

Beauty 2010

From MIRACLE creams and hair TRANSFORMING treatments to top BODY TREATS and a Brit diva's must-have make-up line – just remember, you saw it here first



Skin

Call it the HD-TV effect, but decent skin is no longer cutting it. In order to get ready for their close-ups, celebrities are seeking out the sort of serious skincare and high-grade treatments that obliterate each and every visible pore, refine skin to a sheer, soft silkiness and banish blemishes once and for all (while also eradicating every sign that they ever existed). Enter *Origins Brighter By Nature Skin Tone Correcting Serum*, £30, which blitzes dark spots, dullness and discoloration. Pair with their best-selling *Modern Friction Scrub*, £28, for skin that can face up to the magnifying mirror. Of course, living a frenetic city life is not conducive to a peaches-and-cream complexion, but Insiteute Esthederm offers hope. Their *Cellular Water Spray*, £13, mimics skin's own composition and when used with *City Cream*, £29, provides an anti-UV and Pollution shield to stall premature ageing.

If your skin is in good condition but lacks gleam and glow, you'll fall hard for *Philosophy Divine Illumination*, £55. Rich in peptides and vitamins E, C and A, it's like the kiss of youth in a pot. The rich formula also means you can skip serum (and save money). Also grabbing headlines and

targeting discoloration are *Good Skin Lumecin Overnight Brightening Gluco-Protein Treatment*, £29.95, which achieved a 65 per cent improvement in skin's clarity in clinical studies, and *Caudalie Premier Cru*, £89, which packs in Resveratrol and grape seed polyphenols. And if you're after a one-hit-wonder and anti-ager pick up *CACI Amino-Lift Peptide Complex Cream*, £45. Blending nature and science, the formula combines five ground-breaking hero ingredients: Matrixyl 3000, Myoxinol, DMAE, Sepicalm and SNAP-8. Fancy. Whatever you choose though, ensure it always includes SPF. Dermatologist favourite La Roche Posay hits UK shores along with its extraordinary *Anthelios Suncare range*, from £13. Use it come rain or shine, and see the fruits of your labour when all around are prune-faced (and jealous).

And finally, for skin that requires a little more help, **nothing tops the comprehensive effects of Lumenis Universal IPL**. In just four to six treatments acne, unwanted hair and pigmentation can be dealt with effectively. It's also up to three time faster than standard IPL so you'll fork out less time and money, with better results.

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Hair & Make-Up

What goes around comes around and this season the style karma is chameleon – running the gamut from chic 70s to garage-band grunge. Luckily there’s a whole host of beauty and hair goodies on the market, all of which deliver on their promises (and your transformative potential). Hot from the states is Sonia Kashuk Beauty. Now available at SpaceNK, we Brits can share in her best-selling *Super Dew Luxury Lip Colour*, £12, *Creme Blush*, £15, and *Super Sheer Liquid Tint*, £18. And for those looking for high-grade application and pro-perfect finishes, it’s hard to beat her brushes. We were bowled over by her affordable, but impeccably well-crafted *Deluxe Travel Brush Set*, £30, packed with eight essential tools. If you can bear to part with it, it makes a pretty snazzy gift too.

While Sonia’s new to us, Brit favourite Jemma Kidd has finally imported her US-best-selling (and purse-friendly) product line, JK. We can’t get enough of the *JK Jemma Kidd Lip ID Colour Adapt Gloss*, £11.50, and *Fashion Junkie Eye Palette*, £15; www.asos.com. Other peeper perfectors hitting the market include *Clinique High Impact Mascara*, £14.50, and *Dior’s 5-Couleurs Eye Shadow Compact in Night Butterfly*, £36. And the wait for a high-end trend-driven make-up line for darker skins is finally over, thanks to the eponymous soul diva’s K by Beverly Knight. It covers every complexion base for Black and Asian women, and launches with 15 different products in 78 shades. *From* £12; www.selfridges.co.uk.

