

When 62-year-old Christie Brinkley was asked recently how she still looks so good, she said she had used Botox on her face only once and didn't like the results. She was a big fan, however, of Botox in her neck. Terrifying though it sounds, she's not alone in the Hollywood set: neck treatments are on the increase, thanks to supposed modern afflictions such as "tech neck" (caused by constantly bending your head to look at your device), which speeds up the development of sagging skin and creasing.

"A long neck with smooth, flawless skin is something my clients are asking for more and more," says Dr Harold Lancer, the Hollywood A-list dermatologist who treats Scarlett Johansson, Beyoncé and Kim Kardashian.

Typically, the natural effects of gravity and loss of elasticity start to become noticeable around middle age. "Most women start to ask about treating their necks in their early forties," says Dr Patricia Wexler, who was Brinkley's dermatologist for years. The latest technology involves everything from lasers to thread lifts: not for the faint-hearted.

THE TREATMENTS

● Silhouette Soft

Best for tightening skin around the neck.

How it works Surgical sutures are used to lift the skin on the jawline and neck. Ouch.

Watch out The threads dissolve, so you'll need a top-up after 12-18 months.

Who to see Dr Leah Totton at Dr Leah Cosmetic Skin Clinics, London and Loughton.

Out of pocket From £800 for two threads to up to £2,220 for six. No consultation fee.

● EndyMed Intensif

Best for smoothing out texture and minimising fine lines.

How it works Microneedles are used to administer radio waves deep into the dermis to tighten skin and stimulate collagen production.

Watch out Expect swelling.

Who to see Justine Yates at Elan Medical Clinic, Rayleigh.

Out of pocket From £1,500, plus a consultation fee of £30.

● Coolsculpting

Best for double chins and neck contouring.

How it works A localised application of icy



cold temperatures to break down fat cells. **Watch out** It takes six weeks before you will see any difference, and three months for the full effect.

Who to see Dr Nick Lowe at the Cranley Clinic, London.

Out of pocket £700 for the procedure, £350 for a consultation with Lowe, £75 for a consultation with a nurse.

HOW TO DO IT AT HOME

The best you can get from over-the-counter products is a brighter tone, temporary wrinkle reduction and slight firming.

"Your top picks contain ingredients like retinol, vitamin C and hyaluronic acid," says the New York plastic surgeon Dr Melissa Doff, whose offices are on Park Avenue. And don't skip sunscreen on your neck and chest – it's just as important as on your face.

1 Estée Lauder New Dimension Tighten + Tone, £67

A neck and chest treatment that comes with its own massage tool, designed to help support the skin's natural production of hyaluronic acid, filaggrin (a protein important in the skin's barrier function) and lipids. The result should be a naturally fuller and more plumped area.

2 111Skin Y Lift Neck and Décolletage Serum, £250

Potent antioxidants (including vitamin C derivatives) combine with multiple peptides to firm skin and stave off future damage.

3 NIOD Neck Elasticity Catalyst, £50

A hi-tech formula that uses "pro-elastic technologies" to counteract the signs of ageing, including lines, sagging and slackness.

4 Lancer Contour Décolleté, £155

A high concentration of specialised peptides and snail venom (yes, really) is meant to plump skin and reduce crêpy texture.

5 Sisley Paris Neck Cream, £101

Short-term firming ingredients create an instant tightening effect, while antioxidants are included to protect and promote collagen production. ●

Neck's best thing

Crow's-feet are last year's story — the new anti-ageing focus is from the jawline to the décolletage. *Katie Becker* reports

