

WINNER! CONSUMER MEDIA BRAND OF THE YEAR

STYLIST

Fallen on her feet

Bridesmaids and beyond
– how Rose Byrne finally got
Hollywood's attention



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EDIT: PEEL OFF NAILS,
£6. TOPSHOP MAKE-UP

2013's slickest new beauty

I still remember the day I first discovered Max Factor's False Lash Effect Mascara. It sounds dramatic but it changed my life. My skinny, wimpy eyelashes, thinned out by an over-reliance on strip lashes, transformed into thick, curly lashes in one sweep. I've tried countless other brands since but it's still the best innovation I've ever come across.

Stylist's beauty desk may be privy to the newest formulas and breakthrough technology as it happens but discoveries like that mascara don't come along that often.

And while we'll try every item that lands on our desk, very few products make it into our make-up bags.

Over the next two pages you'll find an edit of the 10 groundbreaking beauty innovations released this year which I promise you will be as revolutionary as that Max Factor mascara. For example, there's the most effective cleansing tool ever – it uses sonic electric toothbrush technology to ensure a deep-yet-gentle cleanse and an eye serum with so many brightening ingredients it's like having your own lighting person. Make room in your make-up bag... 

Introducing the 10 new products that will redefine your idea of what beauty is capable of – as chosen by the experts in each field

WORDS: SAMANTHA FLOWERS



1 THE INSTANT AIR-BRUSH

Perfect Blur 5 Second, £12.99, Garnier

LAUNCH DATE: 8 April

CHOSEN BY: Joanna McGarry, *Stylist*'s beauty director

"For me to consider a beauty product truly successful (read: find its way into my make-up bag), it should do what it says on the tin, but also be a sybaritic joy to use. This soft-focus effect primer has both bases covered. Light as air, the whipped-texture feels like strawberry mousse, while the combination of silicon elastomers instantly throw a colourless veil over my skin's weather-worn, porous surface, cleverly making it look infinitely better than it really is."

1



5

5 THE UNDER-EYE SAVIOUR

Sérum-4C Yeux, £65, Kéraskin Esthetics

LAUNCH DATE: 25 March

CHOSEN BY: Linda Palcic, skincare aesthetician

"Previously, in-salon treatments were the only solution for under-eye dark circles so I'm shocked at how effective results are from this twice daily serum. Vitamin C is a known brightener but this is the first product where four types have been stabilised to work together, correcting pigmentation and preventing it forming again. It's highly potent so needs to be used within four weeks but you'll see results before then. It's as if you're wearing Touche Éclat permanently."

9

9 THE TURBOCHARGED SERUM

Double Serum Complete Age Control Concentrate, £55, Clarins

LAUNCH DATE: 3 February

CHOSEN BY: Nathalie Issachar, doctor in pharmacy, in biophysics and cosmetology

"For a product to get skin looking its absolute best, its ingredients must mimic the structure of skin cells (50% water and 30% oil) but oil and water aren't compatible. Clarins has created one formulation combining the power of two. It instantly absorbs into skin, plumping pores and wrinkles and gradually increases firmness. I'm recommending it to everyone 25 and up."



2

2 THE SONIC CLEANSER

VisaPure, £150, Philips

LAUNCH DATE: 6 February (boots.com)

CHOSEN BY: Dr Sam Bunting, cosmetic dermatologist

"This is the most effective mechanism for un-clogging pores that I've seen. Unlike other brushes, the bristles are silky-soft so they don't irritate skin and it uses 'dual-motion technology': similar to an electric toothbrush. Vertical vibrations break up dirt, dead skin cells and residue blocking the pores, then a rotating motion sweeps them away. The vibrations also help reduce tension and increase micro-circulation prompting radiance. Skin really glows."



6

6 THE MEGA VOLUMISER

Instant Amplifying Volume Treatment, £14.99, Charles Worthington

LAUNCH DATE: 28 January

CHOSEN BY: Marc Trinder, hair stylist at Erdem

"Freshly washed hair and volume don't mix – silky, soft hair falls flat quickly, but this lightweight gel infuses hair with collagen, plumping up the cuticle and increasing volume by 93%. While volumising powders leave hair tacky and matte and serums produce shine but not volume, this combines the brilliance of both and is super-nourishing. Ditch powders, serums and conditioners – this is all you need."