

“Women are now far more savvy about their beauty needs”

JULIE McMANUS, LANCOME'S SCIENTIFIC DIRECTOR

one pot. This is forcing cosmetics companies to produce products that work harder than ever to deliver on every level. Lancôme's new Rénergie range, for example, has been developed to tackle all skin concerns, from anti-ageing to hydration to brightening. “Every one of the five products in the range works hard to firm skin, plump wrinkles, hydrate and boost radiance,” says McManus.

Women are also increasingly discerning: “Consumers are more sophisticated in their expectations and are far more savvy about their skin needs,” McManus continues. “We're finding women are now spending longer on counter. They're prepared to invest time in a thorough skin diagnosis and want to understand the science behind the product. They want to know that what they're paying for is going to work on every skin concern they have.”

And then there's the time issue. As well as watching the pennies, we have less time to spend on ourselves – a recent survey by No7 revealed that more than half of women spend fewer than ten minutes per day on their skincare regime and only six per cent use the traditional three-step “cleanse, tone and moisturise” regime. “Women simply don't want to spend time on lengthy skincare routines any more,” says Dr Mike Bell, Boots's skincare scientific adviser. “They want a multitasking solution that ticks all the boxes.”

Of course, all that hard work in one pot doesn't come cheap, so you'll want to know you're investing in *exactly* the right product – and using it effectively. So choose from our six of the best, *previous page*, then follow our expert's foolproof guide, *right*, for complexion perfection.



LOUIS
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PERFECT SKIN IN FIVE MINUTES

No time to spare for your skincare routine? We asked facialist Nathalie Eleni, who's worked with Angelina Jolie and Jessica Alba, how to make every second count.

Take two minutes... to double cleanse

“This is essential to remove every trace of dirt from your skin,” says Nathalie Eleni. “First, wet skin with warm water, gently massage in your cleanser, then wash off to remove superficial dirt and make-up. Next, apply more cleanser, dampen a muslin cloth with warm water, place over your face and take a few deep breaths to relax. Then buff your face in circular motions – this will help decongest your T-zone.”

Take 30 seconds... to tone up

“A toner or a splash of cold water will constrict capillaries to reduce redness, de-puff and tighten skin.”

Take one minute... to moisturise

“To get the most out of your moisturiser, take time to really work it into the skin. Massage will help stimulate circulation, drain fluids (so easing puffiness) and deliver the nutrients from the cream deep into the skin. Using a firm motion, start from your nose and push outwards and up towards your hairline, moving gradually down your face.”

Take 90 seconds... to even out

“It's important to let your moisturiser sink in before applying make-up, so you get an even surface. Get into the routine of brushing your teeth or putting your rollers in while you're waiting.” ■