The other key trend in cult cosmetics is for make-up with skin-perfecting benefits. *The Balm Time Balm Concealer*, gives under eye circles the speedy slip but can also be applied to a clean face before bedtime to fight wrinkles while you sleep. Packed with antioxidant vitamins A, C and E, soybean oil, panthenol, linoleic acid and phospholipids, this is the smartest cover-up we’ve ever come across – no surprises that it’s a US bestseller, £15.50; www.justbeautydirect.co.uk. Another contender



ANTONIO BERADI

Look for Make-up with skin-perfecting benefits



DANIELLE SCUTT

for the beauty with benefits crown is *L’Oreal New Lash Renewal Serum*, £10.99. In tests, 100 per cent of women agreed that the serum conditioned, repaired and reduced the number of lashes lost during make-up removal. And from the first lady of make-up comes *Laura Mercier Mineral Primer*, £27. The delicate liquid to powder formula leaves skin velvety soft – just the ticket during a season that lauds ‘luxe’ skin – while added vitamins, minerals and SPF15, will help protect and perfect.

Meanwhile, on the hot hair front, Toni&Guy herald several new ranges, all guaranteed to make everyone’s life easier. Top of the lazy girl list is the *Permanent Blowdry*, from £150, which is new to Toni&Guy salons nationwide. Designed to add a sleek and smooth panache to even the most processed strands, you’ll be able to wash and go, but still look as though you’ve laboured over your locks. But if you refuse to be parted from your tongs and irons you’ll be excited to hear about the new **Sacha Mascolo-Tarback Signature Range**, which features high-tech pro-styling gadgets, such as the *Mini Top-Up Straightening Iron*, £29.99. Designed to be stashed in the handbag, the tidy 15cm plates are ideal for girls on the go – and makes an essential desk drawer stand-by.

Meanwhile, Toni&Guy are proud to present the first mainstream afro-specific electricals line which uses Ionic Moisture Lock Technology to reduce frizz and

improve hair’s hydration. The star of the styling range is the *Toni&Guy Ionic Moisture Lock Straightener*, £59.99, which works to reduce the breakage of delicate and over processed lengths. Once tried, never strayed away from.

And if colour is your main concern, Toni&Guy have ensured that their new range tackles the most pressing bugbear: colour fade. The *Toni&Guy Colour Enriching Shampoos* come in four covetable shades and polish up colour with Level One Dye Technology, for sharp ‘digital’ style shine. Heat Protection Complex, Vitamin E and grape seed oil also ensure that hair is left feeling more lustrous than pre-wash locks. Every treatment becomes a bit of a treat too.

Of course each new season also introduces a new style staple and we’re saluting *label.m Strong Wax*, £10.50, which creates modern definition with a shiny edge. Inspired by iconic artists La Roux and Morrissey it’s already a hit with the Toni&Guy session stylists, thanks to its chameleon creative appeal.

And if you’re dreaming of perfect hair for 2010 it’ll pay to stock up on Toni&Guy stocking fillers before they sell out. Our favourites are the *Mini Session Gift*, £10, which comes with four handy and portable bestsellers, plus a handbag-sized brush, and the *Daily Style Statement Bag*, £20, a satin-lined hold-all crammed with four full size products and mini paddle brush.



Body & Scent



In an era when many 50-year-old women (cough...Madonna...cough), are as fit and nubile as teenage gymnasts, it can raise the bar (bell) for the rest of us. Thankfully, 2010 bodycare is as efficacious as it comes. Leading the charge is Kiehl's with its *Superbly Restorative Argan Body Cleansing Oil*, £27.40, and *Body Lotion*, £48. Rich in polyphenols the rare oil repairs and protects skin while making a real difference to its texture and tone. Another reason to stock up on the perennial favourite is that Kiehl's has just announced its new Organic status – and if green's your thing, there are no lovelier (or more nourishing) treats than *NEOM Real Luxury Organic Body Oil*, £28, which is packed with essential fatty acids that diminish stretch marks and leave skin softer and spongier than ever.

Another new kid on the organic block is Natural Empathy. *The Everybody Hand and Body Lotion*, £14, uses pure organic oils to revive flaky skins and flagging spirits. But if you'd rather indulge in body treats with high-tech formulas don't overlook the !QMS Medicosmetics Bodycare Range which features medical grade skincare that originated from clinical research into the role of collagen in skin regeneration. Designed to effectively treat damaged and ageing skin, returning it to a more youthful and healthy state. *Body Shape*, £66, comes close to being a body-lift in a bottle. Available at Selfridges.

