



FASHION

The WILLIS WAY

Multitasking is nothing new for Emma Willis, back at work on Big Brother just weeks after giving birth, as well as radio work and pre-planning for The Voice. Here she shares her time-saving beauty tips and five-minute getting-ready routine

Hosting the live launch show of *Big Brother* in a lace-detail dress and killer heels back in June, Emma Willis looked every bit as energetic as the housemates. That's quite an achievement when you realise she'd given birth to her second daughter, Trixie – her third child with husband, singer-songwriter and Busted co-founder Matt Willis, less than five weeks before. However, multitasking is nothing new for the popular presenter, who also co-hosts a weekly radio show and is planning her next stint as co-presenter on *The Voice*.

Not surprisingly, she is a pro at time-saving style and beauty and was more than happy to reveal her secrets – along with her healthy, down-to-earth approach to looking good as a new mum.

You worked right through your latest pregnancy, looked amazing and took almost no time off after Trixie's birth – are you secretly Superwoman?
“No, absolutely not. I don't feel like a super anything at the moment; I feel I'm barely keeping things afloat.”

Did you feel under pressure to look a certain way for the cameras so soon after giving birth?
“There is pressure there for mums generally and there shouldn't be as it's extremely unrealistic. We take nine months to grow a baby; it's going to take at least that to get anywhere near normal again. So, personally, the only pressure I ever feel is from myself and I try not to do that because I've been through it three times and know you cannot rush it. If you do, you have to drive yourself into the ground by dieting and exercising and doing all these things that you don't have time to do because you have a newborn baby to love and look after.”

It sounds like you have the right attitude to post-baby life...
“Eventually I will have time to work out a bit more and I'll be able to concentrate on cooking lovely, healthy food. But at the minute I'm focusing on my new baby and other two children [Isabelle, seven, and Ace, four] and putting into my mouth whatever I have time to find.”

Talk us through your “five minutes to get out of the house in the morning” routine?
“When I get up I'm the last person to get in the shower. Matt and the kids go first and I have to make sure they are all done first. I mean, I don't have to shower Matt – he is more than capable now [laughs], but the children get ready first. So I'm the one with those last few minutes, trying to get ready. I shower, clean my teeth, apply moisturiser and mascara and I'm out.”

You are an ambassador for Oral-B and a big fan of its new Genius toothbrush...

“If you are into gadgets you'll love it. I'm a bit of a technophobe and was a bit terrified, but believe me when I say it is so easy to use and brilliant. It syncs with your phone, monitors how you brush your teeth, reports back then tells you how to do a better job. It can tell if you are brushing too hard or missing a spot. As a mum, I am not concentrating when I brush my teeth. I have a toddler wanting a drink and pulling at my ankles, another child wanting the TV channel changed. So you end up just thinking, ‘Oh, that will do.’”

You have a fabulous smile. Brushing aside, how do you look after it?

“I clean my teeth and go to the dentist – but only when I get that text. I've tried bleaching, but what a fuss and I'm not sure that it even made that much difference. I know you can DIY, but I just don't have time.”

With such a busy life you must have perfected a few shortcuts to looking good...

“Preparation is key – and that's everything from packed lunches the night before to self-tan and eyebrow dye. So once a week I try to put on a layer of gradual self-tan. I also tint my eyebrows once a week with a kit. That makes a huge difference as I have quite sparse eyebrows and it makes me seem more groomed and defined. Without brows, I look washed out. Then I finish with mascara. That is literally it.”

Did you find brow-tinting tricky to master?

“It's so easy, trust me. A make-up artist did it for me first and I thought, ‘Wow, that's amazing.’ Now I can do it at home and it saves me time every morning. I get up, clean my teeth, clean my face, apply moisturiser, put on loads of mascara and get out the door.”

You have great skin. What's the secret?

“I'm just lucky – my mum has gorgeous skin. I love Kiehl's products and I use a Skinceuticals face balm. It is ridiculously expensive, but I think if I use this now, I won't have to surgically enhance my face in the future. So in the long term I'm saving money, right [laughs]?”

What are your best new-mum style tips?

“Right now I'm wearing what suits me and what fits. Nothing too tight as I still have my lumps and bumps – trust me, I wear Spanx a lot. I think I do bounce back quite quickly after having my babies, but underneath the make-up on my legs and the tailored clothes,

which hide the lumps and bumps, there is a lot of saggy skin covered in cellulite. What you see is not necessarily what is going on underneath. I'm lucky – I have a stylist and a whole team of people working to make me look okay for TV."

When you do have time to exercise, what is your chosen workout?
"I love a short HIIT high-intensity 30-minute workout. It works and doesn't take up too much time. Oh, and I love boxing."

You recently turned 40. How did you feel about that?

"It didn't really bother me. I mean, it bothers me that I'm getting older and time is ticking by so fast. I look at my children and don't want the next 20 years to go by as fast as the last ten years. But in terms of looking older? Not at all. I don't feel old. I will always only be as old as I feel until my body starts to fall apart. I think 40 is really young. I didn't when I was 20, but now I realise I knew nothing back then."

Which celebrities in their 40s inspire you the most?

"There are so many – it's a great club to belong to. Davina McCall, Gwen Stefani, Cameron Diaz... There are so many powerful, inspirational women out there who are the same age as me."

You have *Big Brother* and *The Voice*, plus your Heart radio show with Stephen Mulhern. Would you consider doing a TV programme with your husband?

"I would. We presented *I'm a Celebrity... Get Me Out of Here! NOW!* together years ago, but we were both inexperienced then. Now we know what we want and have an idea of what we would do together, it would be nice to revisit it. But it would have to make sense."

What was the last book you read?

"I started to read James Corden's autobiography. I got one chapter in and haven't picked it up since – no time."

What's the last thing you do before you go to sleep?

"Clean my teeth and kiss my children."

What makes you happy?

"My family, of course." 

• For more exclusive photos of Emma, visit hellomagazine.com.



EMMA'S ESSENTIALS

1. **St Tropez Everyday Gradual Tan Face Cream in Light/Medium**, £14.50, from Boots. "It's easy to use, has a natural colour and lasts for a few days" 2. **Stella McCartney Stella eau de parfum 100ml**, £74; visit stellamccartney.com 3. **Kiehl's Creme with Silk Groom**, £18; visit kiehls.co.uk. A conditioning hair treatment that moisturises and protects 4. **Oral-B Genius 9000**, £280, from Boots. The Bluetooth toothbrush that Emma relies on to get the most from her two-minute clean 5. **Oral-B Satin Mint Dental Tape**, £2.10, from Boots 6. **Oral-B Pro-Expert Toothpaste**, £3.50, from Boots 7. **MAC Studio Face and Body Foundation**, £22; visit maccosmetics.co.uk. "It's lightweight, sheer, but with just the right amount of coverage," says Emma of this double-duty foundation 8. **Kiehl's Ultra Facial Cleanser**, £8.50 9. **L'Oréal Paris Volume Million Lashes mascara**, £9.99, from Boots. "I love a dry, thick mascara and this is my favourite. It elongates and gets right in at the lash line" 10. **Skinceuticals Face Balm**, £79; visit skinceuticals.co.uk. "This is expensive, but I think of it as an investment" 11. **Eylure Pro-Brow Dye Kit in Brown**, £7.14; visit eylure.com