

SPECIAL ISSUE

allure



**BILLIE
EILISH**

"THE MORE I AM MYSELF,
THE BETTER MY LIFE IS."

BEST *of*
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Eilish arrived on set with red roots and photographer Cho Gi-Seok embraced that fiery theme for our cover shoot.



These Best of Beauty winners are still occupying my vanity: Krave Beauty Beet the Sun sunscreen, Pleasing Everybody Oil, and MAC Locked Kiss Ink Lipstick.



QR CODE

You can shop every Best of Beauty winner on [allure.com](https://www.allure.com).



up a lot in conversations as we narrow the field: “Is it worthy of our seal?” “Worthy” means a lot of things: Is it deserving of the precious dollars you’ll spend on it? Does the brand excite us? Will it work for many different people, including multiple testers on our very diverse *Allure* team? And is it effective enough to warrant a repeat purchase? We’ve got the receipts on each of the 391 Best of Beauty Award winners on this year’s list.

On top of all that, we came up with a scheme to make Best of Beauty 2023 bigger and better than ever: our first in-person event. You’ll have the chance to swatch products, talk to experts, listen to celebrity interviews, and try innovative treatments—just as our beauty editors do every day. We’ve made this special-edition print issue to help celebrate the premiere event.

For her first *Allure* cover, Billie Eilish talks about her third fragrance, Eilish No. 3. I was recently in the audience at the Fragrance Foundation Awards when her debut scent took home a statue. It was the only celebrity fragrance to receive an honor that night. From her conversation with writer Arabelle Sicardi, you can tell Eilish puts a lot of thought into the perfumes that bear her name. (You might be surprised by what the latest one reminds her of.)

We can appreciate that level of obsession when it comes to the products we brush and blend and spritz on our bodies every day. On the pages ahead, you’ll find each hotly debated 2023 Best of Beauty winner—and get to meet the editors who spent 12 months doing what they do best to bring them to you.

Dear Reader,

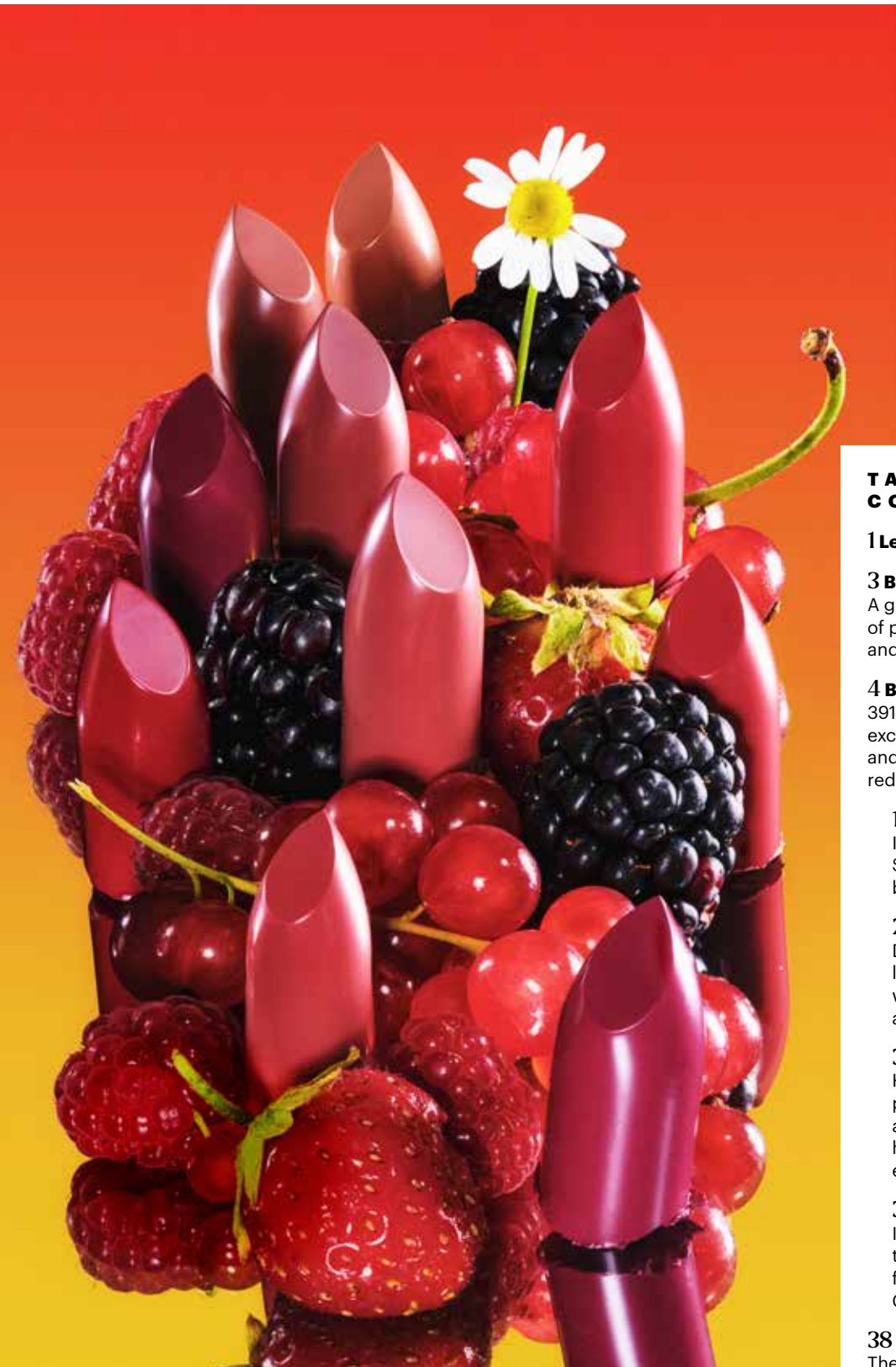
I wish you could see all the work that goes into *Allure*’s Best of Beauty Awards. Since this time last year, we have been planning how to make the 28th year of this storied franchise bigger and better. We’ve been sorting through boxes, filling out spreadsheets, having hours-long debates, and, of course, testing many thousands of products.

