


Why Vitamin C is the most searched for beauty product of 2017 - and what you need to know

 www.telegraph.co.uk/beauty/skin/science-of-skincare-what-is-vitamin-c/

As 2017 draws to a close we look back on what has been an amazing year in the world of beauty. We couldn't let the year close without mentioning one ingredient in particular; Vitamin C. Adored not only by the Telegraph beauty department but pretty much every skincare expert, makeup artist and celebrity out there, it's multi-functional ability answers every skincare woe. Research conducted by Pinterest shows that Vitamin C 'saves on pinning' were up 3379 per cent, proving it to be the favoured ingredient of 2017.

"Vitamin C is widely known for its antioxidant benefits for your body but also your skin, brilliantly boosting collagen while helping to treat UV exposure photo-damage," says Dr Dennis Gross, the New York-based dermatologist. Adding to that, the cult ingredient will also boost skin's luminosity and smooth skin tone - so it really is a skincare hero.

Vitamin C is usually the go-to ingredient if you're feeling under the weather to fend off colds and flu, however it also works wonders on your skin. We teamed up with renowned cosmetic dermatologist Dr Sam Bunting to discuss the benefits of this ingredient on your skin and to debunk any myths surrounding it as part of our Science of Skincare series.

Anti-ageing skincare tips

What are the skincare benefits of vitamin C?

Vitamin C is a key anti-ageing skincare ingredient that helps to gently brighten and smooth your skin. It's one of the most powerful antioxidants and helps protect your skin against free radical damage caused by the environment, which can breakdown your collagen and encourage wrinkles and sagging.

What are the different types of vitamin C?

There are several different types of vitamin C that are used in skincare products, including L-ascorbic acid, sodium ascorbyl phosphatem ascorbyl palmitate and retinyl ascorbate. The former has the most amount of scientific research surrounding its benefits and is deemed 'the king' of vitamin C, as Dr Sam Bunting explains in the video. L-ascorbic acid boosts collagen production and smooths and firms skin, as well as fending off photo-ageing. However, any type of vitamin C in your moisturising serum and lotion will offer some skin benefit.

It's worth noting that when antioxidants are exposed to light and air too frequently they can breakdown, so it's best to opt for formulas in air-tight packaging, pumps or single-use, individually wrapped products.

How should you use vitamin C?

To protect your skin from UV damage and environmental aggressors, vitamin C is more commonly recommended for your morning regime, however you can use at night as there is some research to say that free radical damage continues to effect your skin overnight. If you're using glycolic or salicylic acid and retinol, you will need to leave some time in between before applying your vitamin C product to avoid any stinging or redness.

Unlike most ingredients, research has shown that as little as 0.6 percent of vitamin C can help protect your skin from free radicals and ageing.

Three of the best Vitamin C products

[Dr Dennis Gross C+ Collagen Brighten & Firm Vitamin C Serum, £72](#)

[Obagi Professional Vitamin C Serum, £69.98](#)

[SkinCeuticals CE Ferulic Acid, £90](#)

Dr. Sam Bunting is a London-based cosmetic dermatologist specialising in great skin. Follow her on [Twitter](#) and [Instagram](#) for more advice and videos on how to take care of your skin.

Filmed at [The Glebe House London](#), a Grade II listed Georgian converted coach house, boutique bed and breakfast and small events venue, find them on [Twitter](#) and [Instagram](#).

[Skincare anti-ageing grid](#)