



AYOGIFORYOUREARS

What started out as a niche yoga label has flourished into a global wellness brand. But Alo's latest collaboration sees it move into the tech space. Partnering with Beats, it has reimagined the signature Fit Pro earbuds in a chic, black colourway, all still delivering superlative sound quality and noise-cancelling tech. Meet your ultimate gym buddy. £159 (apple.com; aloyoga.com)



NEUROSCIENCE: THE FUTURE OF BEAUTY?

With new launches from Sisley and Charlotte Tilbury, we want our beauty to give us the feels, says *Ellie Davis*

The worlds of beauty and science are inextricably linked — you simply cannot have effective or safe formulations without the involvement of cosmetic chemistry. Yet there's another principle emerging as an interesting proposition. Neuro-cosmetics explores the relationship between the products that we apply and their effect on the brain.

Our skin is a reflection of our brain — and vice versa. When we're stressed, breakouts can appear, yet when we're tired we may present dull complexions. Neuraé is exploring this as the first neuroscience-based skincare brand. The Sisley-owned label is drawing attention to the science of emotions. Through its five-strong line-up that includes a serum, emulsion and boosters, it is designed to go beyond the skin to the mind, calming stress, energising and enhancing radiance through neuromodulating active ingredients and sensorial experiences.

Jane Ollis, medical biochemist and environmental scientist, says the ritualistic application of skincare can work to reduce stress. 'By taking control of your stress and feeling like you are doing something, you feel good about it.' More so than the impact of skincare on mood, she is interested in the role of fragrance. 'Our nose is a direct route into our brain's limbic system (which is important for regulating emotions, forming memories etc), unlike sound and sight, which have to go through pre-processing steps.'

For this reason, aromatherapy is commonly used to treat mental health issues by stimulating serotonin and endorphins. This has been considered by Charlotte Tilbury, whose new sextet of fragrances launching at the end of April, created with neuroscientists, explores six emotions. While Ollis stresses how scent associations are highly personal and explains the challenge in 'capturing the generic scent of love', it's hard to resist the allure of More Sex, the warmth of Joyphoria or the serenity of Calm Bliss. ✨



PIN DROP

The hammam ritual dating back millennia is given a sleek update at Claridge's subterranean spa with the opening of The Pink Room. If it sounds familiar, you're not wrong — the design takes its cue from the hotel's womb-like Painter's Room Bar, although all the fun centres on an exquisitely crafted pink onyx bed in the middle of the treatment space. After a gentle steam (to open sleepy pores and prep the skin to better absorb tinctures and potions), therapists employ a classic arsenal of cleansing techniques, from detoxifying charcoal soaps to body masks (particularly satisfying when watching dry skin sloughed away with an exfoliating kese mitt). The results speak for themselves — supple skin, a perkier complexion and a new-found appreciation for this most ancient of traditions. £350 for 90 minutes, Brook Street, W1 (claridges.co.uk)

THE SWISHEST SPRING LIPSTICKS TO LIFT YOUR MOOD

Joy-inducing pigments and moisture-rich formulations from some of the best in the business



PRADA Monochrome Hyper Matte

Instantly creates that blurry, soft-focus finish that looks slightly kissed off — in a good way. £39, at selfridges.com



HERMÈS Rouge Hermès Satin Lipstick

Gloriously matte with a vibrancy that takes its cue from the Greek greats. £62 (hermes.com)



ESTÉE LAUDER X SABYASACHI

A limited-edition collab with India's most celebrated fashion designer. We'll take every shade. £53 each (esteelauder.co.uk)



WESTMAN ATELIER Lip Suede

Gucci Westman knows her way around a cult formula — this one has vitamins C and E for extra plumping. £45, at harrods.com