

Skin deep

Do you keep it simple or go all out? **Hannah Britt** finds out which is best



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

It takes the 53-year-old supermodel just 10 minutes to perfect her look, but it contains 13 steps – four on skincare, nine on 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.

But as research reveals, the average British woman takes 17 minutes

to get ready and spends £482.51 on products each year, so 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 glam international supermodel.

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

But I've got the application down to a fine art and can be out the door in 15 minutes flat.

However, how many of these

products do I actually need?

Skincare expert Dr **Sarah Shah** says it's fewer than we think.

"Overloading skin with lots of products can lead to flare-ups and breakouts," she advises.

A good cleanser is important, but it's 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," explains Dr Shah.

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

"It's the most beneficial way to slow down ageing and protect skin," she says.

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

"You don't need lots of products, just the right ones," says make-up artist Ariane Pool.

"First a lightweight, hydrating foundation to even out skin tone, followed by illuminating concealer under the eyes and along the top of the cheekbones.

"Next, tidy up your brows. A brow mascara will add colour and definition. And for a healthy

glow, dust bronzer along the top of the forehead, temples and jawline. The right bronzer can double up as an eyeshadow," she says.

Then it's time for mascara and lipstick.

"A couple of coats opens and defines the eyes," says Ariane. "While a pop of lipstick will lift the face and can even be used as a cream blush."

But Ariane also adds that when it comes to beauty, there really are no hard and fast rules.

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

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THE MINIMALIST

Halima Khatun, 34, is a PR consultant and blogger (halimabobs.com), who lives in London:



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

What's more, when I overdo it with lotions and potions, I find it actually makes 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 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."

THE BEAUTY JUNKIE

Ariane McQueenie, 28, is an international development manager from Newport Pagnell, Buckinghamshire:



"My make-up bag contains 18 products and my skincare routine is inspired by Korean beauty which often includes multiple steps.

In the morning, I cleanse with a gel before applying a refreshing toner and a treatment to calm my skin. I then use a moisturiser and an SPF.

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

At night, I double cleanse using a balm, then a foaming cleanser. A toner follows, then blemish treatment and a rejuvenating serum.

I apply an oil, which I combine with an exfoliant, then moisturiser. Twice a week I use a sheet mask too.

Yes it's expensive - but in my opinion, it's worth it if it makes you feel good.