

***It's estimated the average woman spends £12,000(\$25,000) in her lifetime in a bid to get silky smooth skin.***



But thanks to a scientific discovery shaving could soon be a thing of the past. A team from the University of Pennsylvania found that a drug, widely used to treat viral infections of the eye, helped stop the growth of unwanted hair when it was added to a rub-on gel.

A trial involving male participants showed the product kept facial hair at bay for up to six weeks. It is now hoped that it can be developed into an effective treatment for women. Excessive hair growth in women is usually caused by too much male hormone (androgen) - a common cause is polycystic ovarian syndrome.

However current products on the market have varying success rates. Lead author Joy Wan and her team noted: 'Unwanted facial hair, hirsutism, and pseudofolliculitis barbae occur commonly, and billions of dollars are spent annually on hair removal products.

'Eflornithine, the only prescription topical agent approved in the United States for female facial hirsutism, has only a 32 per cent success rate... therefore, additional topical treatments effective in preventing hair growth are needed.'



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