



After years lost in a beauty Siberia at the back of the cabinet, face masks are creating a niche for themselves as fast-acting, multitasking skin saviours with a mix of new and targeted products.

Waiting for a mask to work is a thing of the past; I now use Dior's Hydra Life Beauty Awakening Rehydrating Mask as a night cream and the results are excellent: it

leaves skin plump, dewy and healthy-looking. The make-up artist Andrew Gallimore started my addiction for this mask (although any that hydrate, such as Clarins HydraQuench Cream-Mask, and Glamglow Thirsty Mud, £49.99, give the same results), after telling me how he layers it on under make-up.

So I now do the same with Crème de la Mer's The Intensive Revitalizing Mask, because it's a waste to remove a mask (unless they are of the clay or peeling variety). Plus, as the facialist

Nichola Joss explains: 'Massaging it in gets the active ingredients deeper to work better.'

Gel masks can be patted on over make-up to freshen up dry skin, and masks are a better choice than creams for long-haul flights; SK-II's Facial Treatment and Sarah Chapman's 3D Moisture Infusion masks are popular with those who face the paparazzi on landing.

For those masks that come in individual sachets, my tip is either to chill one in the fridge to help firm and de-puff skin, or warm it in the bath to relax tight muscles.

The new overnight masks make sense as a more potent, targeted alternative to a night cream, such as



£31.50
Dior

£120 for six
Sensai

£39 for four
Sarah Chapman

£105
Crème de la Mer

HOW TO

MAXIMISE FACE MASKS

This month, NEWBY HANDS explains how to get beautiful skin overnight

Filorga's Sleep & Peel mask; Aromatherapy Associates' Overnight Repair Mask, £53; and Clinique's Moisture Surge Overnight Mask.

For when you need a quick improvement, peeling masks deliver: my regulars include La Prairie's Cellular 3-Minute Peel, and Elemis Papaya Enzyme Peel, £31. Both remove dead surface cells – ideal to prepare skin for either a second treatment mask or an intensive cream. Follow with Sensai's multitasking Lifting Radiance 3D Mask, or Elemis Pro-Intense Lift Effect Super System (its 'chin-sling' mask is low on glamour but high on results). Although it has to be removed, Dr Sebahg's Skin Perfecting Mask is worth the work, as it leaves oily, puffy or dull skin looking velvety, clear and even.

No longer a once-a-week treat, these can be layered and mixed up; blending a hydrating mask with a nourishing one is brilliant for dry or stressed skin, or even add a dab to foundation. The facialist Sarah Chapman layers her masks over serums 'to really supercharge your treatment'. So, far from being forgotten and dusty, these are a new essential; in my bathroom I recently noted that I now have far more masks than I do face creams. □



£33
Clarins

Cellular 3-Minute Peel, £148
La Prairie

£30
Clinique

Skin Perfecting Mask, £42
Dr Sebahg

£53 for 10 pairs
Institut Esthederm

£60 for six
SK-II

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