



Hybrid *heroes*

Is it make-up or is it skincare? Meet the latest hybrids offering the best of both in one.

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Honestly, make-up has never been just a cover-up. From the Elizabethans, who were prepared to paint their face with lethal lead to mark their affluent status, to 20th century America, when a slick of red lipstick first became a symbol of women's independence, cosmetics are a peek into our cultural Zeitgeist. The current mood? We're taking a high-tech leap from do no harm (to complexion or planet) to a new era of do good: make-up that improves your skin.

"Demand is high for products that are easy to use, effective and transportable, which is a true reflection of our current 'no rules' attitude to make-up," says Anne Salem, Clarins Head of Make-up Artistry.

"Hybrid make-up isn't just about make-up itself, it's also about women's attitudes to making themselves feel better in a quick and effective way without having to do a lengthy 10-step routine. Hybrid formulas perform a 'double duty' without you really having to do anything!"

While nobody is claiming that you can skip your daily skincare basics in favour of clever cosmetics alone, that desire for efficiency and 'natural' no-make-up make-up has forced considerable change.

Sales of full coverage foundation have been slipping. Their tendency to crease, particularly if your skin isn't the buttery, bouncy kind by nature, makes them hard work if you are aiming for a natural glow. Replacing cakey coverage is a generation of tints with plumping and nourishing actives,

and colour-correcting pigments that blur the line between cover-up and treatment. "Hybrid make-up brings the best of both worlds together ... scientific skincare meets the magic of make-up," says Lara Srokowski, Beauty Director at Lancôme Australia.

"Not only does it provide skin with hydration and comfort, it can also help improve skin texture and tone over time."

Top of the treatment wish list is make-up that lifts and plumps the complexion. "As we age, we lose moisture, so using products containing humectants like hyaluronic acid and glycerin to draw moisture in helps to give a dewy glow and plump up the appearance of fine lines and wrinkles," says Penny Antuar, make-up artist and founder of make-up storage brand Kitology.

Hyaluronic acid and glycerin work topically, so skin-loving plant oils and hard-working actives (predominantly antioxidant vitamins C & E and pigmentation-busting vitamin B) are also added to the mix.

"Botanical ingredients proven to nourish and protect skin provide immediate coverage and long-term skin benefits," says Cindy Lüken, founder of Lük Beautifood. "As make-up is topical and sits on the skin for 12 hours or more, it's important for a formula to not only look like skin by blending and blurring imperfections, but to nourish and protect too."

According to Cindy, what is left out of make-up formulations is just as important as what goes in. "Synthetic ingredients such as PEGs and silicones can form a non-breathable film and upset healthy skin barrier function,

Top FIVE

Most wanted

The top five skincare must-haves in your make-up, according to Cindy Lüken, founder of Lük Beautifood:

1. Non-synthetic plant oils

These lock in moisture and serve as a carrier vehicle for botanical actives.

2. Vitamin C

For free radical protection and to brighten the complexion.

3. Vitamin E

To fortify the skin barrier function and smooth the texture.

4. Squalane

Helps skin retain moisture for visibly improved dewiness.

5. Hyaluronic acid

To plump skin.

“We live in a fast-paced age with little time for ourselves. People want a product that can multitask as well as they do, so it should provide benefits beyond coverage.”

– *Cindy Lükken*

resulting in unwanted breakouts, redness, allergies and so forth,” she says.

If you already own a traditional foundation, don't toss it away - add a few drops of serum or moisturiser to create your own sheer tint. There's no harm in experimenting a little - even the pros do it.

“On shoots you must retouch models' make-up constantly to keep it looking fresh and I developed my own secret recipe to create a glowing, radiant face,” says Terry de Gunzburg, founder of By Terry. “I'd mix three different textures - foundation, hydration and toner - and use a flat brush to apply it on top of existing make-up.” **AWW**

The barely there

Lük Beautifood Tinted

Glow Perfection Balm, \$45.

An ultra-light tinted moisturiser with a sheer finish for all skin types.

It's loaded with antioxidants extracted from Kakadu plum, pomegranate and rosehip, plus a native plant extract that balances the skin's microbiome.



The skin plumper

Lancôme Teint Idole Ultra Wear Care & Glow, \$69.

Dealing with pesky breakouts? Try this newbie: It's enriched with mandelic acid, which helps regulate oil production, and is available in 30 blendable shades.

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The redness reducer

Rageism Correcting Concealer, \$40.

Great for hiding redness, broken capillaries or sun spots, it contains anti-inflammatory vitamin E and goes on super smooth (no caking here).



The skin toner

Clarins Everlasting Youth Fluid Foundation, \$69.

It boldly claims to refine the texture of the skin in 28 days thanks to natural plant extracts, such as chicory and red jania. We can certainly vouch for the smooth finish.



The dark circle eraser

Dior Forever Skin Correct Concealer, \$74.

It's the natural floral extracts that make this concealer work harder, including iris to soothe, wild pansy to hydrate and nasturtium to improve radiance.



The sensitive type

Espresso Ohmyglow Foundation, \$51. A good option for dry, sensitive skin as it blends beautifully. Free of sulfates and parabens and enriched with caffeine, vitamin C and algin to encourage a natural glow.

The splurge

By Terry Éclat Opulent Serum Foundation, \$246. The price tag is hefty, but this foundation truly feels more like a treatment than a foundation. It's full of concentrates, including date palm kernel extract, pro-vitamin B5 and hyaluronic acid that leave skin feeling dewy and looking even-toned.



The medium coverage

Lys Beauty Triple Fix Serum Foundation, \$34.

Bolstered with antioxidant-rich ashwagandha and turmeric, it has a lightweight natural finish (not glowy but not matte) and looks best when buffed on with a brush, such as Real Techniques Expert Face Brush, \$24.99.



The cover all

It Cosmetics Your Skin But Better CC+ Cream SPF 50, \$67.

A cult favourite, thanks to the SPF coverage and intense pigmentation, it's actually the long list of skin-rejuvenating ingredients (including wrinkle-busting peptides and retinoid) that make this one hard to beat. A pea-sized amount is all you need.





Perfect match

Make-up artist and founder of Kitology Penny Antuar shares her tricks to finding the perfect foundation shade:

- 1 Choose three shades that you think might be a good match.
- 2 Apply a stripe of each from your jawline down your neck.
- 3 Leave the store and find some natural light. Look in your phone camera or mirror and find the one that 'disappears' into your skin.
- 4 If you are wearing SPF, match the foundation to your chest colour as your face will be lighter than your body.

Extra benefits

Why stop at foundation? Mascara that's good for lashes, a lip colour that plumps your pout with hyaluronic acid or a blush that infuses nourishing plant oils onto cheeks are high on the wish list too. We love:



Rose Inc Ultra-Black Lash Lift Serum Mascara, \$42; Clinique Pop Plush Creamy Lip Gloss in Black Honey, \$41; Holme Beauty Lip Gloss in Devine, \$36; Givenchy Le Rouge Interdit Intense Silk Lipstick in Rouge Santal, \$65; RMS Lip2Cheek, \$54, in Demure.