

to fundamentally change the quality of our skin. It takes some hi-tech (and costly) anti-ageing ingredients to make a lasting improvement. **Prevage Body Anti-Aging Moisturiser**, £98; **Dr Sebahg High Maintenance Firming & Hydrating Body Cream**, £120; and **Crème de la Mer the Body Crème**, £100, are my top three.

In direct contrast, another favourite is a basic **natural almond** or **avocado oil**, bought off a supermarket shelf. Cheap and very cheerful, they are amazing for softening dry skin – though do not use olive oil, as research has shown it breaks down the skin's protective barrier of lipids.

7 HAIR

SHAMPOO AND CONDITIONER

How we feel about our hair can make a huge difference to how we feel about ourselves, but we still rarely invest in it. So, for me, this is a 'spend' area. Cheaper products do the job without delivering any long-term improvements, but I've seen hair transformed by the ranges from **Philip Kingsley**, from £5.60, and **Kérastase**, from £15.30.

BRUSHES AND TOOLS Invest if you want the best – often, the way cheaper brushes and combs are made (with 'edges' on the teeth) can snag and damage hair. As for driers, tongs and straighteners, some top-name hairdressers (including **John Frieda**) have put their name to great medium-price hair-styling tools.

8 MAKE-UP

BASE AND CONCEALER The cheap versions mostly fail on colour (more melted Barbie doll than skin-true tones), except **Maybelline's Dream Creamy Compact Foundation**, £8.19; and **Revlon's Age Defying DNA** base, £13.99.

In my opinion, the French do the best foundation colours (I love those by **Dior, Lancôme, Givenchy** and **Chanel**); and all the ranges by **Giorgio Armani**, from £33, are good. Haydon says it's all down to the quality of the technology, or how the pigments are coated in the liquid base, that dictates whether a foundation or concealer goes on smooth or looks cakey. (Two cheaper concealers that make the grade are **Garnier 2-in-1 Tinted Eye Roll-on**, £10.20, and **L'Oréal Paris True Match Touche Magique**, £8.16.)

EYESHADOW AND BLUSHER 'Their longevity on the skin is down to the quality of the base,' says Haydon. Cheap means greasy, and a disappearing act within two hours at the most. Hence the grease-free quality and staying power of those from **YSL, MAC, Nars** and **Dolce & Gabbana**.

MASCARA AND EYELINER The more expensive the brand, the more luxe and glossy the finish; but, for the best mascara, nothing beats **Max Factor's Masterpiece** range, from £8.99, for clump-free lashes that last. As for liners, getting that perfect blend between the soft and smudgeable and the hard and cakey is worth paying for (**Clarins Eye Liner Pencils**, £15, are good).

THE ESSENTIALS

SPEND

YSL Ombres Duo Lumières, £27

SPEND

Giorgio Armani Designer Lift, £38

SAVE

Garnier 2-in-1 Tinted Eye Roll-on, £10.20

SAVE

L'Oréal Paris True Match Touche Magique, £8.16

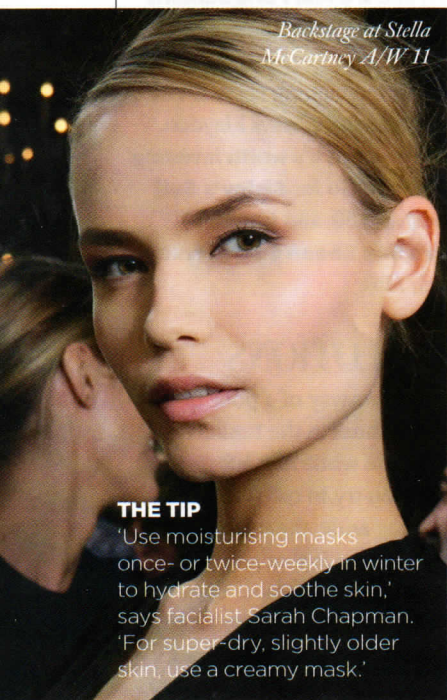
SPEND

Clarins Eye Liner Pencils, £15 each

SAVE

Max Factor Masterpiece Max Mascara, £9.99

LIPSTICK Even blindfolded, I could tell the difference between a luxury lipstick and a cheaper, greasier one; try applying **Chanel's** new **Rouge Allure Velvet** lipstick, £23.50, and you'll know what I mean. 'For make-up, the biggest cost saving is in the packaging,' says Haydon. We may pay more for the click (Chanel matches the sound of a Bentley door) or the twist (if it takes more than one twist to 'open' a lipstick, it's not luxury), but I think it's worth it. □



Backstage at Stella McCartney A/W 11

THE TIP

'Use moisturising masks once- or twice-weekly in winter to hydrate and soothe the skin,' says facialist Sarah Chapman. 'For super-dry, slightly older skin, use a creamy mask.'

Winter-proof your skin

Freezing temperatures and drying central heating can play havoc with your complexion. Here's all you need to protect your skin from the elements. *BY KATY YOUNG*

THE SUPPLEMENT

Skin's biggest problem in winter is its breakdown of the barrier of fats that are hard to get in our diet, so take a supplement. Try Life Extension Skin Restoring Ceramides, £25 for 30 capsules at Victoria Health (www.victoriahealth.com).

THE SUPPORT SYSTEM

Winter's first line of attack is dehydration, which tightens the skin. Look for strengthening creams such as Estée Lauder's Replenishing Comfort Crème.

THE OVERNIGHT REPAIR

Skin does most of its healing overnight (daytime is all about protection), so if your skin is out of sorts, use an overnight cream such as Dr Sebahg's Suprême Night Secret.

THE EYE TREATMENT

The super-thin skin around the eyes is the first to dry out in cold weather, resulting in a crepey texture and lines. But good creams can treat it fast – go for Dior Capture Totale Eye Treatment, £68.50.

THE GLOW BOOSTER

Winter skin invariably means dull skin, which is why applying a serum – the powerhouse of the beauty industry – under a favourite cream helps. Try Guerlain Orchidée Impériale Longevity Concentrate, £305.

THE CALMING COURSE

It's best to calm and balance sensitised skin, not overload it with active ingredients. Over 14 days, Decléor's Life Radiance Double Radiance Cream, £45 (www.decleor.co.uk), revives skin gently.

