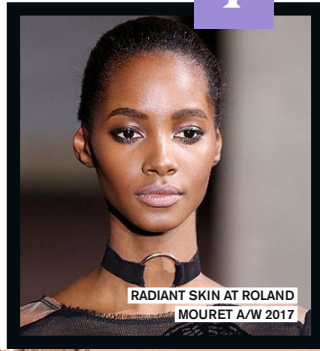


# {Beauty} Intelligence

STYLIST SELECTS THE NEWS, FORMULAS AND TRENDS TO BOOST YOUR BEAUTY IQ

## 1. THIRST QUENCHER

Your skin is hygroscopic, meaning it takes moisture from the air. While the lower-humidity months of winter may be good for fighting frizz, dry air leaves skin parched. Help rebalance your skin's moisture levels with Eau Thermale Avène Hydrance Optimale, £18. Don't be fooled by the lightweight texture – it contains Cohederm complex to help repair the lipid film of your skin, locking in moisture.



## 4. COMPLEXION PERFECTION

Ever tried to apply a foundation and found it impossible to blend? Elizabeth Arden's Flawless Finish Everyday Perfection Bouncy Makeup, £28, available in 14 shades, employs a clever elastomer (that's a polymer with elastic qualities, in GCSE Chemistry speak) that not only stretches to give you flawless and blendable coverage, but also seals in the skincare benefits. And when those benefits include hydrating hyaluronic acid and antioxidant ginseng, you wouldn't want to waste any...



## 2. MAKE WAVES

It bears more than a passing resemblance to something you'd see in Ann Summers, but Lee Stafford Rainbow Shine Bubble Waver, £40, has got us excited for entirely different reasons. Heating up to 220°C, it has a clever cool tip so you can position it without fear of scalded fingertips. The spiral barrel allows you to wind your hair between each sphere for the all-over 'beachy' look spotted at Coach and Julien Macdonald's a/w 2017 shows.

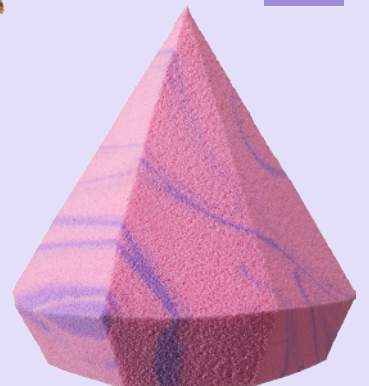
## 3. PUCKER UP

Liquid lipstick now gets more Google searches than red lipstick, but super-matte, long-lasting formulas can leave lips chapped and sore. Clinique Pep-Start Pout Restoring Night Mask, £16 is a leave-on treatment with shea butter and vitamin E that works as you sleep for a moisturised mouth by the morning. You can also use sparingly in the day under matte colour to help prevent a dry mouth.



## 5. TOP TOOL

The genesis of 4K TV birthed a need for truly flawless makeup. According to an Ofcom survey, 82% of women say they feel pressure to look good in selfies, which explains why sponges are now commonplace in countless make-up bags. The sharp edges of Real Techniques Bold Metals Diamond Sponge, £9.99, make it the most precise we've tried yet: great for getting hard-to-reach areas such as the inner corners of eyes, while the flat surface on the top is brilliant for dabbing cream blush on to the apples of cheeks.



A REAL GEM OF A MAKE-UP TOOL

## My Secret Weapon

WAH Nails  
Founder  
Sharmadean  
Reid MBE on her  
top beauty buy



"Hydration is my number one thing for my face. Hand Chemistry Hyaluronic Concentrate (£16.79) is actually meant for the body, but when I get out of the shower I put it on my damp face and let it soak in while I towel-dry my body. I use it every day, and if I don't, I swear this one wrinkle pops out of my face! It makes my skin smooth and tight. Hyaluronic acid holds 100 times its own weight in water, and it's found naturally in your skin so it's a really gentle but effective way to moisturise."



WORDS: ALICE MANNING. PHOTOGRAPHY: PIXELEYES. STOCKISTS: REAL TECHNIQUES (SUPERDRUGS.COM), LEE STAFFORD (LEESTAFFORDBEAUTY.COM), EAU THERMALE AVÈNE (BOOTS.COM), CLINIQUE (CLINIQUE.CO.UK), HAND CHEMISTRY (HQHAIR.COM), ELIZABETH ARDEN (ELIZABETHARDEN.CO.UK).