

THE
REINVENTION

OF

BODYCARE

**It's time to take bodycare more seriously.
And thankfully, the new formulas
are more sophisticated than ever before**

WORDS: SHANNON PETER



ou do the maths. The average adult is covered in two square metres of skin weighing around a sixth of your total bodyweight. Ninety-one per cent of that skin exists from the

neck down. So why is it that for so long, our beauty routines (and the associated time, energy and effort) have swung so heavily in favour of the 9% on our faces?

That illogical truth might finally be about to change, and it's all thanks to lockdown. With more downtime available, many of us have sought solace in the tiled walls of our own bathrooms, and finally started to reacquire ourselves with the skin that resides below our chins. In fact, since the beginning of lockdown, beauty retailer Cult Beauty saw a 198% boost in bodycare sales, while NPD Group records a 32% uptick in sales of body oils, and 15% for exfoliators.

So what is finally driving this bodycare boom? "We have more time on our hands and so are more able to invest in rituals that require a little more effort,"

believes Sarah Meadows, head of buying at Space NK. I, for one, used to save scrubbing for special occasions and applied body lotion approximately once every six months, but with little more to do than watch *Derry Girls* for the third time over, I've stuck to these rituals on an almost daily-basis.

According to Anna Teal, CEO of Aromatherapy Associates (a brand that's noticed quadruple-digit sales growth in the past year) the rise in bodycare sales is partly down to our collective attempt to lift ourselves from this lockdown-induced slump. "I think people are genuinely desperately trying to find ways to soothe themselves," she explains. "The ritual of taking a long warm shower, and the act of using beautiful products that feel nice or smell beautiful, is restorative."

Little nudges via social media have also reminded us of the comfort to be found in taking care of ourselves. "Over lockdown, we've seen loads of Instagram influencers sharing their bodycare and bathing routines, so we've had a lot of inspiration," explains facialist and skincare expert Michaela Bolder. Meadows agrees: "We have more time to invest in self-care as we are less distracted by the pace of normal life. Treating yourself to a gorgeous hand wash or rich body cream is a great way to get some joy out of the small moments in our day."

IT'S HIGH TIME WE GAVE
OUR BODIES THE SAME
ATTENTION AS OUR FACES



THE SKIN ON OUR BODIES HAS
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But if we're really to afford our bodies the same dedication we offer our faces, then a standard soak in the tub, a quick frothing of shower gel or a slapdash slathering of runny body lotion simply won't do. Of course, there are dermatological differences between the skin on the body compared to that on the face: it tends to be thicker, less oily and thus more prone to dryness. So with a set of requirements all of its own, the skin on our bodies deserves something a little more high-tech and high-performance.

Enter the 'skinification' of bodycare. Put it

"THE RITUAL OF TAKING A LONG SHOWER, AND THE ACT OF USING BEAUTIFUL PRODUCTS THAT FEEL NICE OR SMELL BEAUTIFUL, IS RESTORATIVE"

this way: traditionally, facial skincare has held the monopoly on active ingredients, clever formats and technologically advanced formulations. A \$145billion global industry, it regularly benefits from eye-watering financial backing, top Ivy League scientific research and Nasa-style innovation. As for bodycare? It's finally receiving a slice of that investment.

"Resurfacing, pigmentation, high-performance SPF, hydration, anti-acne, anti-ageing: these concerns all have a place in bodycare," asserts Meadows, which is why the new raft of bodycare formulas take their cue from our most loved skincare steps and ingredients. "We're seeing [bodycare] brands using things we use on our faces everyday, like hyaluronic acid and vitamin C," observes Bolder, and so between the retinol-infused body lotions, facial mists for your limbs and glow-inducing serums, it's never been easier to build an effective bodycare routine that performs just as well as your facial one.

But is this simply an annoying rally set to make bathtime 10 times more complicated? Not really. Pick your arsenal wisely, and you'll be able to supercharge the results of your bodycare routine without having to spend any longer in the bathroom. Unless you want to, of course.

