

Is it time to max out your beauty routine?

Whether you use 13 products like model Cindy Crawford or just stick to the basics, **HANNAH BRITT** asks what's best for skin

WHEN Cindy Crawford revealed her "getting out the door as fast as [she] can" beauty routine last week, it certainly got people talking. It takes the 53-year-old supermodel just 10 minutes to perfect her look but it contains 13 different steps – four skincare, nine make-up – and costs £413.

After watching the video, which appeared on Vogue's US website, some fans were shocked by the amount of products she uses to achieve her everyday make-up look.

But she's not the only celeb with a high-maintenance routine. Victoria Beckham's dermatologist last week revealed she has the determination of "an Olympic athlete" when it comes to her skincare.

But as research shows that the average British woman takes 17 minutes to get ready and spends £482.51 on beauty products each year, is Cindy's routine really so outrageous?

When I added up what I use every morning, I was surprised to find it came to 14 different products – one more than Cindy. And I am a 29-year-old journalist who lives in Hackney, east London – not a glamorous international supermodel.

I cleanse, moisturise, apply a vitamin-C serum and eye cream. This is followed by a primer, foundation, concealer, blusher, highlighter, brow pencil, eyelid primer, eyeshadow, mascara and lipstick.

I'll admit it sounds like a lot. But after years of practice I've got the application down to a fine art and I can be up and out the door in 15 minutes flat.

But how many of these products do I actually need?

Skincare expert Dr [Sarah Shah](#) says it's fewer than we think.

"It's important not to overload skin with lots of products as that can lead to flare-ups and breakouts," she advises.

A cleanser is essential, however it is the way you cleanse rather than the product

used that makes the difference. "Three to four minutes of thorough manual cleansing will work just as well as a face brush or double cleanse," says Dr Shah.

And she says the most important tool in your beauty bag is sunscreen.

"It's quite simply the most beneficial way to slow down ageing and protect your skin," she adds.

When it comes to your make-up, less could be more too.

"You don't need lots of products to create a polished day look, just the right ones," says make-up artist Ariane Poole.

She shares her make-up bag essentials: "First a lightweight, hydrating foundation to even out skin tone, followed by an illuminating concealer. This can be used under the eyes and also as a highlighter

along the top of your cheekbones. Next, tidy up your brows as they frame your eyes and lift the face. A simple brow mascara will add colour and definition.

"And for a healthy glow, frame your face with a dusting of bronzer along the top of the forehead, temples and jawline. The right bronzer can double up as an eyeshadow."

Then it's time for the finishing touches.

"A couple of coats of mascara will open and define the eyes," says Ariane. "And a pop of lipstick will lift the face and can even double up as blusher."

But when it comes to beauty, Ariane says there are no hard and fast rules.

"Beauty should be fun, and it should work for you, your budget and the time you have."

THE BEAUTY JUNKIE

ARIONE McQUEENIE, 28, is an international development manager from Newport Pagnell, Buckinghamshire

I must admit I'm a beauty junkie. My beauty roster contains about 18 products and my skincare routine has been inspired by Korean beauty.

I cleanse with a gel, before applying a refreshing toner and a treatment to calm my skin and control any breakouts. I then use a

moisturiser and an SPF.

Next comes an anti-redness primer, foundation, concealer, powder, blusher, eyeshadow and mascara.

At night I double cleanse, using a balm first, then a foaming

cleanser. A toner follows, with blemish treatment and a rejuvenating serum. I apply an oil, which I combine with an exfoliant, after which I gently pat on a moisturiser. Twice a week I use a sheet mask too.

Yes it's expensive – when I add it all up it comes to more than £400 – but what price can you put on great skin when it makes you feel good?



THE MINIMALIST

HALIMA KHATUN, 34, is a PR consultant and blogger (halimabobs.com) who lives in London

As a mum of an 18-month-old daughter, I just don't have time to faff around with loads of products.

What is more, when I used to overdo it with lotions and potions, I found it actually made my skin worse.

Most days I splash my face with water and apply moisturiser – whatever is closest to hand, be it my own, my

daughter's or my husband's. If I'm going out in the day, I use lipstick and dab on some cream blush with my fingers. That's it. It takes a matter of seconds and frees me up to get on with the rest of my day. My simple routine, which costs next to nothing, works for me.

