

A humble plum

Want to turn back the clock with a little help from nature? If you haven't heard of the Kakadu plum (also known as billygoat plum or gubinge) it's time to get acquainted with this age-defying Australian native

As vitamin C is one of the most important antioxidants for helping to prevent the breakdown of collagen, it's not surprising that the Kakadu plum has found itself in the beauty industry's spotlight.

Along with holding the world record for the highest vitamin C value, with a crazy 2907mg per 100g, compared to the 53mg found in an orange, it also boasts antibacterial and potentially cancer-fighting properties. Fantastic for brightening, refining and firming skin, you'll find it popping up in everything from masks to makeup.

IMPROVES SKIN TONE

One company championing the Kakadu plum is Byron Bay's Biologi, which produces pure plant, single-ingredient skincare serums from "100 percent phytoactives", which means no water or synthetics. Developer Ross Macdougald says their Rejuvenation Eye Serum is a standout product from the brand's range. "I use this on my entire face," he says. "I have seen a dramatic change in my skin tone to a point where I have no visible sun spots on my face and my skin is even and hydrated. The hydration lasts all day from just one application."

FAST RESULTS

"As Biologi products are 100 percent active, they work quickly, resulting in luminosity and rejuvenation of the skin within a few days, not weeks," Ross adds. "Most importantly they are derived directly from a plant rather than a factory."

Dermalogica Head of Education Caroline Parker is also a fan of the Kakadu plum. "One of our gel-creams, Sound Sleep Cocoon, helps fight skin fatigue, aids a restful sleep and uses Kakadu plum extract," she says. "It's a rich source of potent vitamin C, which is a powerful antioxidant and essential for healthy collagen production. Vitamin C will give skin a natural glow and a more luminous tone."

AN ANCIENT MEDICINE

Kakadu plums have been used by Aboriginal peoples as medicine for generations, especially as an antibiotic and anti-inflammatory. When applied to skin, it can reduce swelling, redness and even help get rid of bacterial acne.

As well as powerful quantities of vitamin C, the Kakadu plum contains antioxidants such as gallic acid (good for restoring the skin's natural barrier) and ellagic acid (helps restore elasticity to skin). In fact, the plum contains such powerful antioxidants that it's being studied in Alzheimer's trials.

On top of these benefits, the Kakadu plum contains trace minerals that nourish and invigorate the skin, including vitamin E, zinc, iron, folate and lutein, all of which can help prevent the signs of premature ageing. Calcium and magnesium can even help with post-gym achy limbs. Is there anything this super plum can't do? Caroline says it's the unique combination of both water-loving and oil-loving antioxidants in this ancient fruit that provides such effective free-radical protection.

So make room on your vanity - this product is about to take plum position. •



Rejuvenation Eye Serum, AU\$7999, from Biologi.



Sound Sleep Cocoon, \$143, from Dermalogica.