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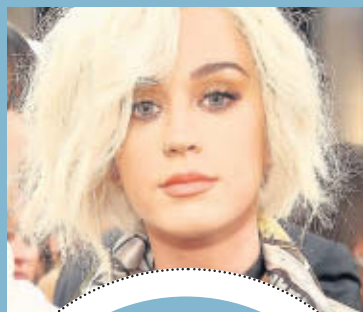


THURSDAY FEBRUARY 23, 2017

L'Oreal True Match Foundation, £9.99, www.superdrug.com
A velvet formula that matches your skin colour creating a flawless finish.



Benefit Watt's Up Highlighter, £25.50, www.boots.com
Use this champagne-coloured highlighter on the corner of eyes and brow bone to open up your eyes.



AT London Fashion Week, Katy Perry, above, teamed her newly bleached blonde hair with metallic bronze eyes to match her dress. Use these products to get the look.

Bobbi Brown Eyeshadow stick Golden Bronze, £23, www.bobbibrown.co.uk
This shimmering cream pencil is easy to apply and lasts up to eight hours without fading or creasing.



Mac lipstick Golden Bronze, £16.50, www.maccosmetics.com
Golden bronze lipstick with metallic pearl finish.



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MOST of us wouldn't skip priming before painting for a smooth finish, so why miss out the vital priming step in our beauty routine?

But what is primer, why do we need it and how do we apply it?

You might think primers are just a pre-foundation product but there are now beauty primers for every part of your routine – from your skin, to lashes, to lips, eyebrows and hair.

Primers worn under foundation smooth the skin and prepare it for make-up. Generally, they come in cream or gel form but this spring, Estee Lauder launch an innovative primer mask.

The new Double Wear 3 Minute Priming Moisture Mask (£8 one pack, £52, eight pack, from March) is a hydrating three-minute ritual which helps calm and soothe the skin thanks to Algae and Cucumber Extract.

You pop it on, let it prime, massage in any left on skin, then apply your make-up.

Primers work brilliantly for all skin types. Mattifying primers are particularly good for oilier complexions and skin with more open pores.

James Webster, a make-up artist with Laura Mercier, said: "Getting your base right is paramount so priming is an essential first step for all make-up application as it provides so many benefits."

"It helps lock in your skincare so all your precious serums and moisturisers stay within your skin. It also reduces the texture of your skin, creating a soft-focus effect that helps minimize the look of pores, fine lines, and imperfections."

Laura Mercier's eponymous brand launched in the mid-90s with a focus on the skin and introduced one of the first-ever primers.

Their original Foundation Primer,



Priming is the secret of success when it comes to your beauty regime.. here's our guide to getting it right, plus 10 of the best products

Max Factor Smooth Miracle Primer, right, £10.99, Boots



Sisley Instant Perfect, far right, £43.50



Smashbox Photo Finish Foundation Primer Radiance, above, £30, Boots

EH Protect + Prime SPF30, far left, £45, Space NK



Bourjois 24-hour Eye Primer, left, £6.99, Superdrug



DHC Velvet Skin Coat, below, £18.90, Beauty MART



PRIMER TIME

£29, now sits alongside five others in a family of primers for every skin type.

Scot Sara Hill, founder of The Academy of Makeup, believes primer is essential before foundation.

She said: "Primer is a wonderful invention. It creates a magic wall between your skin and your foundation."

"Your skin doesn't know the difference between moisturiser and foundation so if your skin is still thirsty and

wants to absorb oil or water, it will take those ingredients from your foundation and leave you with the patchy pigment powderyness, or nothing at all."

Lashes can benefit from priming, too. Boots No7 recently launched their Lash Impact Lash Primer, £12.95, which acts as a 4-in-1 lash perfector. It tints lashes,

John Frieda Frizz Ease Forever Smooth primer, £9.99, Boots, YSL Touche Eclat Blur Primer, £29.50, www.yslbeauty.co.uk



separates them for easier mascara application and improves the volume and length given by mascara.

Sara said: "Lash primer gives your lashes bulk but it's not always easy to cover if you are using a white fibre primer. Allowing the primer to fully dry before applying mascara is key."

Eyeshadow primers work to keep colour in place but Smashbox's new Lid Primers, £18, which come in five shades, do a lot more.

Lips and brows need priming, too. Benefit's BROWvo! Conditioning Primer, £21.50, contains keratins and soy proteins to nourish your brows.

Glamglow Plumprageous Matte Lip Treatment, £18, Boots



Le Metier De Beaute Vierge Anti-Ageing Correcteur, above, £88, Space NK