

THE EDIT

SHE'S ELECTRIC

Take your skincare regime to the next level with innovative, new-gen beauty tech



Can't be bothered to get up and switch the light on? Hello, Alexa. Want to know the weather for the next three months? There's an app for that, too. It's no surprise, therefore, that beauty tech is now also booming, allowing you to carve out time for a post-facial glow with minimal effort at home (albeit using less wattage than in-clinic treatments). In 2018, the market for beauty devices was worth an estimated £463 million* and this year is already seeing a gamut of new at-home gadgets powered by everything from microcurrent to sonic vibrations rolling out. 'In the digital age, we've started looking at our beauty products as the fuel and beauty tools as the automobile – you need both

to get somewhere,' says LA-based aesthetician Nurse Jamie, whose clients include the Kardashian clan. 'You can have the best ingredients and consistently apply creams, but an at-home gadget will help increase product absorption and results.' Self-care is also a current buzzword, and a cursory glance at the flat lays on Instagram reveals a love affair with the face roller. 'Muscle stimulation', 'cheekbone sculpting', 'lymphatic drainage' and 'increased collagen production' are just a few of the benefits facial massage boasts. With that in mind, these are the innovations – from the boundary breaking to the downright practical – that will propel your skincare regime into the future.