

SOMETHING IN THE WATER

Beauty's obsession with hyper-pure ingredients has led us back to the purest of them all: water. *Stylist* reveals how H₂O is now transforming make-up textures

PHOTOGRAPHY: DAVID MARQUEZ



Water. It's not likely to be the first thing that springs to mind if you were to imagine this season's most high-tech ingredients. Yet, H₂O is spearheading an innovation in make-up, thanks to the nymph-like dewiness it lends even the weariest complexion. Suspended within foundation, lip gloss or blusher, water works to retain moisture on the skin's surface, freshening and

plumping parched patches.

But more exciting is its power to bind make-up pigments seamlessly to the skin for a sheer, authentic-looking finish – think of a Nineties supermodel or your complexion right after a blissful night's sleep.

"Unlike oils, traditionally used as a make-up base, water won't leave a trace residue when it evaporates off the skin," explains Jill Tomandl, vice president of product development and innovation for Smashbox Cosmetics. "It's totally clear, so all you see on your skin is

the true colour of the pigments in the thinnest, most natural veil." And despite the watery formulas, these pigments stick to the skin like Teflon.

Hyper-real skin is a timeless trend that's here to stay. "Women want spa skin, even when they're wearing foundation," says Mac's director of make-up artistry for the UK, Terry Barber. "Water is the epitome of that, creating the sort of transformation that still feels 'real.'" Turn over for *Stylists* pick of the best water-based formulas...

