

PORTION CONTROL

Get the low-down on how much – or how little – of your fave beauty products you should be using

BY LAUREN NAYLOR

MOISTURISER: BLUEBERRY

Too much of the hydrating stuff does not benefit your skin. It could even have a detrimental affect by disrupting healthy sebum production, which results in breakouts. "If you apply too much moisturiser it won't absorb, leaving a residue at night and preventing your make-up from settling during the day," says Anja Skytte Mosbaek, regional training manager for Elizabeth Arden. "I'd recommend using a blueberry-sized amount that you gently massage into the face and neck in an upwards direction."

Meanwhile, ESPA founder Sue Harmsworth adds: "If you have oily skin, I'd suggest not using moisturiser two evenings a week. This will give a healthy immune system the chance to work and heal the skin from the inside out."

TRY Glossier Priming Moisturizer, £18 (1)
Murad Oil-Control Mattifier, £35

FOUNDATION: FIVE PEAS

Are you filtering all your selfies? If you struggle with skin breakouts and blemishes, you may be using too much base. Mac senior artist Lesley Keane says: "For full coverage that looks good even in daylight, I suggest using five pea-sized drops. Place a dot on the forehead, nose, chin and both cheekbones. Then blend with a foundation brush from the T-zone to the perimeter of the face using circular buffing motions. This will help you to smooth out the product evenly."

TRY No7 Lift & Luminate Triple Action Serum Foundation, £18
The Ordinary Coverage Foundation, £6 (2)

SUNCREAM: A slice of KIWI for arms and chest, another slice of KIWI for tummy and back, a STRAWBERRY for each leg and a RASPBERRY for the face

When it comes to the amount of SPF you should apply, the problem isn't using too much – it's using too little. "Roughly speaking, you need a shot glass full of sunscreen to cover your entire body adequately," explains Clare O'Connor, Boots' sun care expert. "Not using enough reduces the SPF protection you get from the product."

TRY Avène Cleanceance Sunscreen SPF50+, £16 (3)
Nivea Sun Protect & Moisture Sun Lotion SPF30, £6

SHAMPOO & CONDITIONER: GRAPE & HAZELNUT

The amount of product you should use depends on how much hair you have, but a grape-size blob of shampoo should suit most mid-length/mid-thickness hair. "For shampoo, the general rule of thumb is just enough to lather the crown and mid-lengths, as the leftover suds will clean the ends," says Kala Kilshaw, creative director at Ego Professional. "You shouldn't be rinsing for too long to get it out – if you are, you're using too much product." When it comes to conditioner, she adds: "This should only be used at the mid-lengths and ends, and a hazelnut-sized blob will suit most hair lengths."

TRY Aussie Pure Locks Shampoo, £3.99 (4)
Kérastase Nutritive Lait Vital Nourishing Care Conditioner, £15.30

EYE CREAM: GRAIN OF RICE

The skin around your eyes is much thinner than the rest of the face and the first place to show signs of ageing. Plus, as it's a small area to cover, you should use product sparingly, so a blob the size of a grain of rice is plenty. "Overloading can lead to puffiness," explains Sue.

How and where you put it is important, too. "Apply your cream around the eye contour bone, not directly under the eye or on the lid, where it might clog pores," Sue explains. While Elemis co-founder Noella Gabriel adds: "Always apply eye products with your ring finger to protect the fine texture of the skin."

Move from the outer to the inner corner of the eye without dragging."

TRY Sanctuary Spa Reverse Youth Awakening Eye Serum, £16
Kiehl's Since 1851 Creamy Eye Treatment With Avocado, £26 (5)

SERUM: POMEGRANATE SEED

Turbocharged with tiny molecules of highly concentrated ingredients, serums really pack a punch, which is why a little – say a pomegranate seed size – goes a long way. Dermatologist and founder of Murad skincare Dr Howard Murad says: "If you overuse serum, your skin will not absorb the beneficial ingredients. Instead, it will be left sitting on the surface, leading to extra-oily skin, breakouts and even irritation." Sarah-Jayne Tipper, clinical training director at Pure Swiss Aesthetics, adds: "Dot serum straight on to the skin and distribute evenly, rather than warming it up in your hands, or you'll lose half of the product on them."

TRY NIOD Multi-Molecular Hyaluronic Complex, £25 (6)
Temple Spa Truffelelixir Super Luxe Serum, £75 (7)