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BEAUTY

“As a beauty editor of 16 years, I’ve tried thousands of products – these are the 3 I buy on repeat”

BY FIONA EMBLETON 21 JULY



ALL PRODUCTS ON THIS PAGE HAVE BEEN SELECTED BY THE EDITORIAL TEAM, HOWEVER STYLIST MAY MAKE COMMISSION ON SOME PRODUCTS PURCHASED THROUGH AFFILIATE LINKS IN THIS ARTICLE



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I judge beauty products on how well they perform against everything else I’ve ever tried. These are the heroes I reach for again and again.

If you want to spot a beauty editor in the wild, you’re likely to find them in the skincare aisle, nose pressed up against a serum’s ingredients list. But when it comes to beauty editor favourites – those products they use on repeat and even spend their own money on – you may be surprised at how short and carefully curated a list it is. The criteria for me are simple: how well a product plays with my skin type (combination that skews sensitive, if you’re wondering); the colour payoff after a few hours of wear if it’s make-up; and whether the results match the hype.