

THE NEW WONDER *creams*

They're time-saving and easy on the budget, but do alphabet creams really work?

Sheree Mutton investigates.

IN THE PAST five years, a new breed of products has emerged in the beauty market. They're called "alphabet creams" and promise to deliver even-toned, blemish-free skin. Some also claim to blur wrinkles and correct imperfections. It sounds too good to be true, right? Wrong. The BB, CC and DD creams are all products you can incorporate into your skincare regimen to help you achieve that smoother, more flawless complexion we all long for.

According to Melanie Burnicle, Revlon's Australasia Make-Up Director, the success and popularity of alphabet creams are largely due to their multiple uses, meaning they can fit in with our busy lives and tight budgets. "Whatever your title – mum, grandma, working woman – our schedules are always full, so if we can save time and money,

we will," she says. "One product that can do five steps and allow you an extra 10 minutes sleep-in is brilliant. Also five beauty products can add up dollar-wise, so one affordable product that can pretty much do it all on the skin front makes total sense."

Priceline's Make-Up Director, Rae Morris, agrees, adding that alphabet creams are skincare and make-up rolled into one. "Women are in a hurry, they don't want to put on a sunscreen and a moisturiser, and they don't want to clog their skin or break out from them," she says. "Wearing a good foundation – which will even out your skin tone – has one of the best anti-ageing effects and I think alphabet creams are a great way to bring foundation into the skincare category. They protect your skin and they have sunscreen in them, but they make you look good as well." >

*Beauty
top tip*

"Fingertips are a great way to apply alphabet creams. Imagine rubbing in your moisturiser, add a few circular motions for a buffing effect and you're done."

Melanie Burnicle, Revlon's Australasia Make-Up Director



Finding the right cream for you

Before choosing one of these wonder creams, it's important to consider your skin and your current regimen. "They [alphabet creams] are designed for all women with different skin types," says Melanie Burnicle.

"Some days, you don't feel like a full foundation, you want a more natural feel. This is when its best to use your alphabet creams. Be aware of your skin type and purchase the cream that will work best for you. For example, with mature skin, I'd always choose a CC cream as it is designed to not only provide lightweight coverage, but also contains skincare benefits and coverage of imperfections that can come with ageing."

Rae Morris recommends testing colours on your décolletage, not your face, to ensure you get the correct match for your skin tone. "You shouldn't see colour. Rather, you should see your skin evening out because you really want your face and body to be the same colour," she says. "Always make sure they have sunscreen in them and they're not a pinky shade."



BB CREAM

IT MEANS: BLEMISH BALM OR BEAUTY BALM. "This has the lightest coverage of all the alphabet creams," says Melanie.

"It hydrates like a moisturiser, covers like a foundation, blurs flaws like a concealer, smooths like a primer and protects the skin with a built-in SPF."

CC CREAM

IT MEANS: COLOUR CORRECTING.

"It's a lightweight formula that has a light yet buildable coverage if required. The main focus is colour correction," says Melanie.

"The product contains an SPF, moisturiser and gives a lift to dull flat skin, and covers imperfections – great if you have pigmentation or suffer with redness, as it gives great coverage for dark spots. These products can have antioxidants and are infused with vitamins."

DD CREAM

IT MEANS: DYNAMIC DO IT ALL OR DAILY DEFENCE. "This product combines the effects of the BB and the CC creams in one," says Melanie. DD creams also improve the appearance of fine lines and wrinkles. #



Products that work

1. **L'Oréal Paris** Nude Magique Anti-Dullness CC Cream SPF 20, \$26.95. 2. **Clarins** BB Skin Perfecting Cream SPF 25, \$50. 3. **Bobbi Brown** BB Cream SPF 35, \$60. 4. **Jergens** BB Body Perfecting Skin Cream, \$14.99. 5. **Olay** Total Effects Pore Minimising CC Cream SPF 15, \$39.99. 6. **Max Factor** CC Cream SPF 10, \$19.95. 7. **The Body Shop** All-In-One BB Cream, \$21.95. 8. **Models Prefer** DD Fresh Face Daily Detox, \$16.99. 9. **Revlon** Age Defying CC Cream SPF 30, \$26.95. 10. **Clinique** Moisture Surge CC Cream SPF 30 Hydrating Colour Corrector, \$45. 11. **Rimmel London** BB Cream Radiance SPF 20, \$12.95. 12. **Sephora** CC Crème SPF 30, \$30. 13. **Palmer's** Colour Correcting CC Cream SPF 15, \$12.99. 14. **Elizabeth Arden** Visible Difference Multi-Targeted BB Cream with Sunscreens, \$40. 15. **Nutrimetics** Professional DD Crème & Corrector SPF 30, \$42. 16. **Estée Lauder** Revitalizing Supreme Global Anti-Aging CC Creme SPF 10, \$80.