







LATHER, RINSE, EMAIL, TEXT, POWERPOINT, REPEAT...



**Stylist** explores the new breed of beauty businesses that are working around *our* schedules to ensure that everyone can fit basic grooming in their working week

COMPILED BY: SAMANTHA SILVER

“

What time must she get up in the morning? you think to yourself, as your

colleague walks into work, bang on 8.30am, with her hair bouncing, skin glowing, a deft flick of liner on the lids and immaculately polished nails, without a chip in sight.

Because if you, like most of us, are covering your roots with some clever kirby grip-pinning, walk around on feet that haven't seen a pedicure station in months or sigh daily at your chipped nails, you will know precisely how difficult it is to eke out an hour or two in the weekly scrum to make yourself look presentable. And there's little wonder we struggle; there are 168 hours in the week and we spend around 60 of them sleeping, more than 60 working, a shocking amount commuting, and then there's eating, socialising and, you know, slumping in front of the television to consider. Finding three hours to get your highlights done is verging on indulgence, let alone necessity.

And while we know that glossy hair does not a CEO make, whether we like it or not, appearances do matter for both men and women.

Socio-biologists have published multiple studies on the role that grooming plays in forming social bonds within the animal kingdom. According to research from UCLA, 55% of a person's first impressions are based on appearance alone; being well-groomed says that you are disciplined and pay attention to detail. Plus, the confidence-boosting effect of being well put-together also has its benefits; one study published in the *Journal Of Personality And Social Psychology* revealed that people who appeared more confident achieved a higher social status than their peers.

But in a world where we work longer hours than ever before (last year, UK workers put in 2.1 billion hours of unpaid overtime) and more than one million of us spend our spare time working on our second careers, it's hard enough to find time for a cup of tea. Luckily, there are evolving beauty services emerging which make regular grooming a reality for busy women. Thanks to the rise of out-of-hours salons, mobile spas and long-lasting treatments, feeling and looking groomed is within reach. Turn over to see three of *Stylist's* busiest team members put these new approaches to the test...



WORK IT

Stylist's beauty director Samantha Silver loves a salon treatment, but balancing a demanding job with the 6pm nursery pick-up just doesn't allow the time. These clever salons have adjusted their opening hours to fit around busy women...



MONDAY

**7am** Hair colour at George Northwood

It feels faintly ridiculous that this is the only time that I can find to cover my greys but I'm astonished to find the salon packed with suited women having their highlights refreshed before the working week begins. "Women's time is so precious that I wanted to make [hair maintenance] as convenient and workable as possible," Northwood tells me about his salon's accommodating hours. While my colour is applied, I reply to emails, down two coffees and, when I walk into the office at 9.15am with glossy hair, I'm halfway through my to-do list. **From £30, georgenorthwood.com**



TUESDAY

**8am** Facial at Beyond Beauty, Harvey Nichols

The benefits of a morning facial are obvious (de-puffing skin before bed seems pointless), so I find myself at skincare expert Debbie Thomas' new Harvey Nichols outpost at 8am, on the receiving end of an Extreme Luminosity Boost Facial. Her new menu of results-driven treatments are all designed to take 20 minutes. Masks are applied under LED lights and ultrasound vibrations boost penetration

and increase collagen production. I leave at 8.25am and I'm sat glowing behind my desk by 9am, pain aux raisins in hand. **From £69, harveynichols.com**



WEDNESDAY

**1pm** Threading at Blink Brow Bar

A quick poll of the *Stylist* office tells me that my colleagues often use their lunch hour for a brow fix. So I head to walk-in brow bar Blink and I'm out in 10 minutes. My brows look groomed and my eyes look bigger and more awake, thus shaving minutes off my make-up routine for the next few weeks. **From £19, blinkbrowbar.com**



THURSDAY

**7am** Blow-dry At DryBy

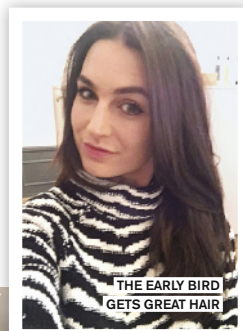
Buoyed by the sudden discovery of these new time pockets, I book a blow-dry at my favourite salon, DryBy. I'm the first person through the door but when I leave at 7.50am, the salon is buzzing. I make my 9am meeting in plenty of time and my editor compliments me on my hair. I feel confident and together for the rest of the day, but by 5pm, I'm flagging. Lovely hair I may have, but I've been awake for 12 hours. Bring me coffee. **From £35, dryby.co.uk**



