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BEAUTY DIRECTOR

I love lipstick

What really works exactly as the advert says, and what doesn't? It's the question ELLE Beauty Director Sophie Beresiner is asked most often

believe the hype. As much as I am an official beauty expert, I am also a passionate beauty consumer, and one with a consumption problem at that. My reputation in the office is one for shopping. From clothes and shoes to anything knitted or animal-themed to - yes - lipsticks, cleansers and mineral foundations. True, I get products sent to me, but not on repeat. The things that I *really* want to use and reuse? They go on my credit card.

This makes me just like you. That advert that catches your eye with its claim to 'reduce wrinkles

by 78%'? I want that! 78%? Sign me up. All the product launches I attend do nothing to inspire any cynicism. I like the big claims and I believe them. The difference between me and you is that I'm in a position to test the claims, with less damage to my wallet. And so I have some conclusions about when to invest. Read on...

1) Getting excited by hype is not the same as actually wanting the product. If you've never considered it before, you've got to ask yourself why not. Case in point: when the first BB cream hit TVs (*after* it hit the ELLE beauty cupboard) my interest was piqued. 'Flawless Skin Daily All In One Everything At Once'? I. Need. That. So when I then received an endless parade of bottles and tubes, all claiming versions of the same thing, what did I discover? That I don't actually like BB creams. That's not to say you won't. So ask yourself: were you already in the market for a new whatever-it-is that you suddenly *must* buy? If not, you might just like the advert.

2) Everyone is different. No matter how big the promise, how massive the excitement, try to disengage and find a way to sample first. Most brands are confident enough that, if you try, you *will* buy, so simply asking is the best way to get some complimentary miniatures. These are great to stockpile for travelling, so go to different department stores... Just me? OK, maybe don't.

If I told you how many jars of mega-hyped, extremely expensive creams I have at home that don't agree with my skin, you'd want to burgle me. (Though wouldn't be worth it unless you'd sampled first.) And, over the years, I've spent in the region of a few hundred pounds discovering my favourite mascara is still the one I loved before I did this job. Yet every new claim to 'boost volume by 300%' still makes me think I can better it. That's the joy of make-up, right? The next best thing is just around the corner, so I'd better keep trying. And 97% of women agree.

ELLE ASK IT Got a beauty question? We can help. Tweet #AskELLEBeauty @ELLEBeautyTeam every Friday

PRODUCTS THAT LIVE UP TO THE HYPE



- 1. Sarah Chapman Spot Stickers, £19** Reduce spots a lot.
- 2. SkinCeuticals Phloretin CF, £150** Superfood for your skin = instant glow.
- 3. Lancôme Advanced Génifique Youth Activating Concentrate, £59** Beauty editors are obsessed with it.
- 4. RéVive Moisturizing Renewal Cream, £105** The glycolic cream of dreams.
- 5. Barry M Gelly Hi-Shine Nail Paint, £3.99** So many claim to gel, this one actually does.
- 6. Chanel Vitalumière Satin Smoothing Fluid Makeup, £36** Simple, light, glowy.
- 7. Olay Total Effects Day Moisturiser 7-in-1 Anti-Ageing, £14.99** Improves skin texture over time.
- 8. Rimmel Provocalips, £6.99** Stayed on for a day of coffee, lunch, sand and sea in Ibiza.
- 9. Estée Lauder Advanced Night Repair, £48** Everyone I meet loves this.