

Having long since fallen out of fashion, the face mask is making a comeback, and a strong one. There is now a huge choice of masks that work faster and harder, like turbo-charged face creams. They come in a range of textures, from traditional clays and creams to hydrating gels and cloth masks. 'With new technology and scientific discoveries in skincare, masks have now become so active that results can be seen straight away,' says the facialist Linda Palcic. Take the clay mask: after years of futile, messy, skin-drying sachets, brands such as Clayspray and GlamGlow are using finer French clays, which are softer on skin, but still



draw out impurities and detoxify. The brand *Skyn Iceland* goes one step further with its *Fresh Start Mask*, £25, by providing a gel to massage on top that you can actually feel working.

Clay masks are now essential to skincare, as 'clear pores help nourishing and anti-ageing ingredients to penetrate the skin properly,' explains the facialist Alexandra Soveral. Use one before applying a replenishing cloth mask, and the results are on a par with professional facials. 'Cloth masks deliver hyaluronic acid and vitamins deep into the skin and really help to improve its quality, texture and radiance,' says Palcic. Our favourites include *Astalift Intense Replumping Moisture Mask*, *Crème de la Mer Brightening Facial*, £190 for six, and *SK-II Facial Treatment Mask*, £60 for six.

We are also fans of skin-plumping overnight masks that absorb into the skin, such as *Clinique Moisture Surge Overnight Mask*, £28. Use one weekly in place of a night cream for a concentrated hit of hydration. Although these new masks won't obviate the need to see a facialist regularly, they are an easy, effective and accessible way to rejuvenate and refresh your skin.

Bazaar tip:
Massage the excess serum from cloth masks into your décolletage, arms and hands to give them an anti-ageing, hydrating boost.

RETURN OF THE MASK

A new generation of detoxifying facial treatments gives fast, fresh, radiant results *By* VICTORIA HALL

MAXIMISE YOUR MASK

Anti-ageing: Use *Ginvera Green Tea Exfoliating Marvel Gel*, £19.95, before applying *Lancôme Advanced Génifique Youth Activating Concentrate* to allow the active ingredients to be pushed further into the skin.

Overnight: We love *Sampar So Much to Dew Midnight Mask*, £34. Brush it all over your face and neck and wake up to a gorgeous glow. Layer up the mask

where you need to soothe dry patches. **Pre-party:** Massage *Elizabeth Arden collagen-boosting Ceramide Capsules Daily Use Restoring Serum* into skin before applying *Sarah Chapman Instant Miracle Mask*, £38 for four sachets, for plumper, more radiant skin in under 20 minutes. For puffy eyes, we recommend *GlamGlow Brightmud*. **Problem skin:** Try *GlamGlow Supermud Clearing Treatment* over

a layer of *SkinCeuticals Retexturing Activator* to target problem areas. **Finishing touch:** 'After I have self-tanned (my favourite is *St Tropez Gradual Tan Plus Anti-Ageing*, £22), I use a hydrating face mask to emphasise that fresh, dewy finish,' says Nichola Joss, St Tropez's tanning and skin-finishing expert. To add a hint of colour, we also love *Clarins Radiance-Plus Golden Glow Cream-Gel*, £28.50. □



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