

THE NO.1 BEAUTY AWARDS 2020

We carried out 100's of product trials, so you don't have to!

BEST ALL-ROUNDER FOUNDATION

IT'S NOT EASY TO FIND A FOUNDATION THAT WILL KEEP NEARLY EVERYONE HAPPY. From those with dry skin to oily skin, acne-prone to mature, and those looking for added sun protection, this foundation is as close as it gets to a universal crowd pleaser! One of the plus points is that it contains skin-perfecting ingredients, so the more you wear it, the more these can get to work. Plus, the coverage is great and your skin doesn't feel caked in make-up. And, although claims that it lasts a full 24 hours might be pushing it if you don't invest in the matching powder, you can get at least 10 hours out of one application, easy. It's also non-chemical, fragrance free, won't clog pores and has a good shade selection.

Barepro™ Performance Wear Liquid Foundation Spf 20, bareMinerals, £31

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True Match Liquid Foundation, L'Oréal, £9.99

GREAT VALUE

As far as foundations under a tenner go, this one is hard to beat. It applies really well and because it's packed with hyaluronic acid, skin feels soft and a little more radiant. The colour technology also means that the shade range matches around 98% of skin tones worldwide – good news as many of L'Oréal's contemporaries have a woefully small shade range.

GREAT FOR FAIR SKIN

Those with pale skin often struggle to find foundation that doesn't have a yellow or pink undertone. But the Born This Way Foundation in Cloud is a true alabaster shade without even a hint of orange! It's also long-lasting and oil-free.

Born This Way Foundation, Too Faced, £29



PRO FILT'R Soft Matte Longwear Foundation, Fenty Beauty, £27

GREAT FOR DARK SKIN

If you're at the other end of the spectrum, finding a foundation that doesn't leave your skin with a chalky finish can be just as hard. That is why women of colour rejoiced when Rihanna's Fenty Beauty released Pro Filt'r which comes in an amazing 50 shades, meaning finding a perfect match is easy. However, as it's matte, make sure you use a good hydrating primer before application.



BASE

BEST BRONZER

AT FIRST GLANCE THIS BRONZER IS EXPENSIVE. However, it's huge and lasts an absolute age, making this actually one of the best value bronzers on the market. It comes in four shades and delivers a velvety matte finish and also contains oil-control ingredients that keep shine at bay.

Bronze Goddess Powder Bronzer, Estée Lauder, £34



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SPECIAL RECOGNITION



No Makeup Bronzer SPF15, Perricone MD, £29

LIQUID BRONZER

This light-weight, fragrance-free and serum-like liquid leaves you with a gorgeous natural looking glow... once you get the application right! The trick is to apply just two drops onto the tips of your fingers and then pat (don't rub) onto the skin, along the hairline, hollows of the cheekbones or anywhere for a hint of colour.

BEST PRIMER

PRIMERS HAVE A HARD JOB.

They have to fill pores, make foundation last longer, and give skin a smoother appearance, all while not taking away from natural radiance. There are a few decent ones available, but we found Photo Finish ticks the most boxes and works on the most skin types. We love how it blurs the appearance of imperfections instantly and feels like a dream on the skin.

Photo Finish Foundation Primer, Smashbox, £28



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BEST BLUSH

FAIR SKIN

This product by e.l.f. not only stays put and doesn't accentuate pores, but is also a really beautiful shade on pale skin tones.



Primer Infused Blush in Always Cheeky, e.l.f., £7.50



Powder Blush Palette in Dark, e.l.f., £7.50

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DARK SKIN

Another winner by e.l.f., this palette contains four different shades, three of which are amazing on dark skin tones (the fourth is just so-so). However, for the price, three great blushes out of four is a great deal.

BEST SETTING POWDER

YES, THIS IS HIGH-END BUT SETTING POWDER CAN MAKE OR BREAK A LOOK.

That's why it's worth spending a little more for this beauty. The powder is extremely fine and feels weightless on the skin plus it doesn't settle into fine lines as quickly or as obviously as many of the other powders we tried. It always gives you an airbrushed finish – which is a bonus.

Veil Translucent Setting Powder, Hourglass, £42



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SPECIAL RECOGNITION



Luxury Banana Powder, Makeup Revolution, £5

BEST BUDGET POWDER

Banana-toned face powder shot to fame after Kim Kardashian West was pictured using it to contour. And the Makeup Revolution version is a great value purchase. Although a little goes a long way (too much and it does start to look cakey) it's great at counteracting redness and scarring.

