

Elemis Superfood Vital Veggie Mask, £30 (Fabled.com)

Vegan formulas deserve a special mention, as they're also contributing to the mask boom. Not one for all-day masking due to the green-coloured chlorophyll, apply this one with omega-rich avocado and broccoli seed oils while you're in the shower.



The Body Shop Drops Of Youth Youth Concentrate Sheet Mask, £5

Fifteen minutes to juicy, plump skin. Plus, afterwards the mask can be placed in your compost bin where it'll degrade within a month. We're in.



Origins Drink Up Intensive Overnight Hydrating Mask With Avocado & Swiss Glacier Water, £22 (Fabled.com)

It may be designed to drip-feed moisture while you snooze, but the new and improved formula with Swiss glacier water and hyaluronic acid is also good at battling the effects of central heating during the day.



L'Occitane Aqua Réotier Mineral Moisture Mask, £32

Full of calcium-rich spring water, hyaluronic acid and water-binding molecules, this is like a tall, cool glass of water for thirsty skin. Use it overnight or in the day – either way your skin will thank you for it.



Tata Harper Hydrating Floral Mask, £83 (Spacenk.com)

With ingredients like kangaroo paw flower, it promises to make you feel immediately happier, while different sizes of hyaluronic acid molecules draw moisture into your skin.



Pixi Vitamin-C Caviar Balm Brightening Leave-On Mask, £24 (Fabled.com)

A triple whammy of vitamin C, ferulic acid and probiotics boosts skin's luminosity for the type of glow that says, 'I had eight hours' sleep' even when you didn't.

SKIN SOS

Mask force

Face masks have become *the* must-have in every smart woman's beauty arsenal. Now, new formulations and applications are shaking things up again

Instagram presented us with a strange phenomenon in 2018 – the more you resembled Hannibal Lecter from *Silence Of The Lambs* in your sheet mask, the more 'likes' you got. No wonder masks are the fastest growing skincare category, with sales up 48 per cent in 2018 and results from sheet, clay and hydrating formulas now practically instantaneous. So, it shouldn't surprise anyone that the biggest emerging beauty trend for 2019 is 'all-day masking', an am spin on overnight versions, which are like catnip for dull, dehydrated skin. Fresh from the US, it involves replacing your serum and moisturiser with a mask, massaged into the face any time it needs some extra TLC. 'Masks are more concentrated than serums so, used as the occasional booster, hydrating ingredients and brighteners like vitamin C can work continuously to lift skin,' says Amanda Bell, global director of

makeup artistry at Pixi. Avoid any designed-for-Instagram textures (clay, bubble or the brightly coloured) and those laced with skin-buffing acids, as these ingredients are not meant to be left on the skin for long periods of time. Instead, 'choose a gel or lightweight cream mask, which are designed to sink in,' says L'Occitane's head of learning and development, Sophia Hosier. 'Or, wear an intensely hydrating overnight mask and simply blot away the excess the following morning.' If you're a die-hard sheet mask fan, however, don't make the mistake of leaving it on past the recommended 20 minutes. 'In that time, your skin will have absorbed all the hydrating, repairing and brightening ingredients that it needs. Keeping it on so long that the sheet dries on your face could end up irritating it,' says skincare expert Debbie Thomas. For masks that go beyond just making for a fun 'gram, try our pick of the above...