



MAYBELLINE GREAT LASH MASCARA

The tube has changed, but the iconic pink-green colour combo still pays homage to the first version of Great Lash mascara, launched in 1971 – which is all the more impressive given the never-ending lash options out there. As mascaras go, it remains a hero product for three key reasons: its medium-sized brush creates longer, fanned-out lashes; the tube has a wiper so there's no chance of clumping and it feels far more luxurious than the price tag would suggest. But you know that already as you probably have a tube in your make-up bag.



YSL BEAUTÉ TOUCHE ÉCLAT

Legend has it that in 1992, YSL's then-creative director Terry de Gunzburg changed concealer history when a click pen was accidentally sent to her in a delivery. Inspiration struck and she set about creating the first hybrid of a concealer and highlighter [hence 'éclat', the French for 'brilliance'], dispensed with a click-click of the now-famous golden pen. Together, the brush applicator and luminous formula wage war on dark circles, diffuse redness around the nose and carve out cheekbones. To this day, Touche Éclat remains one of the world's most in-demand beauty products. ■

ESTÉE LAUDER ADVANCED NIGHT REPAIR

Once in a while, a beauty product comes along that's seriously groundbreaking – a product so good you wonder how you ever got by without it. One such shining beacon launched in 1982 and came in the form of a serum you applied when your imminent destination was bed. Although it has undergone a few transformations since its original formula, and today's version (called 'Synchronized Multi-Recovery Complex') now features high-tech peptides, it's stayed true to its powerhouse ingredients. These include bifida ferment lysate, a type of probiotic that strengthens skin's defences. It was also the first serum to use hyaluronic acid, which has such impressive hydration capabilities, it's now a skincare staple.