FLATTERING UNDER EYES

If you can go without powder under the eyes, do so, but if you need it to set your concealer, this one by bareMinerals is one of the best we've found. It's extremely lightweight and gives the area a touch of lustre.



Illuminating Mineral Veil, bareMinerals, £23

SPECIAL RECOGNITION

BEST EYE CONCEALER

AS WE GET OLDER, THE UNDEREYE BECOMES A MINEFIELD.

In fact, it actually often looks less wrinkled with no make-up on the area at all... but dark circles make that a no-go. So what to do? Step forward an £8.99 wonder buy, that has outperformed all of its competition: Maybelline's cult Instant Age Rewind Eraser. It contains goji berry extract to keep the area hydrated and the coverage is brightening, but not cakey.

Instant Age Rewind Eraser Concealer, Maybelline, £8.99



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Cheek Pop Blush in Ginger Pop, Clinique, £18



BEST HIGHLIGHTER

OK, STROBE CREAM ISN'T ACTUALLY CLASSED AS A HIGHLIGHTER.

However, it does the job better than most official ones. If a subtle, non-glittery glow is what you're looking for in a highlighter, apply this after your skincare but before your foundation for a lovely dose of luminosity. Then dab a touch along the cheekbones after you've finished your make-up for more radiance.



Strobe Cream in Goldlite, MAC, £25

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BEST PALETTE

THESE NINE WARM SHADES ARE A MODERN AND FRESH TAKE ON 'NUDE': Forget harsh greys and blacks, using earthy browns, rich terracotta and deep aubergine shades is a universally flattering way to nail the perfect eye look. This palette is perfect.



Medium Nude Obsessions, Huda Beauty, £27



SPECIAL RECOGNITION



Ultimate Shadow Palette, Warm Neutrals, NYX, £16

EYES

BEST BROW SET

BENEFIT KNOW GOOD BROWS, AND THIS PALETTE IS PROOF.

The shades are really great. Our top tip is to use the lightest shade on the first third of your brows nearest your nose and a darker one on the mid and ends for the most natural look. We love the big mirror too!



Brow Zings Pro Palette, Benefit, £33.50

BEST ALL-ROUNDER MASCARA

IF YOU THINK YOU'VE TRIED EVERY MASCARA OUT THERE THINK AGAIN.

This product has gained cult status online and make-up artists are going crazy for it. That's because, even if your lashes are usually very straight and sparse, this will thicken them up and hold a curl for hours, without any dreaded flaking. The only downside is, because it's waterproof, you need a strong eye-make-up remover to get it off.

Make Long & Curl Mascara Waterproof Black, Isehan Heroine, £11.98



SPECIAL RECOGNITION

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Colossal Big Shot Mascara, Maybelline, £7.99

BEST VALUE

This is an amazing purchase for less than £8. It doesn't smudge or flake as much as the other value-buy mascaras and it's really flattering – not a clump in sight!



Paradise Mascara Primer, L'Oréal, £11.99

PRIMER

Yes, it adds a little bit of extra faff to your make-up routine, but if time will allow, this primer is incredible. Your lashes will look longer and separated also your mascara will last all day and night.

BEST LIQUID LINER

THERE ARE QUITE A FEW GOOD LINERS ON THE MARKET. But anything that makes a cat eye easier to perfect is a winner in our eyes! L'Oréal spent years trying to find the ideal stencil that would work on all different eye shapes and they've done it. Yes, it takes a little bit of practice at first, but once you have the hang of it, you'll never look back.



Super Liner Flash Cat Eye, L'Oréal, £8.99

BEST RANGE FOR SENSITIVE SKIN

ALLERGY-PRONE, EXTRA SENSITIVE SKIN IS SO COMMON NOW. Yet great products for this skin type are not. Thankfully, we found La Roche-Posay's Toleriane range to be genuinely gentle, non-irritating and actually effective at cleaning, moisturising and firming skin. A truly outstanding range.

Toleriane Sensitive Range, La Roche-Posay, starting from **£12.50****BEST TARGETED TREATMENT**Granactive Retinoid 5% in Squalane, The Ordinary, **£11.90**

IT'S A TIE FOR TWO WORTHY WINNERS. The targeted retinoid product works on multiple signs of ageing and shows real results (those with acne-prone skin may find it can temporarily worsen flare ups, though). The lactic acid exfoliates the skin beautifully and stimulates cell regeneration. However, as with all targeted treatments, you may want to test skin for sensitivity to the active ingredients before use.

