inspire with relevant, exclusive and entertaining content in a positive, celebratory and kind environment via stringent editorial int

HISTORY OF HELLO!

HELLO! is a market-leading lifestyle and celebrity publication, known for its positive and celebratory reporting and unrivalled showbiz exclusives v
been entertaining audiences since 1988.

Over the years, its digital brand has transformed from a small legacy publishing site into an influential global website.

HELLO! is part of the [HOLA group](#), who launched ¡HOLA! magazine in Barcelona in 1944. The husband and wife team of Antonio Sánchez Góme
Mercedes Junco Calderón launched the publication with the aim of adding some sparkle to their readers' lives. Always positive, ¡[HOLA!](#) and HELL
continue to remain true to the guiding principles of a new type of journalism - always positive, highly visual and celebratory, allowing readers a mc
escape into the worlds of the rich and famous to inspire, brighten and entertain.

With offices in London, New York and Toronto, HELLO! Magazine is now a 24-hour global website, with unique user experiences in our three mai
territories of the UK, US and Canada.

Our readership is more global than that however, with audiences also visiting the site from Australia, India, Europe and all other parts of the world

[VISIT HELLO! USA](#)

[VISIT HELLO! CANADA](#)

VALUES

HELLO! is proud of our philosophy for trusted, positive reporting and our celebratory attitude. Our media brand is at the fore of a movement for a
world, with our guiding principles being truth, trust, kindness, integrity, family values and collaboration.

Over the years, its digital brand has transformed from a small legacy publishing site into an influential global website. HELLO! deals only in truste
we do not report on rumours or gossip. Celebrities and royals trust us to tell their stories and we work within strict editorial guidelines allowing str
editorial integrity. We use kindness and family values as a lens through which to select our content plans and collaborate with the celebrities we v
to ensure accuracy and exclusivity.



CORPORATE STRUCTURE

HELLO! is a family-run business launched in 1988 by parent company [HOLA group](#), founded in Barcelona in 1944.

Chairman: Eduardo Sanchez Perez

CEO: Javier Junco

Head of Digital: Sophie Vokes-Dudgeon

Editor-in-Chief: Rosie Nixon

Publisher: Tamsyn Spires

CONTACT US

UK OFFICE

Wellington House, 69-71
Upper Ground
London SE1 9PQ
United Kingdom
+44 207 667 8721

US OFFICE

60 E 42nd St #1555
New York
NY 10165
United States
+1 917-994-2423

MAGAZINE EDITORIAL ENQUIRIES

holly.nesbitt-larking@hellomagazine.com

ONLINE EDITORIAL ENQUIRIES

digitalteam@hellomagazine.com

HELLO! SUBSCRIPTIONS

hello@subscription.co.uk

HELLO! CANADA SUBSCRIPTIONS

service@hellomagazine.ca

ADVERTISING ON HELLOMAGAZINE.COM - UK EDITION

arianna.chatz@hellomagazine.com

ADVERTISING ON HELLOMAGAZINE.COM - US EDITION

betsy.murphy@hellomagazine.com

MARKETING ENQUIRIES

digitalteam@hellomagazine.com

AWARDS

2022 BSME Editor of the Year – TV, entertainment and celebrity - Emmy Griffiths

2022 PPA Awards - 30 under 30 – Arianna Chatzidakis, Creative Content Director (Winner) and Grace Edwards, Digital Designer (Winner)

2022 The Drum Awards – Online Media 2022 team USA (Winners)

2022 AOP Digital Publishing Awards – Rising Star: Megan Bull (Shortlist), Rising Star: Chloe Ash (Winner), Editorial Team of the Year: Consumer USA (Shortlist)

2021 Digiday Media Awards Europe – Revenue Diversification Strategy (Winner), Publisher of the year (Shortlist)

2021 PPA Awards - 30 under 30 – Anna Johnstone, Social Media (Winner)

2018 ACE/NMA – International Publication of the Year

[2016 BSME Awards](#) – Rising Star Awards: Best Stylist

[2017 BSME Awards](#) – Editor of The Year

[2008 PTC Top Dog Awards](#) – Commercial Director of the Year, Winner

[2005 ACE](#) – UK Magazine distributed Internationally, Winner

[2004 PPA](#) – Sales Pitch of the Year, Winner

[2002 PPA](#) – International Magazine of the Year, Winner

[1999 BSME Awards](#) – Best International magazine, Winner

[1998 Marketing Week 20th Birthday Awards](#) – Best Consumer Magazine, Winner

[1996 The Press Circulation Awards](#) – Consumer Magazine of the Year, short-listed

