

Pout! MY 20 TOP NEW BEAUTY PRODUCTS FOR 2024

A £10 hair treatment, £7 blush and £11 mascara – Nadine Baggott on her best buys for the coming year

Need a little pick-me-up to help you through the first few months of the new year? Try the latest and greatest skin, body, hair and make-up buys. Some of these are so new that they're not in the shops yet – I've given the launch details where that's the case – but there are plenty that you can buy online today. Happy new year!

1 THE BEST BODY LOTION
Elizabeth Arden Eight Hour Daily Hydrating Body Lotion (£29; elizabetharden.co.uk)
I know what you're thinking: doesn't Eight Hour have a body lotion already? Well, not like this, it doesn't. A super-lightweight gel cream that instantly plumps and hydrates with zero stickiness, this is body lotion perfection. Available from January.



2 THE REPARATIVE MOISTURISER
The Inkey List Bio-Active Ceramide Repairing and Plumping Moisturizer (£19; uk.theinkeylist.com)
The Inkey List creates the best value-for-money skincare around and this moisturiser is a jewel in its crown. It is perfect for winter and repairs weather-beaten, stressed skin without being heavy or greasy. It also has a clever soft-focus filter effect. Available from January.



3 THE MEGA MASCARA
L'Oréal Paris Volume Million Lashes Panorama Mascara (£10.99; boots.com)
Why should you have to choose between length, volume, curl and lift when you can have all four in one mascara? This has a flexible superfine bristled rubber brush and performs like a product that costs four times the price.



4 THE ALL-IN-ONE COLOUR STICK
Douvall's Argan Colour Stick (£26; sephora.co.uk)
This no-mess, no-fuss, all-purpose cheek/lip/eye colour stick is brilliantly hydrating. It is formulated from cold-pressed oils, butters and waxes with mineral oxide colours added, so it works for the most sensitive skin types too. Available in seven shades and new to the UK at Sephora. PS, a Sephora store is opening in Manchester early in 2024.



5 THE CREAM CLEANSER
Garnier Soothing Hyaluronic Aloe Cream Cleanser (£9.99; garnier.co.uk)
A good cream cleanser should melt away make-up, even stubborn mascara and liner, then rinse away in warm water to turn to a milk that leaves skin clean, never dry or tight or feeling irritated. This ticks all the boxes beautifully. Remember: budget cleansers are just as good as, if not better than, their high-end cousins. Available from January.



6 THE HAIR REPAIR MASK
Pantene Pro-V Bond Repair (£10; pantene.co.uk)
At last Pantene is entering bond repair. This gently lifts the protective cuticle, depositing lightweight oils and waxes, then seals the cuticle back down to create less fluff, less prone to breakage and splitting, glossier hair. And all for a tenner. Available from January.



7 THE SPF TO WATCH
L'Oréal Paris Bright Reveal Dark Spot SPF50 (£19.99; loreal-paris.co.uk)
Last year L'Oréal Paris launched a bestselling vitamin C SPF. In February it is launching an anti-dark spot range with vitamin B3 in it, and this is the standout. One for anyone with age spots, sun spots and pigmentation issues. Be sure to use it all year round.



8 THE SPOT BUSTER
Bubble Super Clear Serum (£18; boots.com)
It doesn't matter if you are 16 or 60, a blemish is tackled the same way – with great skincare. Bubble is an active-led range aimed at tackling oily skin. The range doesn't take itself too seriously and is new to Boots next year. This 2 per cent salicylic acid serum is perfect dabbed onto breakouts overnight to dry them up quickly.



9 THE CULT SKIN SERUM
Olay Super Serum (£28.99; olay.com)
It is coming, I promise. The serum with the most beauty buzz of the year is finally launching in the UK in March, and it's good. It has glycerin and hyaluronic acid to lock in water, lactic acid to gently exfoliate, vitamin C to brighten, peptides



to strengthen and some magical soft-focus glow particles that are usually found in make-up rather than skincare. If you can't wait, you can get it shipped from the US.

10 THE LUXE LIP LINER
Hourglass Shape and Sculpt Lip Liner (£30; hourglasscosmetics.com)
Yes it's expensive but, boy, this liner is good. Creamy, yet pigmented, non-transfer yet easy to draw onto even the most uneven lips, but also weightless and silky. Apply all over and add a gloss for a long-lasting lip that never dries out. Available in 12 shades from January 12.



