

BEAUTY The theme for the year is less is more: we've had a year where our priorities have shifted, and if we are to indulge in luxury, it needs to be practical, too, writes **Elyse Glickman**

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Little luxuries for '21

STAYING CLOSE TO HOME, dining in and becoming a little more creative with our fitness routines outside the gym all play a role in shifting the paradigm. Rather than covet wild, big ticket purchases (via those corny red ribbon-wrapped Lexus, Mercedes and BMW ads and Hallmark Channel-inspired department and jewellery store spots), our visions of sugarplums will more likely involve practical luxury. Whether we're treating others or ourselves, the goal is to have things on hand that will make anybody feel better about staying home, breaking old habits and creating better ones for the year ahead.

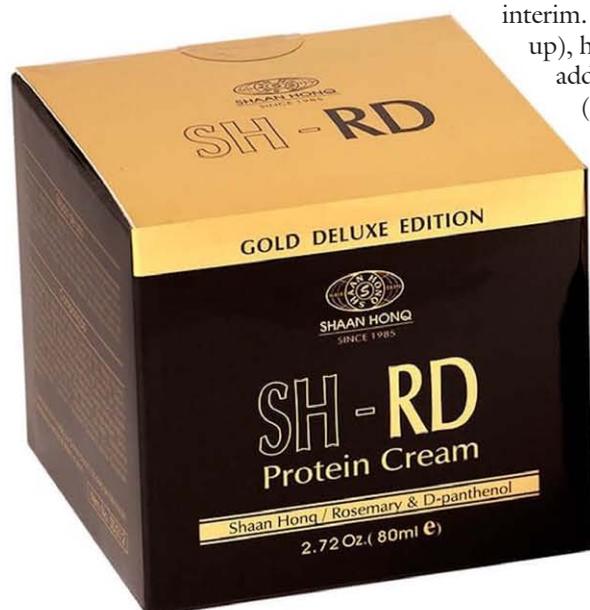
Beauty, hair care and wellness-focused brands have always offered gift packs. Today, however, everybody's priorities are different. We're all in a place where less really is more and necessity is the mother of inventiveness in terms of what we'll want to give and receive. In other words, if we have to shelter in place, why not strike a balance between healthy, personally enriching and posh?

Heads up!

While salon visits may be hard to come by, Joico's K-PAK collection brings the aromas and luxurious formulations of a salon visit to the home—while helping one keep hair in beautiful shape in the interim. Single products (US\$17 and up), holiday duos and gift sets addressing colour maintenance (K-PAK Color Therapy),

nourishing (K-PAK Reconstructing) and others are available at Ulta.com, with more information available at its own web site (joico.com). Formulas contain proprietary ingredients like quadraBond peptide complex as well as keratin, argan and other natural oils.

Taiwanese hair care brand SH-RD takes luxury hair care up a few more notches with covetable formulas such as its Gold Protein Cream. Given that the products are created to treat common but significant hair concerns such as dryness, brittleness and hair loss, it's no surprise that celebrities such as Jennifer López, Lizzo, Jennifer Hudson and Octavia Spencer turn to the line's Sage Purifying Shampoo, Sage Purifying Semi-Treatment, Truffle Moisturizing Shampoo, Truffle Moisturizing Semi-Treatment, Red Ginseng Hair-Activating



Shampoo, Reishi Volumizing Shampoo, Intensive Root Repair Essence, and Intensive Full & Thick Hair Essence. The secret lies in exclusive blends of recuperative vitamins and protein supplements to repair damaged hair and shafts caused by environmental factors, colouring and harsh chemical-based hair products.

Facing the day with style

As beauty-savvy people have turned to Sephora and Sephora.com for the most up-to-the-minute cosmetics and skin care trends, it's no surprise that enduring beauty giant Shiseido is one of the retailer's go-to brands. As Japanese colour cosmetics and skin care are coveted around the globe for their luxuriant formulas, dramatic textures and cutting-edge innovation, Sephora is one-stop shopping for the brand's age-formulated skin care collections, long-lasting tools (such as this year's limited edition version of its best selling eyelash curler, US\$22) and ModernMatte and VisionAiry lipstick formulas, each with nearly 30 dramatic and natural hues (US\$26 each).

Even if most of us are not planning travel at the moment, Ready Set Jet! customizable beauty batons (US\$18 for add-ons to US\$85 for a two-sided set of three, available at Amazon.com and readysetjetofficial.com) will have us looking forward to the day we can head out on our next big adventure at a moment's notice, while keeping our current daily routines glamorous but streamlined in the meantime. These interchangeable and functional batons are

the brainchild of global beauty entrepreneur, author and activist Shalini Vadhera, who takes a double-barrelled approach

to mixing and matching skin care and colour cosmetics for personalized, portable beauty on the go. •