THURSDAY

**8pm** Manicure at Cheeky

My husband is doing the nursery pick-up this evening so I book a last-minute manicure to perk myself up before I stumble home (and into bed). Two women are in there, sipping champagne. "Neither of us have time to get our nails done so we thought we'd catch up over a pedi," they tell me. If I wasn't so exhausted, I might have joined them. **From £15, urcheeky.com**



THE EARLY BIRD GETS GREAT HAIR



BEYOND BEAUTY AT HARVEY NICHOLS. WE'LL BE HEADING IN AT 8AM MORE OFTEN

HOUSE CALL

When your job requires you to bounce from continent to continent, booking in treatments isn't easy. *Stylist's fashion editor Lucy Reber tries the new mobile beauty services during her few days in London between Milan and Paris Fashion Weeks*



TUESDAY

**8.30pm** Massage from Soothe

I'm just home from a packed Milan Fashion Week, so the promise of a full-body massage from Soothe (a massage on-demand service) is very seductive. But that doesn't stop me panicking; my flat is littered with dirty laundry and dead flowers. I do a quick bleach of the bathroom and then the thought strikes me: what if it's a male therapist? Will I be comfortable enough to undress? Thankfully, before my brain explodes, Crislane turns up at 8.30pm, barely an hour after I flew in from Italy.

Reassuringly, she's female (phew), in uniform, with branded towels and laden with kit. She politely refuses a drink and maintains a friendly but professional distance while she turns my bedroom into a spa; putting up a massage couch draped in fluffy dove-grey towels and playing soothing music from her phone. Three weeks of long-haul flights, heavy suitcases and attempts at sleep over a multitude of time-zones are remedied over 90 luxurious minutes. And it's wonderful to be able to slip into my own dressing gown once the massage is over. As Crislane is leaving, I apologise for the mess. Reassuringly, she says she couldn't care less. **From £65, soothe.com**

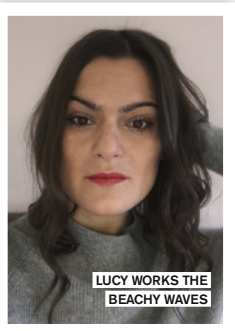
wave. Who doesn't want to look like Alexa Chung on a weekday morning? Thirty minutes later I'm en-route to a breakfast meeting at the Hoxton Hotel and I feel brilliant. **From £40, blowltd.com**



FRIDAY

**11am** Facial, manicure and brow wax from Perfect 10

My train to Paris leaves at 3pm but I desperately need some me-time first. So I use Perfect 10's Black Label service, a 24-hour mobile service that provides everything from manicurists to personal trainers. I practically fling open the door when my therapist Asta arrives and sets up the bed for my deep cleansing facial. She has a ton of gear and unpacks chic monochrome branded towels, a treatment duvet and tons of products. The treatment itself is wonderfully relaxing (she uses Natura Bissé products) and the glow remains three days later. She waxes my brows towards the end of the facial and then finishes with an Essie manicure. Her kit is so comprehensive that she even has my favourite colour, Master Plan, the ultimate low-key grey – perfect for Paris. **An annual Black Label membership costs £250, treatments charged individually from £15, perfect10mobilebeauty.co.uk**



LUCY WORKS THE BEACHY WAVES



SLIDE STRAIGHT FROM COUCH TO BED WITH AN AT-HOME MASSAGE



WEDNESDAY

**7.30am** Blow-dry from Blow Ltd

The day ahead is packed with meetings and I could do with a confidence boost. So I download the Blow Ltd app and book a 7.30am at-home blow-dry. Their only request is for me to have clean, wet hair. Rianna arrives five minutes early and I'm still in the shower, so that's a little awkward, but she happily waits and again, politely refuses a tea while I get ready. Then she gets out her Dyson hairdryer (exciting) and flicks through a file of potential styles for me to choose from on her iPad. *Obviously*, I go for a beachy





MONTHLY MAINTENANCE

Is giving over one day a month to your beauty admin the way to feel perma-groomed? Yes, says acting deputy editor Alix Walker



SATURDAY

9am Facial at Emma Hardie

A facial can feel a little indulgent when you have to schedule time for a loo break but good skin is the fundamental basis of looking groomed. And anything which equates to less time spent layering on foundation, followed by concealer, followed by a bit more foundation is a bonus for someone like me, who has approximately three minutes a day in which to apply make-up. Emma Hardie's Natural Lift And Sculpting Facial promises longer term results than a standard facial thanks to the amount of massage involved – essentially mimicking the effects of botox or filler by increasing blood flow to the face. The products used – in particular her Moringa Cleansing Balm (£38) – are so moisturising I barely need to use any product for days after the treatment, which gives me back precious minutes in the mornings. **Facial from £95, emmahardie.com**



