



No need to race putting on a face

Applying make-up in double-quick time isn't easy but experts say it can be done by using the right routine

BY HANNAH BRIT

WHEN Cindy Crawford revealed her "getting out the door as fast as she can" beauty routine last week, it got people talking.

It takes the supermodel, 53, just 10 minutes to perfect her look. But it has 13 different steps – four skincare, nine make-up – and costs £413.

After watching the video, which appeared on Vogue's US website, some people were shocked by the amount of products she uses.

Research shows the average British woman takes 17 minutes to get ready and spends £482.51 on beauty products each year.

When I added up what I use every morning,

I was surprised to find it came to 14 products.

I cleanse, moisturise and 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.

It sounds like a lot but after years of practice, I've got the application down to a fine art and can be up and out the door in 15 minutes. But how many of these products do I need?

Skincare expert Dr Sarah Shah said: "It's important not to overload skin

with lots of products as that can lead to flare-ups and breakouts."

A cleanser is essential and it is the way you cleanse rather than the product that makes the difference.

Shah said: "Three to four minutes of thorough manual cleansing will work just as well as a face brush or double cleanse."

The most important product in your beauty bag is sunscreen and when it comes to your make-up, less is more.

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

"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.

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

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

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THE BEAUTY JUNKIE

ARIONE
MCQUEENIE, 28



"I'M A beauty junkie. My make-up bag 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.

"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



"AS A mum of an 18-month-old daughter, I don't have time to faff around with loads of products.

"And when I used to overdo it with lotions and potions, it 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, I use lipstick and dab on cream blush with my fingers. That's it. It takes seconds.

"My simple routine, which costs next to nothing, works for me."