

prima HIGH STREET HEROES Winners 2019

Welcome to our annual beauty awards! We've tried hundreds of great-value moisturisers, mascaras, masks and more to find the very best in beauty



Smashbox L.A. Cover Shot Eye Palette, £39.50
Palettes rarely offer this many wearable shades to get you experimenting with new looks. A great buy.

ALL ABOUT EYES

L'Oréal Paris Unbelieva Brow, £14.99
Fuller, thicker brows are youthful, and this budge-proof tinted gel creates a natural look.

Eylure C-Lash Naturals, £5.25
Designed for people who have lost lashes due to chemotherapy or alopecia, these false ones have a broad but invisible base that makes them easy to apply.

Maybelline Snapscara Mascara, £7.99
Delivering impressive volume with zero clumping and flaking, it's easily removed with warm water, too.

BATH & BODY TREATS



Westlab Alchemy Bathing Salts, £6.99
Do your muscles need a little pick-me-up? Then take a 20-minute soak with one of these blends. Just add water.

Love Beauty And Planet Coconut Water & Mimosa Flower Body Lotion, £8.99
Light but hydrating, this sinks in fast. We love the joy-inducing aroma of coconut and mimosa.

Ameliorate Softening Bath Milk Oil, £19
For dry, rough or bumpy skin, this range is a great investment. The gentle formula nourishes parched skin.

The Body Shop Cactus Scrub, £9
We love this exfoliator for its refreshing gel base that leaves skin soft and nourished, while raspberry seeds gently buff.

Yope Coconut & Sea Salt Shower Gel, £7.99
Dry, sensitive skin needs extra TLC. This is 93% natural and cleanses brilliantly without being dehydrating or irritating.

FOR YOUR LIPS & NAILS

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Avon Perfect Nudes Collection, £8 each
From soft-beige suede to burnt caramel, there's a shade for everyone in this range of lipsticks. They have a rich, matte finish yet are creamy to wear.

The prettiest way to nail a look

Revlon Kiss Cushion Lip Tint, £8.99 each
The cushioned tip ensures delivery of the creamy colour is fast and foolproof. Dab it on for a stain with sheen, or add more to build depth of colour.

Origins Blooming Bold Lipstick, £18.50 each
It's not only for the natural ingredients that we love these, it's also for their brilliant colour pay-off, flattering satin texture and hydrating feel.

Jessica Nail Colour Tea Party Collection, £11 each
For vegan-friendly polishes that resist chipping, Jessica is a go-to. Its spring collection features the prettiest pastels we've seen.

THE COMPLEXION PERFECTORS

St Tropez Gradual Tan Watermelon Infusion Everyday Moisture Miracle Body Lotion, £14.50

Apply daily to towel-dried skin to build up a subtle, sun-kissed finish. It's laced with hyaluronic acid, which helps skin look luminous.

Isle Of Paradise Self Tanning Water, £18.95

In Light, Medium and Dark, this mist spritzes on finely, sinks in quickly and adds a natural, glowy colour. You can even apply it lightly over make-up.

GLOW GIVERS

Ultrasun Face Tinted Anti-Pigmentation SPF50, £36

A sunscreen that does it all: protects against sun-induced lines and wrinkles, targets pigmentation, has a tinted finish and doesn't make skin look greasy.

e.l.f. Sunkissed Booster Drops, £10

Apply to clean skin or add to moisturiser, serum or foundation to get a golden finish. Add more or use fewer drops to customise the colour.

Nude by Nature Sheer Light Illuminator, £18

There's a flattering gold shimmer to this cream. Smooth it on to cheekbones and temples or along shoulders and collarbones to create brightening contours.

Nivea BB Q10 Plus 3-in-1 Radiance BB Cushion, £15

With fresh-looking, natural coverage, impressive staying power, moisturising qualities and anti-ageing credentials from co-enzyme Q10, this base is an all-round winner.

Rimmel Stay Matte Pressed Powder, £3.99

To instantly make pores look smaller and keep shine at bay, try this powder, which stays put for hours. Make-up artist Hannah Martin also used this on Princess Eugenie on her wedding day!

Brushes give your make-up professional polish

Real Techniques 200 Expert Face Brush, £9.99

Whether you use this bestselling foundation brush with liquid or cream, the densely packed bristles create a seamless finish.

Flower Beauty Light Illusion Concealer, £8.99

With light-diffusing pigments that blur wrinkles and hide dark circles and blemishes, this hard-wearing concealer is impressively blendable, too. ➔

Lancôme Teint Idole Ultra Wear Nude, £33.50

Most foundations have a white base before colour pigment is added, but this one is clear, allowing the 45 shades to match complexions. The matte, longwear finish feels air-light.

SMART SOLUTIONS

Simple Micellar Cleansing Water Pouch, £1.99

Practical in every way, what's not to love about these portable little pouches?

