









Dr David Orentreich on Clinique Dramatically Different Moisturizing Lotion

Phenomenally successful, this began life as Yellow Moisture Lotion more than 40 years ago when Norman Orentreich, the dermatologist who created the Clinique line, prescribed it to patients. His Clinique co-founder called it "dramatically different" and so a name was born. Last year Orentreich's son, David, relaunched it as DDML+: "It took us over six years to perfect and ensure it was the same but better," he says. "A great skincare formula is like a great chef's cooking. It's the recipe, balance and preparation that are vital." From £17; clinique.co.uk