



the sci-fi *moisturiser*

OK, this isn't for the faint-hearted and it's not exactly purse friendly, but a new service at The Dorchester Spa is taking bespoke beauty to a whole new level. Dr Sturm, who originally trained as an orthopaedic surgeon, extracts proteins from your own blood that are then infused with her MCI Cream to create a very personalised moisturiser. 'Nothing is more bespoke than using your body's own healing factors as active ingredients,' says Dr Sturm. 'They aid skin's rejuvenation by reducing inflammation and stimulating collagen growth.' Sounds gruesome, but you'll see serious anti-ageing results. *Molecular Cosmetics by Dr Sturm, MCI Cream, from £950 for 50ml (020 7319 7109)*

the mail-order *hair colour*

If you experimented with Sun-In in your teens (who didn't?), chances are you're so scarred by the experience that you haven't touched home hair colourant since. Enter eSalon, a genius new online service that custom-makes hair dye, taking the risk out of DIY colouring. You fill in an online questionnaire, letting them know your natural hair colour, eye colour, percentage of grey, your colour history and the shade you're after. A few days later, your very own hair dye – mixed by a colourist – will arrive on your doorstep, complete with personalised instructions on how to apply it. *One application costs £21.95 (eSalon.co.uk)*

the online *hairspiration*

If you haven't yet found 'the one' (hairdresser, that is), check out haircvt.com, a new service that's like the Tinder of the beauty world. You search a database of almost 2,000 looks and colours, created by stylists from salons across London, including John Frieda and Daniel Galvin. When you find a picture you love the look of, it'll book you in with the stylist who created it, so you know you'll be happy with what you get. It could be the start of a beautiful relationship... *(haircvt.com)*

the made-to-measure *meal plan*

Fad diets. We've all tried them – and we've all given up on them. Luckily, they're about to be a thing of the past, thanks to a revolutionary new system created by The Pure Package, a healthy-food delivery service. Here's how it works: you receive a swab to rub along the inside of your cheek to collect a DNA sample, which is then sent to the lab and analysed to determine your sensitivity to carbohydrates, saturated fat, salt, alcohol and caffeine, tolerance to lactose and gluten, and your body's ability to detox. Based on your results, a food programme is built specifically to meet your dietary needs, and delivered direct to your door. Yes, it's pricey, but it beats two and a half days on the cabbage-soup diet again... *From £60 per day (purepackage.com)*

the date-night *life saver*

It's Saturday morning, you have a date tonight, and every salon in your area is fully booked. Don't freak out, just download Priv, the clever app that has made booking beauty treatments as easy as ordering a pizza. Log in and it uses your phone's location to find your nearest roaming therapist to cater for your every beauty need, from manicures to lash extensions to massages to blow-dries. Book them and they'll be with you within an hour. *Priv is free to download on iOS and Android. Treatments from £20. Currently only available in London*

the match-made *lippie*

How many times have you bought a lipstick, only to get home and realise it makes you look more Marilyn Manson than Marilyn Monroe? 'The number and variety of lipstick shades available these days is amazing, but it can be hard to know where to begin when it comes to picking one that's right for your skin tone,' says No7's colour scientist, Dr Jo Watson. Luckily Boots has devised a clever hand-held machine that takes the guesswork out of lipstick shopping. 'By taking 27 close-up images of your skin, it identifies your skin tone and suggests lipsticks that will suit you, from six colour families: red, plum, light pink, dark pink, nude and coral.' *Match Made service, free at larger Boots stores nationwide (boots.com)*