CeraVe Hydrating Cleanser, £9

This face wash stands out for gently melting away make-up and grime, leaving skin feeling pleasingly clean and super-soft.

Marks & Spencer Formula Hydrating Face Mask, £14

Dull, dehydrated skin? This gel mask acts like a thirst-quenching drink. The rose water soothes hot and tight skin.

Clinique iD, £36

Tailor your skincare to your needs. Just slot one of the five Active Cartridge Concentrates into one of the three hydrating bases.

L'Oréal Paris Age Perfect Rosy Glow Mask, £14.99

Leave this gel cream on overnight and let its star anti-ageing ingredients (peony and neo-calcium) work their magic.

Eucerin Acute Lip Balm, £6

Few lip balms really resolve chapping and dryness, but this fragrance-free fix does!

Neutrogena Hydro Boost Hand Gel Cream, £5.49

We love how quickly this hand cream sinks in and the way it leaves zero greasy residue behind.

SKIN SAVERS

Vichy Neovadiol Phytosculpt Neck & Face Contours, £30

Don't neglect your neck! To target sagging skin, apply this to the lower face and neck before moisturiser.

Boots No7 Beautiful Skin Day Cream Normal/Dry SPF15, £14

A moisturiser with UV protection is an essential. This slots easily into your skincare and make-up routine.

Olay Whips Total Effects SPF30, £34.99

This is a fast-absorbing face cream that feels feather-light and delivers intense hydration.

Caudalie Vinoperfect Dark Spot Correcting Glycolic Night Cream, £34

To even out patches of pigmentation, shift blemish scars or add radiance, try this skin-brightening formula.

Feel good about your neck with this anti-ageing superstar

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HAIR ESSENTIALS



ColorWow Coconut Cocktail, £22

Restore hair dried out by colouring to a healthier-looking state.



Charles Worthington Everyday Gentle Miracle Jelly Leave-In Conditioner, £6.99

This beats rainy-day frizz, keeps hair shiny, protects against heat damage and pumps up volume.



Smith England Nourish Moisture Remedy Shampoo and Conditioner, £10 each

These pump moisture back into hair in need of nourishment. They're vegan friendly and sulphate free, too.

Tresemme Shineplex Shine Lock Serum, £6.10

Apply this serum, packed with softening camellia oil, before blow-drying to ramp up glossiness.



Aussie Scent-sational Conditioning Mist Smooth, £9.99

Swish your hair to release the jasmine scent of this frizz- and flyaway-taming styling spray – the fragrance lasts for up to 48 hours.



Pantene Pro-V Superfood 3 Minute Miracle, £3.99

For healthier hair, this fast fix infuses a potent blend of nutrients. Use it weekly like you would a face mask.



Plantur 39 Phyto-Caffeine Tonic, £10.49

This includes a botanical caffeine complex that is proven to protect against premature hair loss.

John Frieda Miracle Drops Blonde Brightening Hair Mask, £2.49

A fab treatment that boosts brightness in minutes, for when shampooing has faded your locks.



Herbal Essences Deep Repair Bourbon & Manuka Honey Shampoo and Conditioner, £6 each

Formulas that minimise damage from pollution, colouring and certain minerals in our water. ➔

THE BEST OF THE REST

Oil gives an intense hit of hydration

Super Facialist Rose Hydrate Miracle Makeover Facial Oil, £14.99

Massage this superfood-packed formula into clean skin for a post-facial glow.

Garnier Organic Thyme Perfecting Toner, £5.99

This product has great green credentials (the bottle is made from recycled plastic and can also be recycled), while the thyme essential oil mattifies and tightens pores, which can slacken with age.

La Roche-Posay Toleriane Sensitive Prebiotic Moisturiser, £16

A healer for easily irritated and uncomfortable skin, with thermal water and prebiotics.

The Body Shop Drops of Youth Youth Concentrate Sheet Mask, £5

A single-use mask that refreshes and revives tired skin. It's also biodegradable, so just pop it in your compost bin when you're done!

Inkey List Polyglutamic Acid, £12.99

Don't let the simple packaging fool you, this is premium skincare without the price tag. Super-hydrating but fast to absorb, layer underneath day or night cream for soft skin.

Pixi HydroGel Eye Patches Intense Under Eye Treatment DetoxifyEye, £22

Loaded with serum, these are fiddly to apply, but once on they don't slip. Also good as skin-prep before applying make-up.

Milk Makeup Cooling Water Stick, £20.50

Picking only one product from this covetable US brand was no mean feat, but these water sticks won us over with the way they refresh tired or hot skin.

WIN THE LOT!

For a chance to win all of our fabulous High Street Heroes, **worth more than £700**, simply enter online at **prima.co.uk/compMay19**

Just fill in your details on our online form to be entered into our prize draw. All entries must be received by 8 May 2019*.