

If we rated our beauty products – hypothetically, mind, I know no one actually does this – I’d wager cleansers never make the number-one slot. They have always been the workaday component of the beauty arsenal, the product that helps you along to *the good stuff*. Now, cleansers *are* the good stuff; so impressive you won’t want to see them sloshing down the plughole.

To get all beauty-editorial about it, it’s to do with the advent of “wash-on technology”. This means improving your skin simply by dint of washing it – because now, it’s not what you wash off but what you leave behind that counts. Cleansers have long been sophisticated: pH-balanced, exfoliating (which happily means brightening and cell stimulating) and full of moisturising properties to counter the drying aspect of cleansing, but until now, they had not managed to deposit skin-enhancing benefits into the skin before being washed off. This is the area that has the product developers animated.

Beauty brand Cor is in the vanguard with its Silver Soap (*above*, £35 for 30g, Corsilver.com). It lathers up to deliver micronised particles of anti-bacterial silver-silica, which zoom through the pores and stay there long after you rinse the suds away, bringing with them the brand’s proprietary compound of collagen, Sericin (a soluble silk protein – trust me, you want this) and Chitosan, a fibre that acts to even out skin tone (CSC).

Dermatologist Dr Russo has leapt further ahead to develop a cleanser that answers the biggest skin ageing problem of all. His Sun Protective Day Cleanser (£35, exclusively at Space NK) actually deposits a shield of

# Wash ON

It’s not what the new cleansers remove, it’s what they leave behind, says Kelly Gilbert

UV protection on to the skin as you wash your face. And crucially, you can’t feel it once you pat yourself dry; it is totally traceless. When it is widely agreed that about 80 per cent of ageing is caused by UV exposure, the invention of a cleanser that protects as a sideline is, to say the least, exciting. “We are the first to market this. I’ve created a liposome loaded with five different SPF variants that bind to skin cells on contact. So the cleansing actives do their job, wash off, and the sun

protection remains,” explains Dr Russo. “There are many more applications for this technology. Later in the year we plan to have long-lasting anti-redness and anti-acne cleansers available.”

I wonder out loud how the SPF sticks in an environment where everything is being washed off. “Think of Velcro,” Dr Russo suggests. “It hits the right receptive surface and it sticks.” I feel drawn to put some in my handbag (it isn’t due in stores until March), but refrain, as Dr Russo is cradling it so proudly. A younger-looking future beckons, so I can wait a few months. ■

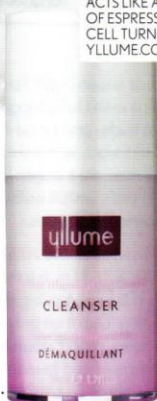
## IMPERIAL LATHER

PRESENTING THE MOST INTERESTING, HARD-WORKING CLEANSERS AVAILABLE NOW

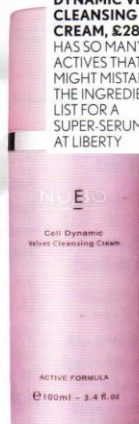
NOT STRICTLY A TRADITIONAL CLEANSER, BUT SO EXCITING, IT DESERVES THE ATTENTION: **CANE & AUSTIN RETEXTURIZING PADS, £48**, EXFOLIATE WHILE DEPOSITING COQ10 AND VITAMINS A, C AND E INTO THE SKIN. AT SPACE NK



**YLLUME ULTIMATE ILLUMINATING COMPLEX CLEANSER, £48**, ACTS LIKE A SHOT OF ESPRESSO TO CELL TURNOVER. YLLUME.CO.UK



**BLISS TRIPLE OXYGEN INSTANT ENERGISING CLEANSING FOAM, £24** BREATHE LIFE INTO LACKLUSTRE SKIN.



**NUBUO CELL DYNAMIC VELVET CLEANSING CREAM, £28** HAS SO MANY ACTIVES THAT YOU MIGHT MISTAKE THE INGREDIENTS LIST FOR A SUPER-SERUM. AT LIBERTY



**YSL FOREVER YOUTH LIBERATOR CLEANSING FOAM, £35**, DESPITE THE SCIENTIFIC BREAKTHROUGHS UNDERPINNING THIS FANTASTIC NEW HI-TECH RANGE, THIS CLEANSER IS ALSO SOOTHING AND GENTLE ENOUGH FOR SENSITIVE SKIN.



