When it comes to ‘Red Carpet’ beauty, award nominees get plenty of preparation time - but it’s not mere vanity. Since the right picture can be worth millions of pounds to the company (or actress) behind it, Jocelyn Bailey examines the road to winning looks.

Four to six weeks beforehand. From the moment nominations are announced, A-listers begin their Red Carpet-ready programmes. For example, those seeking body perfection may have a VelaShape III VelaOnce treatment, whose combination of infra-red, bio-polar radio frequency and vacuum massage continues to tighten and trim flabby arms, torsos or legs, over several weeks.

For those who dislike Botox, Organic Natralox Anti-Wrinkle Cream[2] can reduce frowning and expression lines by up to 50% within 30 days without freezing facial expressions; while those with redness-prone complexesions (from rosacea, high blood pressure, broken blood vessels, alcohol, etc.) might use Medik8 Red Alert[3] to help seal and tighten capillaries.

Hyperpigmentation, lines and acne. A twice-weekly session of Dr Murad Intensive-C Radiance Peel[4] is an at-home treatment. “Exfoliate the skin at least once a week to increase cell renewal and remove dead skin cells,” advises Dr Murad. “However, being stressed may cause over-production of sebum, making an environment that acne loves to breed in.”

The last thing nominees want is a last-minute breakout. Murad Blemish Spot Treatment helps prevent and clear spots.

White teeth make faces appear younger too, so now is the moment for Phillips Zoom Tooth Whitening, which promises a brighter smile within two weeks.

Chase three days to go. This close to the event, it’s tanning time. With an A-list clientele from Ben Affleck to Kristen Stewart, Fake Bake’s elite team provide VIP services in stars’ own homes or hotel rooms. The company’s expert tanner, Victoria Holland, believes that self-tans on the 2014 awards circuit will feature a hint of shimmer, for instance using Tinted Body Glow over a base