



New Year revelations

From a revolutionary mascara to professional-grade skin serum, we asked the experts which beauty brands are getting them excited this year. By **Caroline Brien**

COLBERT MD



'Developed by New York dermatologist Dr David Colbert, this brand is my one to watch,' says

SpaceNK head of buying Catherine Bossom. 'We've seen at-home treatments trend in 2014 and with these products you can achieve specialist results thanks to the QuSome technology, which delivers ingredients to specific layers of the skin. This means they can penetrate to the deepest levels where skin cell renewal and change takes place.'

THE MUST-BUYS:

'The Nourish eye cream [£90] is my absolute go-to. It promotes collagen production to brighten and reduce wrinkles, dark circles and puffiness, but the active natural ingredients also encourage the skin to heal. It really is magic in a jar. I also love Stimulate - The Serum [£115]. After a few uses your skin looks more youthful and radiant.'



COLAB



Pixiwoo co-founder and make-up artist Samantha Chapman tips Colab, the range from model and blogger Ruth Crilly.

'Ruth has watched professionals work their magic on her hair for a decade. Her dry shampoo range leaves hair fresh rather than weighed down by white residue, plus you can choose from five fragrances.'

THE MUST-BUYS:

'I use Colab's Sheer Invisible Dry Shampoo [£3.49, Superdrug] every day. I have very dry hair so I like to wait until it really needs washing before doing so. This means I need to use dry shampoo to revive my hair and that's when the double action of scent and revival really gets put to the test. Fine or flat hair will love the Extreme Volume spray [£4.49] as it's perfect for day to night transformation. It adds a ton of faux backcombed lift and volume without the stickiness of hairspray.'



FAIRYDROPS

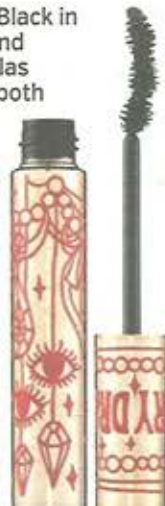


'I think Fairydrops cosmetics are going to be huge this year,' says Beautymart co-founder, Millie Kendall MBE.

'The range was created by Aya Yasuda, who is a celebrity there and wanted to use something that would give her eyes oomph on TV. She couldn't find a mascara to do the job, so cut up her mascara wands until she had shaped one that gave the effect she wanted. It has three curved bobbles that catch lashes from underneath to give superb lift and definition. It's going to sell by the bucketload.'

THE MUST-BUYS:

'The Deep Glossy Black in Water Resistant and Waterproof formulas [£18.50 each] are both amazing. We've dubbed them the "Wonderbra of mascaras" as they lift and separate like nothing else. It is also launching Quattro Mascara [£18.50], which has a four bobble wand. It gives a thicker finish at the outer corner, for a more dramatic look.'



GROWN ALCHEMIST



'Grown Alchemist is exactly what a modern beauty brand should be,' says Liberty beauty buyer content director Newby Hands.

'Many brands are talking about blending "science with nature" with the natural ones trying to push their scientific credentials and the hi-tech ones promoting how "clean" they can be. But this one really does it well. I'm not the biggest fan of all things natural because I want results but I do like how clearly Grown Alchemist promotes what a product does and how it works, while still being organically certified.'

THE MUST-BUYS:

'The Vanilla and Orange Peel hand cream [£14] smells divine and is really luxurious but doesn't leave the skin still feeling sticky half an hour later like others. I'm also a huge fan of the Skin Detox Serum [£29]. I love an effective serum and this is great to use at night, especially at this time of year.'



VILHELM PERFUMERIE



'Our most exciting fragrance this year is set to be by Vilhelm Perfumerie,' says Liberty beauty buyer Isobel Maini.

'The packaging is very cool - the vivid yellow colour of the boxes and cut-glass bottles gives it a modern, art deco feel. Most importantly, all seven fragrances are incredible. Founded by Jan Ahlgren, the brand is inspired by memories of Jan's paternal grandfather, which gives it plenty of soul. With more plans for 2016, it has a big future.'

THE MUST-BUYS:

'My money's on Black Citrus [£150 for 100ml]. It's a bold and zesty fragrance, with top notes of cardamom and bergamot that pack a punch and then give way to a sexy Indonesian patchouli that lingers all day. I also love Chess Board, which has a bergamot top note.'

