The secret to a British woman's beauty is unveiled today (Friday, 2\textsuperscript{nd} January) in the shape of the 20 products every woman couldn't bear to live without.

Superdrug's researchers have uncovered a list of must-haves containing everything from Vaseline lip therapy to E45 cream, Nivea and Simple face wipes. Other beauty products women are unable to do without include Maybelline mascara, Johnson's body lotion and Olay moisturiser.

Top of the list, compiled from a study of more than 2,000 women, was Vaseline's pocket sized jar of lip balm.

Soothing E45 cream was second followed by hair dye. Nivea hand cream came was fourth while a packet of Simple face wipes was at number five.

Jeff Wemyss, Superdrug Trading Director: "When asked what women couldn't do without, whatever the cost, it's Vaseline that came out top.

"The little tin of soothing salve not only protects skin from the effects of weather and exposure, it also acts like a sealant to protect the natural water loss of our skin and is a staple handbag item for women across the nation.

"None of the items in the top ten are necessarily luxury items, just reliable, timeless, products which have earned their place as essential beauty basics over the years.

"This research tells us that in 2009 British women will still be looking after their beauty needs returning to the faithful products they know and trust rather than splashing out on an expensive beauty fads."

Other products to make the list include the must have mascara – Maybelline at number six, Johnson’s Holiday skin – a body lotion designed to give girls a holiday glow at number seven, followed by the fragrant-smelling shampoo and conditioner brand Herbal Essences.

Olay Moisturiser, which has been on woman’s dressing tables since 1949, characterized in the early days by its soft pink colour – came ninth in the beauty essentials poll. And Palmolive shower gel completed the top ten.

Researchers found that 63 per cent of women reckon they will have to cut back on the amount of money they spend on themselves in 2009.

Around 62 per cent would rather stop spending money on clothes than sacrifice their favourite beauty products.

A staggering 42 per cent would even prefer to cut down on their gas and electric bills so they can still afford their beauty essentials.

Worryingly, a vain 19 per cent of women would also choose fake tan over sun protection when they go on holiday - if they could only afford one.

But while 38 per cent say they feel guilty spending their cash on expensive branded products, 45 per cent say they plan to switch to cheaper own brand alternatives to save cash in 2009.
However, 42 per cent admit they buy some expensive brands just because they look better when on display in their bathroom.

Superdrug’s Wemyss continues: “This year is going to be the year that savvy shoppers will snap up cheaper own brand products and discover that it’s what’s in the bottle that counts – why pay ten pounds for a shampoo when a £2 one will do the job just as well?”

Top twenty beauty things we can’t live without
1. Vaseline lip therapy
2. E45 cream
3. Hair colourant
4. Nivea hand cream
5. Simple face wipes
6. Maybelline Mascara
7. Johnson’s Holiday skin
8. Herbal Essences shampoo/conditioner
9. Olay moisturiser
10. Palmolive shower gel
11. Gillette Razors
12. Frizz Ease hair serum
13. Palmer’s Cocoa Butter
14. Vaseline Intensive Care body moisturiser
15. Yves Saint Laurent Touch Eclat
16. Baby oil
17. St Ives Apricot facial scrub
18. Nivea Aftersun
19. L’Oreal Elnett hairspray
20. Elizabeth Arden eight hour cream