

INSIGHT

# OUR BEAUTY DIRECTOR'S 7 NEW RULES OF SKINCARE

Skin is going to be your biggest asset in 2015. If you're not showing yours enough love – or product – now's the time to start, says Annabel Meggeson

Once upon a time, a nail polish would sell on Ebay for £100, so coveted were cool nails in an 'it' shade. Then, everyone wanted the perfect red lip. But for 2015, your biggest beauty accessory is great skin. Which is a bit more difficult to bid for online. (Though all the more precious as a result.)

Great skin has always been in, of course. 'What's changed,' muses facialist Sarah Chapman, 'is the culture around it. HD everything, selfie-mania and a mood that's all about understated luxury mean skin perfected through foundation or computer wizardry is no longer enough – it has to be the real deal.' It's why on recent catwalks, the impression has been of ever barer, natural-looking (though, make no mistake, *glowy-and-gorgeous*) complexions, to the point that make-up artists are being called 'skin-finishers' and you're more likely to find a bottle of face oil than a bottle of foundation in their kit.

Not that it's all about the products. I recently took part in a beauty Q&A that was dominated by the question, 'What works?' But as one esteemed panellist pointed out, one woman's dream cream is another's hell in a jar, and no serum or moisturiser will dramatically change your appearance.

What really, truly makes a difference are the tricks and techniques with which you apply the products you love. Everyone knows we've come a long way since cleanse, tone, moisturise, but just lately a tide of fresh formulations, nuance and expertise has seen my routine evolve from something rather basic into a joyful ritual that feels more like a creative outlet than a chore, and, crucially, has given me my best complexion to date.

'Advanced products and savvier consumers mean it's so much easier to achieve amazing results at home,' enthuses Chapman. And while the following tips and tricks won't put her out of a job, it's true the simplest tweaks make the biggest difference. Prepare to be the envy of everyone this season.

# 1

## HEAL, DON'T CLEANSE

Now that skincare is lighter and more quickly absorbed, cleansing is your moment to massage. Not just that: 'Warming an aromatic cleansing balm between your hands and taking a moment to inhale, before working the warm product into your skin, is a ritual that can transform your mood as well as your complexion,' says acupuncturist and facialist Annee de Mamiel. (Her treatments are so powerful, by the way, she has a closed waiting list.) Apply your cleanser with firm fingertips, then use a knuckling action to bring skin to life. And if your favourite cleanser isn't aromatic, mix in some essential oil-infused product – or drop some on to a hot flannel (see over page) – and take your deep breaths then. >>

{ I Love De Mamiel Restorative Cleansing Balm (above), £49. Odacité Jojoba + Lavender Serum Concentrate Clogged Pores, £22 }

CLOCKWISE, FROM TOP LEFT: **Darphin** Vitalskin Replumping Energic Cream, £39; **Odacité** Jojoba + Lavender Serum Concentrate Clogged Pores, £22; **Embryolisse Laboratoires** Lait-Crème Concentré, £20