



# WHICH SKINCARE TRIBE ARE YOU?

*Do you have a strict scientific routine, or are you more of a Sunday-night pamperer? Whatever your beauty style, here are the products to try*

**WHEN DID SKINCARE BECOME AS TOPICAL AS TRUMP?** OK, maybe that's pushing it, but have you noticed how we're now more interested in cleansers, creams and serums than ever before? The women's facial skincare market was worth £1.15bn in the UK last year, and Mintel estimates it will rise by 18% to £1.36bn by 2023. But while we're accustomed to the what, when, where and why of using these products, there are very clear divisions between the different skincare schools of thought, scientist or soother, binger or vegan. So which one are you? And what kit should you have on your list?

## THE SCIENTISTS

**WHO** You challenge others on their skincare as if you're the Spanish Inquisition, offering unsolicited advice on the holy triad: vitamin C, retinol and SPF. There is no whizzy acronym that you're not au fait with, and anything that lacks cutting-edge technology and innovation akin to the splitting of the atom is, to your mind, a waste of time.

**TRY ■ Murad Revitalixir Recovery Serum, £70** This is packed with ingredients that sound as sciencey and effective as they are (neuropeptides and niacinamide, anyone?). In the short term, it makes skin look plumped and gives it a sheen (in a good way). Long term, it tightens skin and improves texture. Use daily between cleansing and moisturising.

**■ NeoStrata Skin Active Tri-Therapy Lifting Serum, £79** It has a three-pronged approach to improving skin elasticity. All you need to know is that there's hyaluronic acid to retain moisture, amino acids to target collagen and polyhydroxy acids to exfoliate (like AHAs or BHAs, but gentler).

**■ SkinCeuticals Glycolic 10 Renew Overnight, £80** Glycolic acid is synonymous with glow. Containing an impressive 10% of the stuff, this is as close to an in-clinic peel as you'll get. Use no more than once a week and wake up to skin with more clarity.

**■ Environ Hydroxy Acid Sebu-Clear Masque, £42** A low pH cream that knocks back oil and shine with ease, and prevents new spots while calming existing ones.



**THE SOOTHERS**

**WHO** You treat your skin with the same reverence as a cashmere sweater — you wouldn't put it in a hot wash with astringent detergent, would you? You're all about indulgent oils and calming treatments.

**TRY ■ Darphin Rose Hydra-Nourishing Oil Cream, £48** An oil-cream hybrid that smells divine and is soothing, calming and cooling. Massage into skin before bed — it's the skincare equivalent of a hug.

**■ Elemis Peptide4 Eye Recovery Cream, £38** Peptides speed up the production of collagen, something the paper-thin skin around the eyes lacks. Use morning, noon or night and don't be surprised if you temporarily lose some fine lines.

**■ Emma Hardie Purifying Detox Clay Mask, £40** Not what you expect from a charcoal mask (tightening, impractical, sooty). First and foremost, this one is pink, but don't be put off by its millennial credentials — it calms, cleanses, exfoliates and keeps redness at bay. Best used in the bath.

**■ Yu Ling Jade Facial Roller, £18** Unassuming it may be, but this traditional Chinese tool depuffs and decongests like nothing else. Keep in the fridge for best results, and roll along cheekbones, eye contours and jawline, with or without product.

**THE SUNDAY BINGERS**

**WHO** Regime? What regime. There isn't so much a formula, more a forage in the bathroom cabinet once a week. What you find is then applied between 6pm and 8pm on a Sunday, with the care and attention of a master facialist — for the rest of the week, it's sub 60 seconds.

**TRY ■ BareMinerals Claymates Mask Duo Be Bright & Be Firm, £32** With two masks in one jar, this is a dream for combination skin. The purple mask contains pomegranate for brightening and is best used around the T-zone. The green one is infused with kale seed extract and designed for tightening areas such as the jawline.

**■ Foreo Luna Fofo, £79** This is a souped-up version of the original Foreo face-cleansing gadget. The difference?



Once you've downloaded the free app, its on-board sensors can measure skin hydration levels and feed back advice. Think of it as an at-home dermatologist, without the hefty price tag.

**■ La Mer The Treatment Lotion Hydrating Mask, £120 for six** La Mer's first sheet mask is packed with hyaluronic acid, algae and La Mer's famous "miracle broth", which is renowned for soothing skin. Apply the mask (which feels like cashmere) and leave it on for eight minutes, then massage in any excess lotion. Expect an instant glow that will stick around all day.

**■ Boscia Detoxifying Black Cleanser, £24.50** The perfect step to get you ready for the new week, this hard-working cleanser heats up on contact with water. The charcoal declogs pores and the vitamin C brightens skin.

**THE BEAUTY VEGANS**

**WHO** You know that organic, natural and sustainable don't necessarily equate to ineffective. It's not that you subscribe to the Goop newsletter, but its contents do make sense, so you avoid toxins and "chemicals". Everything you could possibly need can be found in the sap of an endangered Mongolian tree or, you know, a rose garden in Dorset.

**TRY ■ Skyn Iceland Glacial Spray Lotion with Anti-Pollution Complex, £32** This is a multitasker and then some. It defends against pollution and inflammation while hydrating dry, dull skin. Spray on at the start of the day, make-up or no make-up.

**■ Tropic Skincare Pure Lagoon Blemish Prevention Serum, £42** This is ideal for spot-prone skin. Apply 3-6 drops of this weightless oil-free serum post cleanser to prevent future flare-ups.

**■ Dr Roebuck's Daintree AHA Brightening Mask, £25** The kakadu plum is one of the most potent natural hits of vitamin C you can get. That, along with caviar lime AHAs, makes this a top-notch brightener. Use up to three times a week.

**■ Pai Kukui & Jojoba Bead Skin Brightening Exfoliator, £28** An extra-gentle exfoliator, the jojoba beads (nature's biodegradable microbeads) will gently slough away dullness on even the most sensitive of skins. ■

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