

# The face of the future

The latest cosmetics to hit the shelves are smarter and stronger than ever before. Meet the new crop of beauty superheroes

**L**ong gone are the days when make-up was purely about priming and skincare revolved solely around cleansing, toning and moisturising. These days we're blessed with an array of brilliant beauty products that combine breakthrough ingredients and innovative formulations to treat your skin concerns while they mask them. We've rounded up the best of the bunch: prepare to be wowed!





## Wonder products

These new beauty buys boast impressive technology that's light years ahead of the rest

**1 The natural anti-ager**  
We're always excited when natural skincare brand REN comes up with a new product. Set to be one of the top buys this year, REN's Bio Retinoid Anti-Ageing Cream (£42, [renskincare.com](http://renskincare.com)) is high-tech without being harsh. The kind-to-the-skin formula is made with 100 per cent plant and mineral-derived actives to lift, plump and tighten. It's rich without being greasy and the results are immediate.

**'BIOMIMETIC SKINCARE IS THE NEW BUZZWORD'**

**2 The double-duty serum**  
Want to get more bang for your buck and free up room on your bathroom shelf? Clarins' new Double Serum (£55, [escentual.com](http://escentual.com)) brings together a host of the most powerful plant extracts that work on the skin's five vital functions – hydration, oxygenation, protection, regeneration and nutrient absorption – to deliver moisture as well as serious anti-ageing effects. The product is inspired by biomimetic skincare, the new anti-ageing buzzword in the beauty world, which mimics the structure of your cells to boost your skin's appearance. It's suitable for all skin types and comes in an easy-to-use pump.

**3 The three-in-one primer**  
Here at WF we love a multitasker – that's why Dermalogica's new Skinperfect Primer SPF30 (£37.30, [dermalogica.com/uk](http://dermalogica.com/uk)) has flown to the top of our spring beauty wish list. This three-in-one product smooths, protects and conditions skin while camouflaging imperfections for a radiant finish. The breakthrough formula also contains peptides, which boost collagen production, antioxidants from white tea to fight fine lines, and broad-spectrum UVA and UVB coverage.

**4 The eco-friendly face cream**  
We're hooked on Steamcream (£12.95, John Lewis stores), a multitasking moisturiser that delivers natural, skin-saving ingredients right where they're needed. Suitable for face, hands and body, the light formula is based on hydrating orange flower and oatmeal, as well as moisturising butters and oils. While most creams are created through an emulsifying process which fuses molecules so they sit on the surface of the skin, Steamcream's process binds ingredients together with a shot of steam so they can penetrate deep into the skin's layers and get to work faster. Smart!

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**5 The instant lash-lengthener**  
A luscious set of lashes can make a dramatic difference, framing your face and opening up your eyes. While falsies do the job, let's face it: they can be pretty fiddly to apply. Cue Freezeframe's Instant Lash (£29.99, [boots.com](http://boots.com)), a new lash treatment that works miracles on sparse eyelashes. The formula combines a collection of tiny synthetic hairs that look like real lashes with a thickening gel base, all packaged up in an easy-to-use mascara wand. You simply brush the product onto your lashes, follow with a coat of mascara and voila! Long, lust-worthy lashes in seconds.

**6 The science-meets-nutrition skincare range**  
Healthy skin is happy skin, but if you don't treat yours with the TLC it deserves, it shows. Comfort Zone's new Skin Regimen range (from £22, 020 3355 7423) has been designed to target the four big causes of ageing – glycation, oxidation, inflammation and methylation – with a blend of high-tech ingredients and antioxidant-packed foodie treats. And the good news is, there's science to back up this product's claims – clinical trials show it reduces wrinkle depth by 17 per cent, boosts elasticity by 9 per cent and increases hydration by up to 26 per cent. Result!

**7 The fashion-forward nail polish**  
Texture is set to be a huge trend this spring and Nails inc's Concrete Effect Polish (£12, [nailsinc.com](http://nailsinc.com)) hits the mark. The innovative formula goes on smoothly but sets with a rugged, matte finish. It comes in a range of eye-popping shades, including electric blue and pillar box red, for a bold beauty statement.

**'A GODSEND FOR DULL SKIN, IT CLEVERLY CAMOUFLAGES FLAWS WHILE CONTOURING'**

**8 The antioxidant foundation**  
There's only so much make-up can do, right? Think again. Clinique's Even Better Compact Makeup SPF15 (£27.50, [clinique.co.uk](http://clinique.co.uk)) works way harder than your regular foundation. A godsend for dull skin, it cleverly camouflages flaws while contouring your face. The formula is long-wearing, smooth to apply and offers sun protection, but its cocktail of antioxidant, radiance-enhancing ingredients is what makes this make-up really special. It's like popping a skin-boosting supplement! ☺