



Cult

Classic

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BEAUTY

Classic v Cult

Some beauty products easily surpass the test of time, never fading out of fashion, while the best new contenders are already style staples for those in the know. Mix and match with our pick of the classic standbys and cult buys

The flawless foundation

CLASSIC Max Factor Panstik, £6.99 from Boots
The original maximum-coverage stick foundation was created for the burgeoning 1930s Hollywood colour-film industry, bringing movie-star glamour to the likes of Judy Garland and Joan Crawford. After Max Factor's death, it became available to the public.

CULT Bobbi Brown Foundation Stick, £28, from bobbibrown.co.uk
The make-up maestro has reinvented the foundation stick and brought it bang up to date for modern women. Available in 20 shades, it's a professional standby at red-carpet events and runway shows because it offers adjustable coverage – apply all over or just where needed.



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The luxe lash-builder

CLASSIC Maybelline Great Lash Mascara, £4.99, from Boots
The familiar pink-and-green tube has become a beauty classic – with one sold every 1.7 seconds, according to Maybelline. The formula hasn't changed since its launch in 1971, proving that a great product stands the test of time. It now comes in seven shades and also washes off easily with soap and water.

CULT Diorshow Mascara, £23, from House of Fraser and Selfridges
Created for the fashion label's catwalk shows, this is a red-carpet favourite, loved by make-up artists for its winning combination of volume, length, curl and depth of colour. The shortish, wide brush gives maximum cover in minimal time, winning over stars including Claire Danes and Charlize Theron.

The lip soother

CLASSIC Kiehl's Lip Balm #1, £9.50, from kiehls.co.uk
Launched in 1969, this lip salve is essential for countless make-up artists and is found in many models' box of tricks, Kate Moss and Naomi Campbell among them. The original formulation is a worldwide bestseller, but you can also buy fruit-flavoured versions such as mango and vanilla, all containing an SPF.

CULT Lucas' Papaw Ointment, £4.95 for 25g Handy Tube, from pawpawshop.co.uk
A great soother for winter-chapped lips that also works as an all-over balm for hands, nails and body. No wonder Natalie Portman and Naomi Watts love it.

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The brilliant brush

CLASSIC Mason Pearson Large BN1 Brush, £66, from Mason Pearson and escentual.com

Designed in 1885 by Mason Pearson, an engineer and inventor from Yorkshire, what gave his hairbrush the edge was its rubber air-filled cushion, which allowed it to follow the contours of the scalp. The bristles are twisted and made from a mix of boar bristles and nylon.

CULT Tangle Teezer, £10.20, from tangleteezer.com
Celebrity colourist Shaun Pulfrey's revolutionary brush is designed to flex rather than tug on any knots, gently detangling wet and fragile hair. No wonder he won a Queen's Award for Enterprise last year, or that his Tangle Teezer has a fan club that includes Nicole Scherzinger, Jessie J, Sarah Harding and the Duchess of Cambridge.

The wonder cream

CLASSIC Elizabeth Arden Eight Hour Cream, £25

Back in 1930 when Elizabeth Arden was looking to soothe and restore dry skin, she blended petrolatum and vitamin E to create a brilliant all-day balm that can be used on lips, hands or dry patches on your body.

CULT Egyptian Magic Skin Cream, £25.50, from cultbeauty.co.uk

Its uses range from soothing nappy rash to moisturising chapped hands. The all-purpose nature of this multi-tasking cream has made it a skincare essential, with a celebrity following that includes Kate Hudson, Madonna, Emily Blunt and Rachel Zoe.



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The signature scent

CLASSIC Chanel No 5 Parfum, from £86 for 7.5ml, available at harrods.com

Coco Chanel created No 5 in 1921, deciding on its name because it was the fifth of ten samples that were submitted by perfumer Ernest Beaux for her approval. The top note is jasmine, which sparkles like champagne over rose, patchouli, iris and ylang-ylang.

CULT Molecule 01, Escentric Molecules, £64, from Liberty and cultbeauty.co.uk
Created from the pheromone Iso E Super, Molecule 01 smells different on everyone, but you may detect notes of moss, cedar or sandalwood. It was developed by the fragrance world's rising star Geza Schoen, who says it was made for "people who wanted a feeling more than an actual fragrance".