SATURDAY

11am Pedicure at Hari's

Despite the scant likelihood of me wearing sandals any time soon, a pedicure is guaranteed to make me feel groomed. Antonia Gogou, a trained podiatrist, delivers, without doubt, the best pedicure I've ever had. Three weeks on and my feet are still really soft

and my nail varnish hasn't bugged. Her tips – go as close to the cuticle as possible without touching it and do one swipe across the tip to 'close' the polish – are useful for at-home top-ups too. But, best of all, she uses Essie's new Gel Couture Nail Polish (£9.99), which mimics the effects of a gel mani without damaging your nails, meaning this pedicure should last six weeks. **From £45, harissalon.com**



SATURDAY

1.30pm Lash lift at Nails & Brows

After a quick lunch, I head to Nails & Brows on London's Berkeley Street for a Yumi LashLift. Over the course of an hour, my therapist perms and dyes my eyelashes black while I lie back and think of the extra time I can spend snoozing thanks to lashes that will appear curled and mascaraed from the second I wake up. It makes *such* a difference to my face and should last between 4-6 weeks. It's less time-consuming than eyelash extensions and people keep commenting on how fresh I look, which hasn't happened in a long time. **£86 for a Yumi LashLift, nailsandbrows.me**



SATURDAY

3pm Cut at George Northwood

I gave up on my hair a long time ago. At best, it's washed and put up in a messy bun.

But George Northwood's cuts are targeted at the most low maintenance of people and are not only simple to style, but can last up to five months. The key? Keep the ends blunt as layered ends need more regular upkeep. Therefore, as your hair grows, the style will keep its shape for longer. I head over to the salon and after a lovely consultation with Dario, followed by an amazing head massage, cut and signature 'undone' George Northwood blow-dry, I'm out the door within an hour. **From £75, george northwood.com**



ALIX DEVOTES A DAY TO LONG-LASTING GROOMING



GET A CUT THAT WILL LAST FOR MONTHS AT GEORGE NORTHWOOD

And if you don't live in London...

Tap up the services around the country designed with the busiest women in mind

NEED FOR SPEED

Elizabeth Arden Oxygen Beauty Blast Facial (15 mins), nationwide

Using a gun-like tool, a beautician will blast your face with oxygen-infused serum which instantly plumps and brightens. It sounds like something out of *Star Trek* but we promise you, it isn't. You don't even need to take your make-up off. **Elizabeth Arden The Red Door Speed Services Debenhams Manchester, elizabetharden.co.uk, £15**

Instagram-Worthy Blow Dry (30 mins), Leeds

In one of Leeds' central salons, your hair will be washed, conditioned and styled in 30 minutes, ensuring bouncy locks for the next few days.

Lunchbreaks have never been so glamorous. **RMUK Leeds, rm-uk.com, £33.50**

HOME COMFORTS

Glo Pamper Beauty Package, nationwide

Massages, facials, manicures and pedicures – you can order the full works for yourself or invite a couple of friends over to share the experience. The Glo team even offer a glass of fizz or a full afternoon tea if you want to push the boat out. **Glo Pamper, glo-pamper.co.uk, £28-£87.50**

Beauty On The Move, nationwide

Call up the Beauty On The Move team and order your bespoke beauty package, whether you're in the market for a simple facial or the full works, incorporating tanning, waxing and even an eyebrow tint. There's also male grooming services available, should you know someone who requires a bit of a polish. **Beauty On The Move, thebom.co.uk, prices on request**

MAKE IT LAST

Naf Nails, Glasgow This hidden gem right in heart of Glasgow offers Pinterest-able, long lasting nails in double-quick time. Book a lunch-time Tidy Up (£10) or choose a gel mani – we like their marble-effect manicure (£35), which should last for over two weeks. They're even open until 8pm on a Thursday. **Manicures from £10, nafsalon.com**

Lvl Lash Lift By Nouveau At Toni & Guy, York

Shave precious minutes off your morning lash routine and book in an LVL Lash Lift. They lift and dye your lashes for that wide-awake look, and stay that way for around six to eight weeks. Come the morning, you'll wake looking like you're wearing two coats of volumising mascara, meaning you can just get up and go to work. **Lashes from £50 signaturespayork.co.uk**



KEEP YOUR NAILS UP TO SCRATCH AT NAF NAILS

