

Is the beauty business bad for us?

Newby Hands, **beauty director, Harpers & Queen**

I've been having Botox for several years. As long as it's done by someone good, it can be brilliant and I do think it's safe. What I have a problem with is when it's promoted as a lunchtime quick fix. It's a medical procedure and should be taken seriously. There is pressure on women to look good. I think the biggest culprits are celebrities. They put their youthful looks down to yoga or organic skincare, but if a fortysomething celebrity looks amazing, you can be sure they've had work on their face.



Fiona Jolly, make-up artist

It's terrible that some women feel they have to spend £100 on a moisturiser when a cheaper one will do. All creams do the same job of putting moisture into your skin. I love cheaper brands — Nivea, E45 and Vaseline. I'm a firm believer in Botox — I've been using it for years and I've never noticed any more wrinkles. I work on a lot of magazine shoots — it's about creating fantasy. The images have to look beautiful — but only 16-year-old models have no wrinkles. It's great that we have magazines such as heat that show Liz Hurley looking like she does in real life.

Claudine Taylor, make-up artist

I think airbrushing has got out of control. The publicity pictures of Susan Sarandon and Goldie Hawn for their new film are ridiculous — they look about 17. I'm not a fan of Botox. I can tell when someone has had it done, they just appear frozen and expressionless. There's no long-term cure for wrinkles. Women shouldn't be pressured to spend £300 on a face cream. I use Dermalogica products all the time. They're quite expensive, but very good.

Rosie Green, beauty director, Elle

Women want to indulge themselves. For some, that means spending £300 on face cream. We feature the super creams, but we'll say Oil of Olay is fantastic, too. I've never felt under pressure from advertisers to feature their products. Magazines come under fire a lot for promoting unattainable images. There will always be some women who feel intimidated, but I hope we're widening the idea of beauty. We love to use Erin O'Connor, who has a very strong face, and Alek Wek, who is uncompromisingly African. Obviously, the skin and hair will look beautiful, but people don't buy magazines to see reality — it's about fantasy and aspiration. Airbrushing in beauty adverts has gone too far and it's unfair to consumers.