11 THE GREAT GADGET
Celf Regeneration Station (from £39.99; celfbeauty.com)
Do you own an Oral-B iO electric toothbrush? Do you fancy turning it into a skincare gadget? This polycarbonate spur attachment does just that and has been shown to boost blood and lymph circulation and send microvibration waves into the skin to stimulate collagen production. I have been testing it and it gets rid of sleep creases in minutes. I have even used it on a blind spot to speed up healing. This is one to watch in 2024.



12 THE BODY ZAPPER
Eucerin Anti-Pigment Body Cream (£26; boots.com)
This launched in November, but is too good not to write about here. It combines lactic acid to exfoliate, hyaluronic acid to hydrate and thiamidol, Eucerin's patented anti-pigment ingredient, which is proven to work on post-inflammatory redness and pigmentation. Ideal for sun damage, insect bite marks, shaving nicks and general discolouration on the body.



13 THE NEW-GENERATION HYALURONIC ACID
Bioderma HydraBio Hyalu Serum (£32; bioderma.co.uk)
This clever hyaluronic acid serum of course contains hyaluronic acid, but also has vitamin B3 niacinamide and carnosine, an antioxidant to encourage your natural hyaluronic acid to lock onto water and produce more of the stuff over time. Available from January 16.



It's coming, I promise. The cult serum with the most beauty buzz of the year is launching here in March

14 THE HANDY CREAM
Rare Beauty Find Comfort Hydrating Hand Cream (£18; spacenk.com)
The singer Selena Gomez's Rare Beauty has embarked on bodycare and this handy twist-top, pocket-sized hand cream not only smells great, with notes of zesty lemon, powdery jasmine and cool woods, but it looks good too, proving that some celebrity beauty brands are worth their shelf space.



15 THE CREPEY-SKIN BODY LOTION
Nécessaire The Body Retinol (£56; boots.com)
Hands up who has a sun-damaged body. Yes, me too, and this is the body serum for crepey, patchy,



pigmented skin. It has the maximum concentration of retinol allowed in a body product plus 10 per cent alpha hydroxy acid, peptides and vitamin B3. It's the perfect winter swap for your everyday body butter. Available from January.

16 THE ICONIC FRAGRANCE
The Merchant of Venice Maria Callas (from £136; selfridges.com)
On what would have been Maria Callas's 100th birthday, at the start of December, this fragrance was created to celebrate a true diva. It opens with sparkling mandarin and lemon, but has a floral heart (rose and neroli extracts) and a sensual woody base to give it strength, staying power and weight. Well worth sniffing out. Exclusive to Selfridges from January 15.



17 THE CULT SETTING POWDER
One Size Ultimate Blurring Setting Powder (£34; sephora.co.uk)
New to the UK, this bestselling US setting/soft-focus powder from the make-up artist and influencer Patrick Starr has legions of fans around the world. It comes in two shades and gives an instant face filter, with blurring particles that bounce and diffuse light to conceal imperfections or, in my case, less than skilled make-up application.



18 THE BEST BUDGET BLUSH
e.l.f. Camo Liquid Blush (£7; elfcosmetics.co.uk)
This is a brilliant budget blush. It is a pigment-rich liquid that you tap on with the doe-foot applicator, then blend with fingers, a brush or sponge. It has the perfect colour payoff that is idiot-proof to blend (unlike some more expensive brands), adds just a touch of healthy cheek glow and really lasts.



19 THE BODY TONER
Nudestix NudeBody Resurfacing Body Toner (£22; lookfantastic.com)
Nudestix makes great make-up. Now it has teamed up with the American social media personality Sofia Richie to create NudeBody. This Resurfacing Body Toner has 5 per cent glycolic, 5 per cent lactic and 0.5 per cent salicylic acid to wipe away dry, rough, breakout-prone areas and to tackle ingrown hairs and rough, bumpy skin. New to the UK, there are more products coming in 2024.



20 THE BEAUTY BUG
pH-In The Mask (£28.78; phinskin.com)
You might have heard of the gut microbiome, but did you know your skin has one too? pH-In skincare comprises just three products aimed at treating breakouts. Rather than stripping your skin of sebum, this mask rebalances the good and bad bugs that are the probable cause. This research is set to become huge in beauty and this range from the Indeed Labs founder Dimitra Davidson is one to keep an eye on. ■



Find @nadinebaggott on Instagram and YouTube where she answers your beauty questions