

{Beauty} Intelligence

Stylist selects the news, formulas and trends to boost your beauty IQ

1. SMART SPF

The age-old problem of sunscreen sliding off in the pool has been solved. Thanks to technology from ionic hairstyling (which uses negative and positive particles for smooth hair), Shiseido's Wet Force Expert Sun Aging Protection Lotion SPF 50+, £32, holds on to positively charged minerals in water to create a repellant surface – thus increasing UV protection.



4. SCENT MEETS SCIENCE

Scientists have long debated whether love – or, at least, sexual attraction – is literally in the air thanks to the presence of pheromones. They could now be one step closer to a definitive answer courtesy of new research from the Ruhr-Universität Bochum in Germany. Scientists discovered that hedione, a chemical found in jasmine essence, triggers a come-hither pheromone effect that other fragrances do not. No wonder Tom Ford's new Fleur de Portofino, £142, with its strong jasmine notes, is like napalm for bystanders.



2. NAIL POLISH EVOLVES

Nail polish formulas haven't changed since they were first created in 1916. Now, cosmetic scientists are using lipgloss as a blueprint. The result? YSL Beauté's La Laque Couture Pop Water in Rouge Wet, £19, a semi-transparent polish that uses sheer colourants to give the effect of a strawberry popsicle. Expect everyone to be wearing it soon.



3. SKINCARE GETS A BOOST

Retinol – found in egg yolk and fish-liver oil – is the only anti-ageing powerhouse proven to iron out wrinkles, but it can often cause red, irritated skin in users. Until now. Lancer's Younger Pure Youth Serum, £230, uses the gentle power of plants with retinol-like compounds, such as aster flower, to reduce the appearance of sun damage and fine lines without aggravating skin. Win-win.



5. PRODUCT-LIGHT FACIALS

Acting as the final frontier before Botox and fillers comes a new crop of supremely skin-reening treatments which use barely any products (save those that cleanse and the odd vitamin-packed serum) in favour of painless electric currents that lift cheeks and brows and instantly illuminate a flagging complexion. No wonder LA's latest export, The Face Place Signature Treatment (£130 for 75 minutes, at Rosewood London's Sense Spa), has rocketed to the top of this team's favourite facials.



My Secret Weapon

Polish model Anja Rubik reveals her ultimate beauty must-have



"My mum grew up in the Sixties so she used to wear a full face of make-up every day when she was younger. But she always loved using creams before bed. I'm quite low-key when it comes to make-up – black eyeliner, that's my main thing – but like her I'm also really into skincare. I use a lot of different oils on my body and hair. There is a company that creates this amazing oil, it's called Delarom. I put two or three drops of its Anti-ageing Balancing Aroma [£44] into my day and night cream – it never leaves my skin shiny but makes it feel really soft, especially if I want to apply foundation on top."