Something about this process that we undertake every year makes me sentimental. It’s an unspoken connection between me and all the *Allure* editors of the past, who have done the same year after year. I enjoy seeing the new team members collecting their bags filled with products, wide-eyed and excited. Watching the veterans making early eliminations to lighten their load before transporting everything home. Digging into the science of the Breakthroughs contenders and reading the opinions of our expert testers—some not so glowing. It all gives me a thrill and, about six months in, admittedly, a bit of exhaustion.

This list becomes all-consuming for us because we know how much you trust us. A question that comes

Jessica

Jessica Cruel,
Editor in Chief
@jcruel



THE BERRY BEST
 These magic bullets—in rich raspberry reds and strawberry pinks—are editor-approved and perfectly ripe for wearing.



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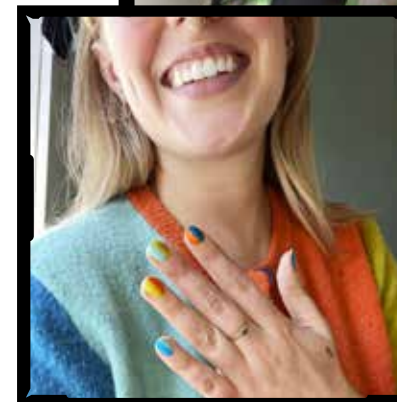
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 Stylist Nikki Nelms's ode to '90s hairstyles.

BEHIND *the* SCENES

Sussing out the planet's best beauty products is a labor of love. Emphasis on the labor...and the love. Our editors painstakingly swatched, sniffed, and scrubbed to determine the true standouts—and we did it all for you. Here, a peek into our process.



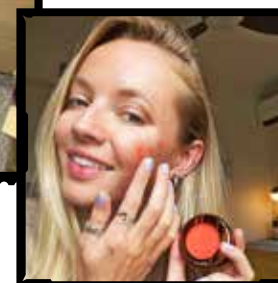
Senior news editor Nicola Dall'Asen sees a full face of makeup as a way to test many categories at once: Here, she prepped with St. Ives Juicy Watermelon Lip Scrub (which later took home a crown) before applying matte lipstick.



