

Cult Products

Models really do have it tough. Flying between New York, London, Paris and Milan. Long nights of after-show parties. Someone slapping inches of makeup and styling products on only for it to melt under the stage lights and then be stripped off in time for the next show. And as was finally confirmed for cynics last year, more drugs than you can shake a broken septum at. All this and their main career objective is to remain beautiful enough to be shoved down the runway again the next day. But they have their weapons of defence. There are certain cult beauty products that are as famous as the girls themselves within the industry. Every model worth her weight in coke takes them from show to show to maintain stunning looks. And you wondered why their handbags are always so big...

If these products can help those depraved souls stay gorgeous, you really should consider them for your own handbag. **Words: Grace Timothy**



1 Elizabeth Arden is the Official Makeup Sponsor of London Fashion Weekend 2006 so it is highly likely that all the models there will have an Eight Hour Cream in their purses. Models including Jodie Kidd, Gisele and Eva Herzigova have made public their love for this multifunctional balm, for use as a lip gloss, an eyelash gloss, a moisturiser, a hair gloss, a body shimmer... (£19, Debenhams)



2 Applying and removing makeup as often as models have to wreaks serious havoc on their skin. A favourite treatment is Eve Lom's Cleanser, with its skin-friendly muslin cloth and essential oils. (£45, Space NK)

3 The true hero of the Clarins range and a handbag essential amongst models, Beauty Flash Balm revives a tired and jaded complexion, leaving skin smooth and illuminated. (£23.50, Debenhams).



4 Freeze 24.7 Anti-Ageing Eye Serum is a firm favourite with models and celebrities the world over. The treatment absorbs quickly and targets both lines and puffiness. (£65, Space NK).

5 Diptyque scents and indeed candles are incredibly popular in the industry. To cover the stench of cigarettes and sweat, models like Daria Werbowy douse themselves with an eau de toilette such as Do Son. (£49, 100ml eau de toilette, Space NK)



6 Kevin Murphy, hairdresser to the stars, has designed Fresh.Hair, a dry cleaner and styling product for dulled hair weighed down by products or sweat. Used by models in between shows or before parties, you spray on, rub with a towel and brush out any unwanted product and odours, leaving you with clean and fragrant hair. (£10.95, www.hqhair.com).



7 Backstage at the shows, session stylists like Rudi Lewis and Samantha Hillerby use L'Oreal's Play Ball styling products. The beach crème is perfect for creating the grown-up grunge look, seen at Gucci, Giles Deacon and Miu Miu (£10.95, Saks).



8 Maybelline's Great Lash Mascara is still the number one formula amongst the professionals. Its presence is ubiquitous throughout the vanity cases of makeup artists and models alike. (£4.99, Boots).



9 Formulated to last throughout a show under studio lights, Mac's Studio Fix Fluid is essential for long-lasting coverage (£19, Mac). It's used with Mac's Strobe Cream to smooth the complexions of many of the runway models across the globe.



10 To replace the colour to their cheeks following debauched nights, 60-a-day habit and enough barbiturates to kill a small pony, models prefer the sublimely named Orgasm blush from Nars (£18.50, Space NK). In an industry packed full of gay men, where else are they expected to get their rocks off?



Stockists: Boots 01273 207461;
Debenhams 0844 5616161;
Mac 01273 720026; **Saks** 01273 202088;
Space NK 01273 776774