

Fix up! LOOK SHARP

John Bell & Croyden has edited the Ultimate Beauty Trunk with the finest grooming products to give your routine an instant upgrade

Story by **Sophie Clark**



The Ultimate Beauty Trunk by **John Bell & Croyden**, £4,500.

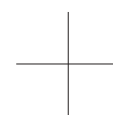
Cleansers, face serums, masks, exfoliators, moisturisers and eye creams – the list of possible steps to add to your daily routine is endless and somewhat confusing. Luckily the experts at John Bell & Croyden, London's luxury pharmacy, have carefully curated the ultimate skincare edit in celebration of sponsoring the British *GQ* Grooming Awards 2020. Showcasing 20 products in a beautiful leather trunk made in partnership with Rapport London, John Bell & Croyden's exclusive, specialist skincare routine will take you from day to night, one step at a time.

John Bell & Croyden, Pharmacists to Her Majesty The Queen, has been a health and wellness institution in the heart of London's Marylebone since 1798. Centred around being a luxury pharmacy first, combined with the incredibly knowledgeable team and myriad services on offer, John Bell & Croyden is looking after London's health and wellbeing. Stepping into the bright, beautifully curated store with polished marble floors and huge space to explore freely you feel in a world of your own. It's a wellness emporium that will happily guide you into the world of vitamins and supplements, skincare and cosmetics as well having an in-house GP and specialist treatment rooms on site. The decades of

experience and expertise all under one roof mean John Bell & Croyden is continuously evolving and looking to the future to maintain their range of the very best products. Stocking familiar established brands, but also products from innovative independent manufacturers sourced from across the world, it is *the* destination for discovering new selfcare opportunities. Leave any worries at the door and trust in the friendly healthcare professionals of the official pharmacists to HM The Queen to guide you on solutions that will rejuvenate your mind, body and soul.

The expert health and wellness team have tried, tested and edited their best of the best premium skincare and beauty products to make up the ultimate grooming routine. Working hard to ensure all bases are covered from dental care to sun protection, this Ultimate Beauty Trunk is men's maintenance made easy. Encased in a beautiful, leather coated, suede lined, wooden trunk, custom made by Rapport London, think of this as decadent skincare cabinet for the modern man. Unlatch the heavy-duty silver clasps to reveal cleverly thought-out compartments, home to your revised AM to PM daily routine.

On the top level, there is a removable leather tray for your opticals and watch, complete with a separate smaller case for storing jewellery and cuff links – perfect for placing on your



Treat yourself

Head in to John Bell & Croyden to discover a host of on-site treatments such as specialist facials at the InResidence Beauty room

3-D Body Scan

Book the NutriRejuvenate body scan. This non-invasive Electro Interstitial Scanner service identifies when organs aren't functioning correctly.

What's in the TRUNK?

Here are our top nine picks



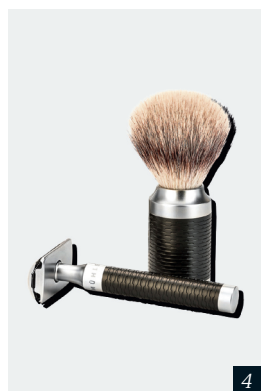
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1. The INTENSIFIER

H.A. Intensifier by **SkinCeuticals**, £89.

2. The HYDRATOR

Ultra Light Hydra Gel by **NYDG**, £60.

3. The EYE SERUM

EGF Eye Serum by **BioEffect**, £68.

4. The RAZOR

Razor and brush by **Muhle**, £170.

5. The AGE DEFENDER

Anti Aging Serum by **Dr Barbara Sturm**, £265.

6. The ANTIOXIDANT

Phloretin CF Gel by **SkinCeuticals**, £95.

7. The RESTORER

Z Recovery by **Zelens**, £95.

8. The CULT CRÈME

Retinol by **SkinDesign London**, £95.

9. The MULTITASKER

Dynamic Skin Recovery by **Dermalogica**, £73.

All available at johnbellcroyden.co.uk

bedside table. Underneath you'll find two deep drawers, the first filled with your morning routine. Discover products such as the Renaissance Cleansing Gel by Oskia and NYDG's Luminizing Skin Essence for a hydration boost, learn lessons on how to layer eye treatments for maximum results (the collection includes both an eye serum and eye cream), even out your skin tone with the Phloretin CF Gel from SkinCeuticals and give yourself those finishing touches with an elegant traditional razor and brush set, and luxury fragrance from Penhaligon's.

Neatly stored in the second drawer you'll find further products such as the golden youth drops of Dr Barbara Sturm's Anti-Aging serum, SkinDesign London's Retinol treatment that will brighten and retexturise your complexion with active soothing botanicals as well as the H.A. Intensifier to plump and hydrate your skin overnight. Your products can be neatly organised into step-by-step categories to take any confusion out of your daily routine while also making it the perfect travel companion. Simply slide



The health and wellness team have tried, tested and edited their best of the best

in the drawers, lock up the doors and by one lift of the sturdy leather coated handle at the top of the trunk it's ready to travel the world with you.

Visit John Bell & Croyden to discover the full routine and see the Ultimate Beauty Trunk for yourself. It can be custom-made in a myriad of fabrics and colours with endless detailing options to suit your style – you could open up the lid to a vanity mirror or monogram your initials into the leather case. And why stop there? The wellness experts at John Bell & Croyden are also on standby to build you a bespoke skincare routine for your trunk, curating products working to your personal needs and lifestyle. Looking after yourself never looked so good.

The Ultimate Beauty Trunk will be available to buy exclusively at John Bell & Croyden from September.

VISIT JOHN BELL & CROYDEN AT 50-54 WIGMORE STREET, LONDON W1U 2AU. JOHNBELLCROYDEN.CO.UK

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