And what better way to christen a younger looking bod than with a scent that'll take you right back to legwarmer days? *Charlie*, £5.99, relaunches with Black, Pink and Chic variants on the original fun fragrance. But if you're more of a Coco girl (and let's face it, who isn't?) book a trip to London to visit the new Chanel Fragrance Boutique. Featuring 48 perfume concentrates, it's a dream foray into the finest fragrances. And take a perfume pit-stop at Dover Street Market for their eponymous first scent. *Eau de Toilette*, £50.

2010 bodycare is as efficacious as it comes



Wellbeing

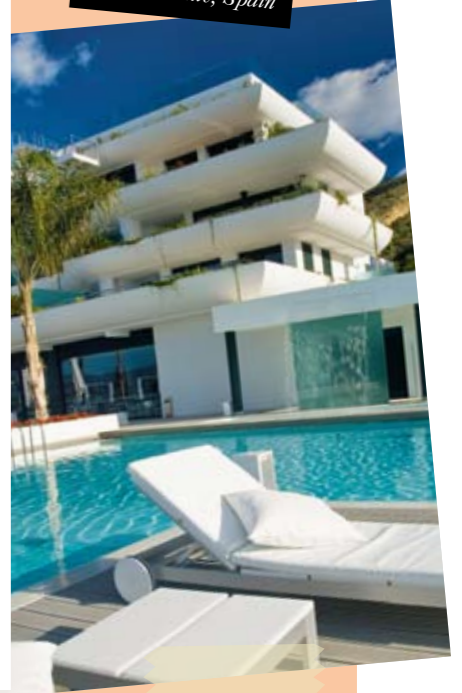
Hot from the Hollywood Hills comes *Beauty Scoop*, a doctor-developed beauty infusion that boosts the body's own regenerative power and can reduce the appearance of fine lines and wrinkles, add shine to hair and strengthen nails. In clinical studies, 86 per cent of users reported improvement of their skin, hair and nails within just 3 weeks. £136 for 21 day supply, www.beautyscoop.com. But if tea, is, well, more your cup of tea, there is no surpassing the beautiful new infusions from cult perfumer Lyn Harris (of Miller Harris). The result of her lifelong infatuation with a good cuppa led her to dream up three new antioxidant-rich blends, £16 each, as part of her flourishing *Fragrant Tea Collection*. Stop off at the London tea room, nestled in the Bruton Street store, for decadent cakes in divinely scented and peaceful surrounds. And if you're after a way to work off the consequent calories, you could do a lot worse than the fitness trend du jour. Beach Camp is like Boot Camp, but without barking ex-military instructors or freezing climes. You'll be transplanted to sunny

Portugal with sandy palm-treed beaches, boutique accommodation and a world-class spa (with complimentary treatments). And the best bit? A dropped dress size at the exact same price that you'd expect to pay for a bog-standard UK-based boot camp. £1,450 for 7 days and night all inclusive, www.newyoubootcamp.com.

If, however, you'd prefer special treatment – without forsaking significant weight loss – you'll fall in love with SHA. A luxury retreat in Alicante, Spain, the focus is on retuning the diet, pampering, fasting and relaxing. Converts swear that visiting changed them for life, www.shawellnessclinic.com. And just in case you're hankering after the bright eyes and bushy tail of a spa-goer but are unable to leave the city, Selfridges Skin Health Spa is offering a unique treatment. The Doe Eye Look is the brainchild of Clinical Director Dr. Thierry Vidal. His unique and personally-administered technique uses botox to enhance shape and open up the side of the eyes without freezing the face – bringing that spark back to peepers. From around £250-£300 for 15-20 minutes.



SHA, Alicante, Spain



New You Camp, Portugal



familiarise yourself with the new wave of online experts

E-Beauty

One woman's holy grail can be another's big disappointment, so to ensure you invest in beauty products that live up to their claims, we suggest you familiarise yourself with the new wave of online experts.

Leading the charge are the honesty-is-the-best-policy plugging British Beauty Blogger (britishbeautyblogger.blogspot.com) and Miss Malcontent (missmalcontent.blogspot.com). But nothing beats the millions of online e-pinions at makeupalley.com, which is the Oracle of objective beauty advice. The British version www.makeupadviceforum.co.uk, offers less in the way of reader tried and testeds, but does a good line in how-tos. Bookmark them now or regret it later.



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