

confessions of a beauty editor

WM EDITOR **SARAH DREW JONES** HAS BEEN WRITING ABOUT BEAUTY FOR A DECADE, TRYING HUNDREDS OF NEW PRODUCTS. THESE ARE HER TOP 10 TIPS



At one extreme, the beauty world is more scientific than the space programme and faster-moving than a bullet train, but at the other, it's increasingly all about organics, getting back to nature and sacrificing hi-tech for salt scrubs. In between, there are thousands of products claiming to do everything from lift

your brow to beat your cellulite. But what about real women, living their busy lives day by chaotic day? What can they rely upon to look great and feel fab, sometimes against all the odds? There are bags of lotions, potions and treatments I rate but these are the ten very basic rules that I've found really work: no hype, no money- or time-wasting, just pure results...

1 HAVE REGULAR MESSAGES It's underrated, but massage is the best all-round beauty treatment and worth spending money on regularly. A good massage pushes tension out of the muscles, relaxes lines and wrinkles, boosts circulation and your immune system, too. You'll sleep more deeply, deal with stress more efficiently and – bonus! – a really good targeted massage can tackle problems that

point massage on your face, and work your way up to an all-over deep tissue treatment: the holy grail of massage! www.massagetherapy.co.uk

2 WEAR HIGHLIGHTER I've been lucky enough over the years to meet the very best make-up artists, and steal a few of their secrets. Highlighter is the cleverest of these, as it fools people into thinking you've got a complexion bursting with peachy rude health. Don't use too much, is the thing, and remember that cheap ones often have too much pigment and glitter. I love **Benefit's High Beam** (£15.50), a soft pink gloop that melts into the top of your cheekbones and looks amazing with a (safe) tan ... and try **Bobbi Brown Extra Smoothing Balm** (£38) if you want to recreate the cheeks you had as a carefree, outdoors-loving teen. But the daddy of all of the glow-getters is **Darphin's Abricot Tonique** (£16, 0870 034 2566), which always gets me compliments in that I'm-not-sure-what-you've-done-but-it-works kind of way...

3 PLAY UP YOUR LASHES I've never believed the hype about Maybelline mascaras (I find they flake too much) but there's no doubting the power of a

good mascara, and eyelash extensions, for that matter, if you need them. **Eye-tec** (www.eye-tec.co.uk) and **Jinny Lash** (www.jinnylash.com) are the best salon lashes, and **MAC** is fantastic for DIY ones. It's worth experimenting until you find a mascara that gives you separated, silky lashes that neither smudge nor clump. **Prescriptives' range is spectacular** (especially **Lash Envy** £16 and **False Eyelashes** £16), **Lancome Amplicils Waterproof**, £18.50, won't travel into your fine lines ... but a surprise hit on my radar is **Avon's Astonishing Lengths**: a bargain at £7. And don't fall for that rubbish about putting oil in the tube when it starts to dry out: it doesn't work and can give you an eye infection.

4 BUFF YOUR LIPS There are few things more ageing than dry, cracked or colourless lips, and as they have no sebaceous glands and can't regulate their own moisture, it's your job to look after them. Lipbalms are fine (**Burt's Bees**, £2.99, is the best affordable one) but a high-quality lip conditioner is the real way to go. Choose one with UVA and UVB filters and polyphenols to give you protection against free radicals and halt the march of those nasty feathery lines.

Caudalie's Lip Conditioner £6 (www.spacenk.co.uk) is a must-have. Buff away dry skin and rev up blood flow twice a week with a lip scuff: I love **Sara Happ's Brown Sugar Lip Scrub** (£19.95, www.HQhair.com), which leaves your lips tingly, soft and plumped out.

5 UPDATE EVERYTHING REGULARLY Most skincare products have active ingredients that have a shelf life of less than a year, so make sure you change them regularly or all the benefit will be lost (there should be a number on the packaging telling you how many months it will be good for). Make-up should be changed almost as often, as a new set of colours and textures will update your look as fast as this season's skirt shape. Wearing the same colour blush, shadow or gloss every day is depressing! Have a professional make-up consultation (**MAC**, **NARS** and **Bobbi Brown** are excellent at training their counter staff for this sort of thing) if you think you need fresh ideas, and have fun with some new products. Currently, I'm in love with **Chantecaille eyeshadows**, very possibly the best in the world. They're fine-milled, glide on and stay on, and the colours are sophisticated: you'll find the perfect soft grey-brown in **Basalt**, £21 (www.spacenk.co.uk).