Ready to start paying proper attention to the 91%? Over the page, *Stylist* has selected the most powerful new bodycare products worthy of precious tubside real estate.



THE BODY BRIGADE

Here are the powerful multitaskers that will make your bodycare routine look (and perform) a little more like your facial regime

1. THE ONE-MAN-BAND BALM

Bloom and Blossom Wonder Worker Multi-Tasking Balm, £12

This rich butter has all the makings of a chapped skin-melting lip balm, except it's for the body too. Consider it your spot treatment for scrapes, cuts, grazes and patches of dry skin that won't go away, no matter how hard you scrub. It contains bodycare veteran shea butter, but also vitamin E to protect skin from further damage.



2. THE ACCESS-ALL-AREAS BODY BRUSH

Hydra London Olive Wood Body Brush, £46.50

A quick once-over with a body brush every other day will boost circulation and thus skin glow – think of it as the body equivalent to those massage rollers you love to use on your face. This natural bristle brush has a long (detachable) handle that makes that elusive triangle of skin at the centre of the back not so hard to reach after all.



3. THE SOUL-SOOTHING CLEANSER

Aromatherapy Associates De-Stress Shower Oil, £26

An oil-to-milk cleanser for the body that nourishes dry areas and rinses away effortlessly, leaving only hydrated limbs in its wake. Better still, it contains frankincense and camomile to calm an amped-up nervous system, which we could all do with right now, couldn't we?



4. THE SHIN-SMOOTHING MASK

Peacci Vanilla ManiPedi Mask, £15

The constant risk of surprise Zoom calls makes face-masking pretty tricky, but no one will be able to tell you're wearing a leg mask, webcam or not. This rich buttery formula contains vitamins B, C and E, as well as niacinamide to strengthen skin and even out hyperpigmentation.



5. THE BODY-BRIGHTENING MOISTURISER

Beauty Pie Superdose Vitamin C Bio-Vitamin Brightening Body Lotion, £11.41 (member price)

If you complain about dullness, any skincare expert will point you in the



6. THE GLOW-INDUCING SERUM

The Afro Hair & Skin Co Awaken Reviving Body Treatment Oil, £21.50

Yes, the job of a body oil is to drench the skin in moisture, but if you're going to spend five minutes massaging it into the skin, and another five waiting for it to sink in, it might as well offer up extra benefits. This rich formula also contains antioxidant lime peel oil, omega acids to plump and neroli to speed up skin regeneration.



7. THE LIMB-REFRESHING MIST

Susanne Kaufmann Leg and Vein Cooling Spray, £27

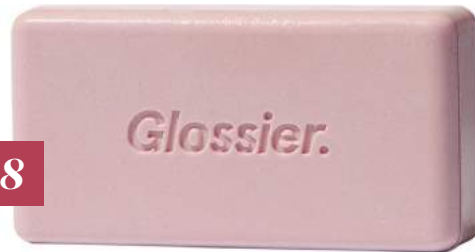
In the same way a face mist can lift the complexion from that 4pm slump, this tingling horse chestnut and menthol-infused spray will kickstart blood flow and reawaken heavy calves and ankles, ideal if your WFH setup forces your legs into an uncomfortable contortionist-level tangle.



8. THE SKIN-SCRUBBING SOAP

Glossier Body Hero Exfoliating Bar, £12

It may look like a humble pebble of soap, but this clever bar comes milled with particularly coarse grains that make scrubbing away that layer of dull skin cells remarkably fuss-free. Better still, after years of favouring liquids, old-school solid formulas like this present a more sustainable option.



9. THE BOUNCE-BACK TREATMENT

Paula's Choice Retinol Body Treatment, £33

With the power to boost collagen production, bring back lost bounce and brighten the overall look of skin, retinol is the crème de la crème of skincare. Now your body can finally get in on that action. As well as retinol, this lotion contains plant oils to nourish and antioxidants to ward off pollution and other skin irritants.