**SARAH CHAPMAN SKINESIS ULTIMATE CLEANSE, £40** IS SO LUXURIOUS AND NOURISHING, IT CAN ALSO BE USED AS A MASK. SARAHCHAPMAN.NET





**THE MODEL**

**Nyasha MATONHODZE**

When you're young, it's all about sensibly priced essentials that get the job done with the minimum of fuss. In your teens and early twenties, you can rely on youth for a certain amount of skin "bounce-back", so use your time to focus on health and inner beauty instead. Zimbabwean model-of-the-moment Nyasha counts vitamin C and toothpaste as every bit as essential as her favourite lip gloss.



**1 L'OREAL GLAM SHINE LIP GLOSS IN AQUA WATERMELON, £8**

I love glittery lip glosses - they work well with my skin tone and are an instant way to glamour.

**2 GILLETTE VENUS EMBRACE, £8**

Another professional essential. I keep one of these in my bag so my legs and underarms can be totally smooth at a moment's notice before a shoot or show. It has a moisturising strip so I don't have to worry about any dryness or razor rash.

**3 MOROCCANOIL TREATMENT, £30**

The absolute best thing for taming my hair and keeping it sleek. You see it used backstage at so many shows now. I like leaving it on overnight.

**4 COLGATE TOTAL TOOTHPASTE, £2**

I never really feel clean unless I've brushed my teeth. To me, a bright smile is just as important as great make-up, so I often brush when I'm out and about.

**5 BEROCCA, £4**

In a hectic show schedule, I need to keep my immune system healthy. Perfect for early call times - and tastes pretty good, too.

**6 THE BODY SHOP PURIFYING FOOT MASK, £8**

My feet take a total battering with all the heels I have to wear and the running around I have to do, so this foot mask is my total beauty indulgence. At the end of the long day, I like to do a foot soak and then apply this to ensure my feet are photo-ready for the next day.

**1 KERASTASE LAIT CHROMA REFLECT, £22**

It gives gloss without grease.

**2 SOAP & GLORY SUPER-COLOUR FABULIPSTICK IN NAKED BEIGE, £9**

A lipstick I find impossible to stop using.

**3 & 5 THIS WORKS STRESS LESS BALM AND DEEP SLEEP PILLOW SPRAY, £20 FOR THE SET**

A roll-on aromatherapy oil and lavender spray to put it all into perspective when necessary.

**4 SOAP & GLORY KICK ASS CONCEALER, £10**

We all have blotchy days - great skin or not.

**6 SARAH CHAPMAN OVERNIGHT EXFOLIATING BOOSTER, £57**

When I can't get a facial in, I'll use this three nights in a row. It tides me and my still-oily T-zone over beautifully.

**7 BOBBI BROWN LONG-WEAR GEL EYELINER IN BROWN, £16**

It really makes your lashes look naturally fuller.

**8 DEBORAH LIPPMANN NAIL POLISH IN BABY LOVE, £14, AT HOUSE OF FRASER**

I can type at high speed for days wearing this, and it never chips.



**THE MOGUL**

**Marcia KILGORE**



Complexion-draining hormones come into play in your forties, so now is the time to invest in targeted skincare. In addition, good grooming is worth investing in, so when you do fancy a splash of bright lipstick or nail polish, you have the perfect canvas.

Marcia - the beauty entrepreneur who founded Bliss and, more recently, Soap & Glory - is super-demanding when it comes to products and if she can't find what she wants, she vows to create it herself. Here are the eight must-have products which meet her exacting standards.