6 LISTEN TO YOUR SKIN Despite what your mother may have told you, cleanse-tone-moisturise is not the golden rule of skincare. It's more important to find the routine that suits your skin and your lifestyle. If you're over 25, for example, toner's probably a waste of time, and it's better to spend the money on a good thrice-weekly exfoliator, like **Clarins' incredibly fine Gentle Exfoliating Refiner**, £21. If you're time-poor, don't try to save seconds with those packs of disposable wipes, choose a creamy, oily cleanser instead that can be massaged in and wiped off with a muslin cloth, taking your

make-up with it: **Liz Earle's Cleanse & Polish Hot Cloth Cleanser** £10.25 (www.lizearle.com), and **Eve Lom's Cleanser** £78 (www.spacenk.co.uk) are the absolute best. I adore overnight skin treatments for an instant moisture boost: pop one on as soon as you get home from work to get maximum value while you relax and sleep. You won't find any more miraculous than **Darphin Aromatic Renewing Balm** (£38, House of Fraser): it would be my desert island luxury. Well, that and **Crème de la Mer**, £90, which is the closest any beauty product has ever come to complete and utter perfection.

7 SPLASH OUT ON SERUM Like eye cream, it's never too early (or late) to start using serum, and a twice-daily pea-sized drop can upgrade you from good skin to great skin. It'll make your moisturiser last longer, your make-up glide on easier, and, more importantly, your face will thank you in years to come. Serums work because their molecules are much smaller than those in moisturisers and so sink into the skin better, delivering active ingredients where it counts. But a word of warning: this is one area of beauty where you get what you pay for. **Estee Lauder's** bestselling **Advanced Night Repair Concentrate Recovery Boosting Treatment**, £65, is a great all-rounder, but if you want to really invest in the future, the following three anti-ageing powerhouses are stand-out, tried-and-tested, gold-plated must-haves:

Sisley Sisleÿa Radiance Anti-Aging Concentrate, £205 (House of Fraser), **Elemis Pro-Collagen Quartz Lift Serum**, £95 (www.elemis.com) and **Guerlain Intenserum**, £108.50 (Debenhams).

8 FIND THE PERFECT FOUNDATION The cornerstone of every woman's make-up bag. **Chanel** is the best place to start, as it's almost a one-stop shop (the Mat and Pro Lumière ranges are particularly reliable and give that comfortable, glowy coverage that you should be aiming for). But if you've got

some spare cash, shell out for **SK-II Air Touch Foundation** (08000 721 771): a battery-operated spray that is the king of the new(ish) generation of airbrush foundations and much loved by pro make-up artists. It's foolproof: you can spray with your eyes closed, over your eye-make-up and blusher, without a mirror even, and the results will still be front-cover-of-Vogue standard. Truly miraculous, hence the £85 price tag (but the refills are only £40!

9 DON'T FORGET SUNSCREEN Save money on sunscreen by all means – most supermarkets now have great own-brand ranges from as little as £2 – but promise yourself you'll never wear less than SPF 15 in winter and SPF 30 in summer. It's UV light that ages you: and that's daylight, not bright sunlight! Go SPF-free and you could be accelerating your ageing by up to 75 per cent. Slather on a day cream with a good SPF (**Dr Murad Advanced Performance Perfecting Day Cream** SPF 30, £29.50, gives a lovely matte finish: www.beautique.com), or check out the amazing **Dr Denese Defense Day Cream SPF 30**, £31.95 (0870 1900 003, www.drdenese.co.uk). The SPF is carried in micronized zinc oxide, which gives much better protection than most sunscreens.

10 BAG A GO-ANYWHERE LIP COLOUR The right lip shade will transform your face, brighten your eyes and pull your look together: it's an optical illusion that really works. The secret is to choose a subtle hue that is a better version of your own lipcolour: a little darker, pinker, rosier, maybe, but basically in the same colour range. Ask for help at your fave beauty counter. **Clarins' Buttersoft lipsticks** are a fabulous texture, and **Aveda Lip Glaze** in Raspberry Tea or Wineberry, £11.50, suits most skins. I always reach for **Bobbi Brown's Rosy**: the perfect dusty rose/taupy brown. Bizarrely, one slick and I look like I've slept ten hours.