[1995 International Press Directory](#) – International Publishing Award to Eduardo Sánchez Junco

[1992 The Press Circulation Awards](#) – Circulation Excellence by a Consumer Magazine, Finalist

[1991 The Press Circulation Awards](#) – Circulation Excellence by a Consumer Magazine, Winner

[1990 PPA](#) – Consumer Magazine of the Year, Winner

[Media Week Press Advertising Awards](#) – Consumer Magazine of the Year, Winner The Publisher – Best Front Cover, Winner

[PPA – Consumer Magazine of the Year](#) – Highly Commended

[British Society of Magazine Editors](#) – General Interest Magazine Editors of the Year, Winner

[The Publisher Magazine Publishing Awards](#) – Magazine of the Year, Runner-up PPA – Consumer Magazine of the Year, Highly Commended

[Media Week Advertising Awards](#) – Consumer Magazine of the Year, Winner

SUBSCRIBE TO THE HELLO!'S FASHION
NEWSLETTER

Email

SIGN UP

HELLO!

[ABOUT US](#)

[DISCLAIMER](#)

[PRIVACY SETTINGS](#)

[SUBSCRIPTION T&CS](#)

[EDITORIAL GUIDELINES](#)

[ADVERTISING](#)

[COOKIES POLICY](#)

[PRIVACY POLICY](#)

[CONTACT](#)

[FAQS](#)

© 2001-2023, hellomagazine.com



HELLO! UK

Since its launch in 1988, HELLO! has been a household name known for its exclusive access to the stars, accurate reporting, beautiful picture-led features and its award-winning publishing philosophy centred on kindness and respect.

HELLO! features exclusive interviews, uplifting coverage and world-class reporting of showbiz and historic events. It also has an aspirational lifestyle section showcasing the latest in fashion, beauty, health, food, interiors and entertainment.

› REACHES MORE THAN 490,000
ADULTS IN THE UK EVERY WEEK
› EXPORTED TO MORE THAN 60
COUNTRIES

OUR AUDIENCE

HELLO! readers are switched on to the world and innately aware of their surroundings. They make decisions deliberately and, while they're at very different stages of life, their attitudes, values and aspirations are fiercely and unapologetically similar.

The focus for the modern woman

in today's climate has shifted, from the "you can have it all" to the "we'll choose" approach. They're reinventing themselves and proudly owning success on their own terms, in their family, career and social lives. HELLO! is the brand already successfully connecting with this audience.

- › ABCI: 52%
- › AGE 18 TO 34: 25%
- › AGE 35 TO 54: 35%
- › AGE 55 AND ABOVE: 41%

**HELLO!
EMBRACES
1 AUDIENCE
FROM 18
TO 55+**





CIRCULATION

HELLO! remains Number 1 in its competitive set (Celebrity Weeklies), and increased its lead over its nearest competitor by 76,765 copies in 2021.

176,048

TOTAL ABC

491,000

AVERAGE ISSUE READERSHIP

26,101

SUBSCRIBERS

SOURCES: PAMCO BRIDGE 3 2022; ABC JAN-DEC 2021

MULTI-PLATFORM OFFERING

HELLO! delivers quality content, offering brand-integrated advertising opportunities across all print, online and social media channels.

