



Skin's Miracle Cure?

Water, water, everywhere...

We drink it, we wash in it, we swim in it - but do we really understand water's true potential?

Helen Sher, so-called 'skin psychologist', does. Water forms an integral part of The Sher System, which she co-founded 18 years ago. And it might just be the saviour of my long-suffering skin.

Much to the despair of Showbiz's fashion & beauty ed, I have rejected product recommendations time and time again because everything I tried made my sensitive (some may say 'wussy') skin break out. "It'll give me a rash," I'd say, or, "My skin will go drier than day-old toast."

But after months of persuasion, I was told (firmly) that there was one woman who could change all this. With much trepidation and moans of, "but what if I'm just a lost cause!" I was dispatched to meet with Helen herself.

Tucked away in the smart end of London's New Bond Street (just up the road from Jimmy Choo, naturally), I sashay up to one of the skincare industry's most prestigious salons.

Fortunately, the pretensions end at the front door as Helen sits me down in front of a huge, depressingly well-lit, magnifying mirror. Helen's many celebrity clients (she's the soul of discretion, alas) have all had their pores blown-up under the looking glass, so this is no place for airs and graces.

The one-on-one session begins with questions about my lifestyle ("Smoker? Dietary needs? Health problems?"), from which Helen makes a swift diagnosis. Then she moves on to the products and techniques that she promises will pull my skin out of the doldrums.

The key to the regime is water. It's that simple. After cleansing and toning, Helen shows me how to splash water over my face up to 20 times with her pH-balanced face wash to achieve an amazing glow. "This should leave your skin feeling refreshed, never taut and never irritated," Helen explains. After this, she quickly applies a multi-action serum while my skin is still warm. It has the most divine fragrance - a natural, unheady lavender - and unlike other serums, it quickly absorbs into my skin, rather than sitting on the surface.

Finally, Helen dabs my complexion with her On-The-Spot lotion, which kicks my pores back into shape. Now it's time for the big reveal...

Miracle of miracles, it has worked - I look refreshed and radiant.

Along the way, Helen offers up other advice about my skin (my dry scalp, for example) and passes down great tips from how much water to drink a day (my 10 glasses are too much, she recommends one cup in the morning and evening, and just before and after every meal) to an easy-to-remember philosophy on pores - they are never small or big, just full or empty.

After taking me through the skincare regime, Helen uses the Sher System make-up because, contrary to the belief make-up clogs skin, it actually helps create a "barrier between skin and the environment".



The small dabs of Tinted Skin Enhancer and Undercover, followed by a mist of Colloidal Silver, known for its healing properties, make such a difference to my already-glowing skin. Even though I'm hardly wearing any make-up, I look polished - just right for someone forever in fear of looking OTT.

There's just one worry left on my mind: can I ever recreate this at home?

I'm sold on the new regime and it's made such a difference to my skin that I'm determined to try to keep it up.

Helen hasn't just worked her magic on sensitive skin types like me. She's taken on much bigger cases - people with severe acne or rosacea - and used her water therapy technique and products to turn lives around.

Her offices are particularly fitting if you have a specific problem because, unlike at a department store, there is complete privacy. Helen is incredibly attentive, and willing to spend plenty of time getting just the right regime for each of her customers.

If you can't make it all the way to London, Helen is happy to assess you online via questionnaire. So, think the Sher System could be for you?

A consultation with Helen costs £75, or £50 for a skin specialist, with a full selection of products coming in around £150-£200.

Call 020 7499 4022, or visit the [Sher System website](#) to make a booking.

Just beware the dreaded magnifying mirror.