Lactic Acid 10% + HA, The Ordinary, **£5.80****BEST CLEANSER**

THIS IS AN OLDIE BUT A GOODIE. And loved by teenagers and pensioners alike. The combination of the soothing product, that can even remove mascara, and the cloth makes skin feel so clean and refreshed.

Cleanse & Polish™ Hot Cloth Cleanser, Liz Earle, **£17****BEST MOISTURISER FOR DRY SKIN**

IF YOU HAVE THIRSTY SKIN THAT SOAKS UP MOISTURISER, THIS FROM WELEDA COULD CHANGE YOUR LIFE.

It's extremely thick and can be used all over the body. It could be too heavy for day, but used as a night cream it's amazing!

Skin Food, Weleda, **£12.50****BEST MOISTURISER FOR OILY SKIN**

THE MISTAKE THOSE WITH OILY SKIN OFTEN MAKE IS TO SKIP MOISTURISER ALTOGETHER. However, excess oils are often produced by skin that is dry! The best thing to do is find a good oil-free moisturiser, and we rate this one from Murad. Full of hydrating nutrients, it plumps up and moisturises skin without any oil in sight!

Nutrient-Charged Water Gel, Murad, **£50****BEST MASK**

DON'T BE ALARMED! This mask doesn't actually look like the ominous one pictured on the packet. However, it is rubber and it does work! It brightens the complexion very quickly and leaves skin looking plumped and glowy. You do only get one use out of it, though.

Bright Lover Rubber Face Mask, Dr Jart+ **£10**

LIPS

BEST SCRUB

THIS SCRUB IS AMAZING.

It is full of responsibly sourced beeswax and honey crystals that work together to get rid of dead skin and deeply hydrate the lips! If you're a fan of matte lipsticks, which can be ultra drying, this is a must-have.



Lip Scrub with Honey Crystals, Burt's Bees, £7

BEST BALM

THIS HYPOALLERGENIC LIP BALM IS COOLING.

It is also soothing on the lips whilst acting as a deep conditioning treatment to repair broken skin. It's the most effective balm we've tried.



Lip Repair Cooling Stick, O'Keeffe's, £4.25

BEST GLOSS

This is great! If you love a glossy lip colour. It delivers serious pigment at the same time as a dose of shine, this one is hard to beat. The colour is gorgeous on all skin tones and the consistency is creamy and lovely on the lips.



'XO Vinyl' Lip Cream in Carnation, KVD Vegan Beauty, £18



BEST RED

Finding a true red, one that's neither too orange or too blue is tough, but MAC's Ruby Woo is officially the perfect red. It also makes teeth look really white which is an added bonus!

Matte Lipstick Ruby Woo, MAC Cosmetics, £17.50



TOOLS

BEST BRUSH SET

WE LOVE THESE BRUSHES.

If you've ever watched a make-up tutorial online, you've no doubt seen that Sigma is the brush brand favoured by the pros. They're pricey, but this set of their most popular brushes is a great starting point. You get two face brushes and three eye brushes for £50.



Most Wanted Set, Sigma Beauty, £50

BEST CRAYON

This crayon lasts hours, and can be used as a lip liner and a lip colour making it a handbag space-saver too. Plus, it doesn't smudge and is under a tenner – it's a no-brainer buy!



Superstay Ink Crayon 20 Enjoy The View, Maybelline, £9.99



BEST STAIN

A lipstick that stays put even through a full work day, and then a pretty greasy kiss-proof lip colour in Pucker Up, Rimmel, is a miracle in our books! It's slightly drying, so be prepared for that.



Provocalips 16hr Kiss-Proof Lip Colour in Pucker Up, Rimmel, £5.73



BEST CLEANSING TOOL

HYGIENIC AND EFFECTIVE, THIS IS A GEM. This little gadget lifts impurities from the skin, unclogs pores and gives you a deep clean. It also leaves skin feeling firmer and tighter – we love this!



Luna Mini 2 Sonic Facial Brush, Foreo, £99



BEST ALL-ROUNDER

If you're not a fan of liquid lipstick, this from L'Oréal is one of the best buys we've found. The consistency is a dream, the colour pay-off is fab and the shade range is impressive. A worthy winner.



Color Rich Satin Lipstick, L'Oréal, £7.99



BEST LUXE MASSAGER

THIS IS A QUICK AND REALLY RATHER ENJOYABLE WAY TO BOOST CIRCULATION. It also boosts blood flow in the face, and we've become addicted to this nifty tool. It really helps with moisturiser application and the small end de-puffs eyes.



Jade Facial Roller, Yu Ling Rollers, £26