SOCIAL MEDIA

2.1M

FACEBOOK

192,192

TWITTER

196K

TIKTOK

527K

INSTAGRAM

122K

PINTEREST

ONLINE

41M

WORLDWIDE UNIQUE USERS

15.3M

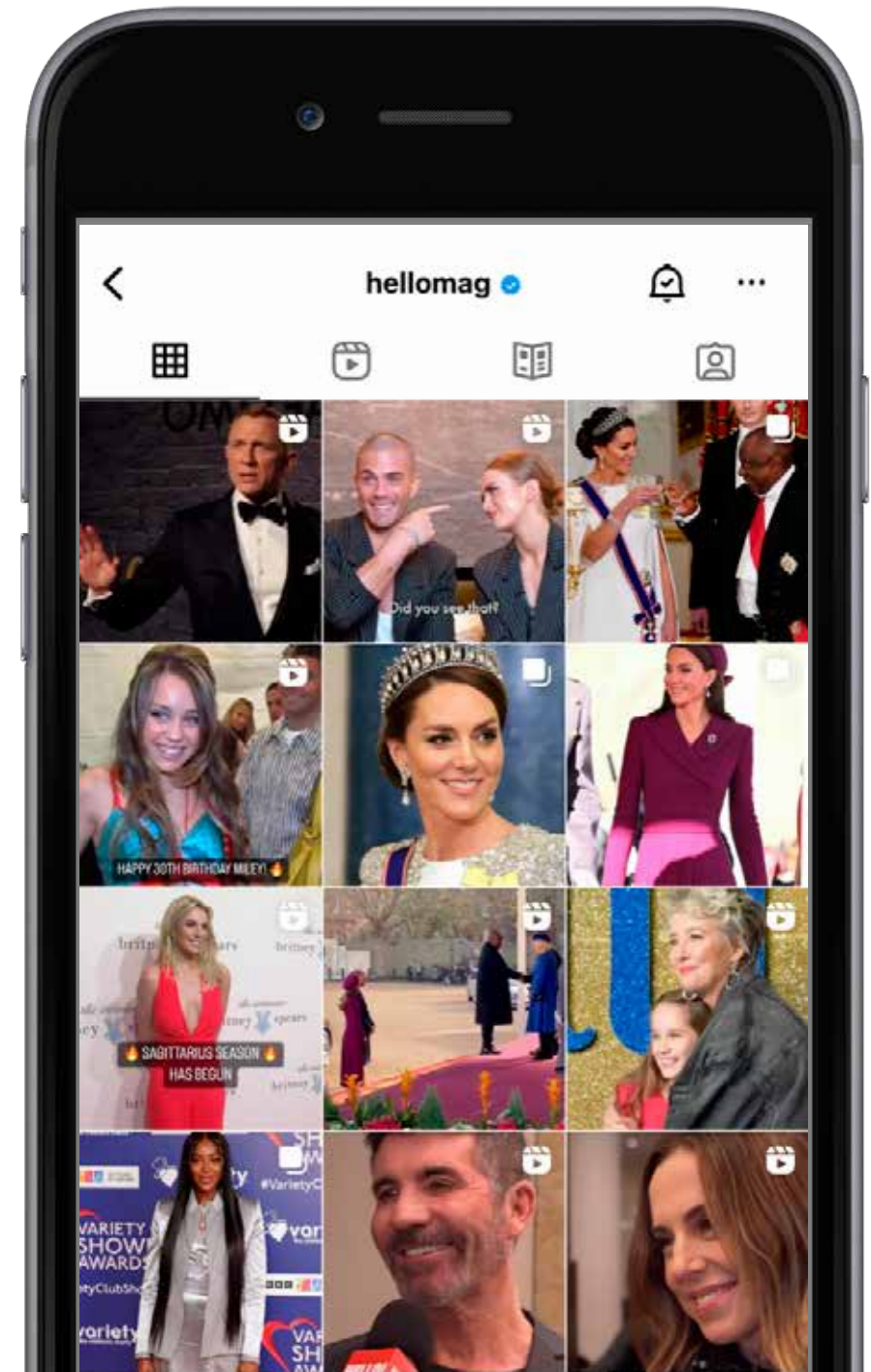
UK UNIQUE USERS

DIGITAL EDITION

31,211

SUBSCRIBERS

SOURCES: ABC JAN-DEC 2021, GOOGLE ANALYTICS NOVEMBER 2021, SOCIAL PLATFORMS JAN 2021.





EDITORIAL PILLARS

ROYALTY

HELLO! UK is often the only magazine invited to attend events and overseas trips that go up close with the British Royal family. This long-standing relationship establishes HELLO! as the go-to title for royal coverage around the world.

RED CARPET

HELLO! interviews the A-list on the red carpet and reports from behind-the-scenes at the most prestigious awards, premieres and glamorous parties. Content (including video) appears online and on social media within minutes, with print coverage appearing in the following issue.

CELEBRITY

In every issue HELLO! offers detailed reporting and a true insight in to the world of celebrity - from news to exclusive interviews.

HELLO!

**FOR ALL ADVERTISING AND PARTNERSHIP
ENQUIRIES PLEASE CONTACT:**

TAMSYN SPIRES

PUBLISHER

E: tamsyn.spires@hellomagazine.com

T: 020 7667 8723

DEBBIE FIELD

HEAD OF BRAND

E: debbie.field@hellomagazine.com

T: 020 7886 0959

ARIANNA CHATZIDAKIS

CREATIVE CONTENT DIRECTOR

E: arianna.chatz@hellomagazine.com

T 020 7886 0921

February 2023

Website Analysis

hellomagazine.com



View the full analysis at:
pro.similarweb.com