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Health & Beauty

The future's bright

Bella Blissett
5 Jan 2011

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If beauty is a barometer of our times, the good news is that things are looking up. The bad news? Well, "neutrals" that defined recessionary chic in 2010 in fighting form — with eye-poppingly brave colour. Think tropical, think neon — just think bright.

"Colour cosmetics will be this year's big sellers," says David Walker-Smith, Selfridges' director of beauty. "Women will brave bold new lip and nail shades as a way of updating their look without overspending."

Anti-ageing technology progresses further into the world of stem cells while gadgets come in sleeker, more masculine designs that prioritise function over frillery. If the recession has proved anything, it's that we're still willing to pay for beauty. But whether it be skincare, make-up or hair products, we want brands that are transparent, add a hint of luxury and fun to our daily lives, and deliver exactly what they say on their eco-friendly packaging.



Think pink: MAC eyes have it on the catwalk at Jean-Pierre Braganza

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MAKE-UP
Posh sweat: Say hello to skin that's clean rather than heavily bronzed and comes in a balm texture to look as if you've spent the day in the tropics. With a built-in sponge applicator, Maybelline's The Eraser foundation, (£9.99, maybelline.co.uk from Feb) provides hydration and coverage.

Bright eyes: Come spring, the catwalks' super-charged shades — from the candyfloss pink eyes at Jean-Pierre Gaultier to the fluoro-orange lips at Marni — will prove surprisingly flattering on you, too. Try **Giorgio Armani's Eyes To Kill** silk shimmer pots (£24.50; from Feb) or **L'Oréal Paris's Color Riche Lipstick** in **Magnetic Coral** (£7.99; nationwide) — even colour sceptics will be converts.

Look out for: The **Regard Signe** de Chanel precious metal eye palette (over £100) and **Paloma Faith's** limited edition base for **Shu Uemura** (exclusively in Selfridges from Feb), the collectors' items of the year.

HAIR
New waves: 2011 is the year of the curl! — Revolver tongs by Windle and Moodle with a self-spinning barrel do the work for you (windleandmoodle.com from Feb).

Pony club: If your disco days are over, retreat to the safety of the new ponytail. According to stylist Luke Hershon (danielhershon.com), it should have clean, slicked-back sides, a square shape on top and a hint of androgyny.

Look out for: Styling products with added benefits. Try Redken's new antioxidant-rich Fashion Work 12 spray (£11.50; redken.co.uk) for health and hold.

SKIN
Magic potions: Dior's Capture Totale utilises stem cell technology to encourage skin regeneration — but the Multi-Perfection Concentrate will set you back £110.50 (from Jan 15). Dr. Sebaph is launching a Cream Cleanser (£30; drsebaph.com from Feb) based on the one used in his famous facials — and this year the antioxidant glutathione will enter your vocabulary. Dr Perricone's Acyl-Glutathione Cream (£138; perriconemd.co.uk from April) replenishes its levels in order to decelerate the ageing process.

Look out for: Aromatherapy Associates' first stand-alone retail space and treatment rooms this spring will be at **Arca** for the brand's followers. Already fallen off the diet wagon? Sibel's Phyto-Svelt slimming cream is being hailed as the holy grail of cellulite busting (£115 from April).

GADGETS
Sound System: The Sboom (£549; harrods.com from March) facial wrinkle zapper combines sonic waves with ultrasound to encourage accompanying gels to penetrate deep into the skin and boost cell regeneration.

Look out for: The Belle Body Buffer (£385; harrods.com from Feb) uses controlled vibrations to break down cellulite, with radical results within a month. Put your name on the waiting list now.

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