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10 new beauty innovations for 2014

From state-of-the-art salon beauty treatments to the hottest skincare, hair and makeup buys, we've found 10 fabulous new ways to look good in 2014. By Jane Murphy



Momoko Hair Shaping

What is it? The latest technology in Digital Curling and Straightening.

What's so special about it? You can choose from a menu of four hair textures - Poker Straight, Natural Straight, Gentle Waves or Bouncy Curl - safe in the knowledge that you'll be improving the texture of your tresses at the same time. The secret? It's all down to cutting-edge Japanese technology and a protein-rich pre-treatment. In a nutshell, the bonds that hold the hair in shape are broken then 'reformed' into the desired new look using thermal heat. Oh, and the latest formulation even works on bleached hair.

Tempted? Momoko Hair Shaping is now available at Trevor Sorbie Salons nationwide: Digital Curl, from £180; Straightening, from £250. Find out more at www.trevorsorbie.com

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EX1 Cosmetics

What is it? The first-ever mass-market make-up collection formulated for olive skins.

What's so special about it? It's been two years in the making - but this award-winning make-up brand is now available at high street prices, filling a gaping hole in the market. The foundations, powders, concealers and blushers have been formulated by cosmetic scientists to mimic the natural yellow/golden pigments found in olive skins. Our favourite? EX1 Delete Concealer offers the perfect skin trick to cover up blemishes and dark circles.

Tempted? Prices from £6.50; available from www.lookfantastic.com, Harvey Nichols and Topshop Oxford Circus.

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Murad Rapid Collagen

What is it? A brand new product that penetrates the skin with pure collagen.

What's so special about it? The more collagen we lose, the more fine lines and wrinkles appear. The problem with replacing this lost collagen, however, has always been that the molecules are too large to penetrate

the skin. But not any more! Skincare guru Dr Howard Murad has discovered a way to break collagen protein into smaller components - and the result is this new wrinkle-fighting formula that promises plumper skin in just two hours.

Tempted? Price £78; available from selected House of Fraser stores and M&S Your Beauty stores from Spring/Summer 2014. Or buy online at www.murad.co.uk

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Brow Perfect

What is it? A new salon treatment to fill out and extend the brows.

What's so special about it? You're familiar with lash extensions, right? Well, this new treatment applies individual eyebrow extensions to fill in the gaps and extend the brow line too. The aim? To create volume, texture and cover up those pesky plucking mistakes. Another bonus, of course, is that it looks far more realistic than pencils and powders ever could. The treatment takes around 15 minutes and lasts between seven and 14 days.

Tempted? Brow Perfect is currently available, price £25, at the Lash Perfect Lash Bar in London's West End, but there are plans to roll it out to salons nationwide throughout the summer. Find out more at www.lashperfect.co.uk

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Image Skincare Prevention+

What is it? A new range of super-charged sun protection moisturisers.

What's so special about it? 'Super-charged SPF's' is one of the beauty buzz phrases of 2014. As well as providing that all-important sun protection, these lightweight products offer bonus cutting-edge skin-saving ingredients. Image Skincare Prevention+ uses an ultra-sheer form of zinc sun protection, comprised of tiny particles that help prevent the white residue left by some sunscreens. It also boasts a potent antioxidant, Thiothaine.

Tempted? Prices from £39.95; available from March at 250 clinics nationwide. To find your nearest stockist or buy online go to www.skingeeks.co.uk

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LightStim

What is it? A revolutionary LED anti-ageing device.

What's so special about it? LightStim is a handheld device that uses a newly developed form of UV-free LED light therapy to energise skin cells and stimulate the body's natural process to build new proteins and

regenerate cells. Use it for two to three minutes daily and you should see a visible difference within six to eight weeks, say the manufacturers. It's already proven to be a big hit in the US - and while the £250 price tag is pretty hefty, it still works out a lot cheaper than going for regular light therapy salon treatments.

Tempted? Price £250; available online from Space NK now and in-store from April. Find out more at uk.spacenk.com/women

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Stratum C

What is it? The UK's first-ever menopause skincare range.

What's so special about it? Yes, countless other skincare ranges cater for ageing complexions - but Stratum C has been created expressly for menopausal women, to target symptoms such as dry, itchy and less supple skin. It was developed by UK dermatologists following ground-breaking research at the University of Reading. The magic ingredients? A special combination of peptides that encourage skin cells to nearly double their rate of collagen production - plus hyaluronic acid for intensive hydration and moisturising.

Tempted? Stratum C Cream, £85; Serum, £49: available from www.stratumc.com

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Dr Jules Nabet Reaction Double Chin Treatment

What is it? A new non-invasive skin-tightening salon treatment that targets the chin.

What's so special about it? The idea of tackling that hard-to-treat double chin without resorting to surgery may sound very appealing - but it doesn't come cheap. Responding to customer demand, skincare specialist Dr Jules Nabet has devised his one-of-a-kind Reaction Skin Tightening procedure - which combines Multiple Radio Frequency and vacuum technology to break down fat and firm up the skin. It's pain-free and offers long-lasting results - plus it's the only treatment to penetrate all three layers of the skin.

Tempted? £180 per treatment (a course of five is recommended); available at The Medical Rooms in London. Find out more at www.julesnabet.com

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Grow Gorgeous Serum

What is it? A revolutionary hair growth serum for women.

What's so special about it? Thinning hair is a problem for many of us as we grow older - but this massage-in-once-a-day serum promises to

provide a solution. It combines four active technologies, including a peptide complex, to boost hair density by an impressive 13 per cent in just four months. That's an extra 13,000 hairs, in case you were wondering.

Tempted? Price £29.99, from www.boots.com. More Grow Gorgeous products are set to be unveiled throughout 2014; see www.growgorgeous.com for details.

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Odylique Silk Touch Cleanser

What is it? A unique double-action organic cleanser.

What's so special about it? OK, natural cleansers are nothing new - but the innovation here is all in the action of this just-launched product. The oil-gel texture absorbs all make-up and impurities - then, on contact with water, instantly transforms into a light, easy-rinse milk to leave skin soft, clean and silky-smooth. Natural ingredients include hydrating vitamin E, omega 6-rich sunflower oil, and calming and purifying lavender.

Tempted? Prices from £8; available from www.essential-care.co.uk

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