Deputy digital director Kara McGrath relies on color-block manicures to trial multiple shades of polish at a time.



← What, you don't have a conference room full of beauty products at your office? This year's Best of Beauty assistant Bianca Alvarez acted as the faithful guard of our nominees, ushering editors in and out with armfuls of their assigned items.



→ Art director Ingrid Fowler spends her days assessing color. So, when she tried Danessa Myricks Beauty Yummy Skin Blurring Balm Powder Flushed in Bellini, she knew instantly that the bright peach shade was worthy of a win.



→ "You never know what gems you'll stumble upon while testing," says associate manager of special projects Talia Gutierrez of the hair jewels she wove into her braids. (Her medicine cabinet, below right, is where she keeps her most-prized finds.)



Warning: Best of Beauty winners may cause a sudden urge to snap a selfie. Senior visuals editor Lauren Brown is seen here wearing Ami Colé Desert Date Cream Multistick in Flame.



→ For associate beauty editor Annie Blay, a trip to the US Virgin Islands, where temps climbed north of 90 degrees, was the perfect time to put long-wearing mascaras to the test.



→ Halloween came early at associate beauty director Sarah Kinonen's place: She tested an LED mask that "definitely scared my cat. Sorry, Lola!"



BOBBY DOHERTY

PHOTOS: COURTESY OF SUBJECTS. FILM FRAMES: GETTY IMAGES.

Gucci dress. Araks swimsuit.
Alexis Bittar earrings. To get the beauty look:
Well People 100% Vegan Expressionist
Lengthening Mascara and Clarins Lip
Comfort Oil in Strawberry.

These pages: Fashion stylist, Christine
Nicholson. Hair: Junya Nakashima. Makeup:
Raisa Flowers. Manicures: Sonya Meesh.
Production: Jean Jarvis/Area 1202. Models:
Tess McMillan, Angeer Amol,
and Beri Smither.

BEST OF BEAUTY

CLOSE YOUR EYES AND IMAGINE THIS: 391 PRODUCTS THAT
DON'T JUST DO WHAT THEY SAY THEY'LL DO—THEY DO IT BETTER THAN
ANYTHING ELSE. NOW OPEN YOUR EYES AND TURN THE PAGE.

BY LIANA SCHAFFNER

PHOTOGRAPHED BY HEATHER HAZZAN



Primer

HYDRATING. Pumped full of peptides and ceramides, one small tube of **Beautyblender Boost Firming & Smoothing Peptide Primer** does the work of an entire medicine cabinet: It plumps skin, blurs pores, locks in moisture, and holds makeup in place for up to 18 hours.

MATTE. Like putty in your hands, **E.L.F. Cosmetics Liquid Poreless Putty Primer** melts into skin, disguising pores and smoothing fine lines. “I love that it doesn’t leave any residue behind,” says associate beauty editor Annie Blay.

Foundation

POWDER. **Maybelline New York Super Stay Up to 24HR Hybrid Powder-Foundation** packs the seamless coverage of a liquid and the weightless feel of a powder into one touch-up-friendly compact.

STICK. **Westman Atelier Vital Skin Foundation Stick** is everything we could ask for in a foundation. Infused with camellia seed oil, this silky bullet creates the kind of bare-skin look we used to find only backstage during fashion week.

LIQUID. **Hourglass Veil Hydrating Skin Tint** evens out your tone and texture, while allowing your skin to peek through (meaning it minimizes the look of pores, not freckles). And talk about a happy medium: **Makeup by Mario SurrealSkin Foundation** delivers the ideal balance of color and moisture, so you can build coverage that’s just right.

Blush

POWDER. Light bounces off the prism-like pigments in all nine shades of **Armani Beauty Luminous Silk Glow Blush**, creating a diffused flush that looks downright ethereal. “I love how easily it blends into my skin without leaving any harsh lines,” says deputy digital director Kara McGrath. “It’s almost like a cream formula, except this one actually lasts longer than a few hours.”

CREAM. The velvety texture of **Danessa Myricks Beauty Yummy Skin Blurring Balm Powder Flushed** is made for blending. And sculpting. And TikToking. **Charlotte Tilbury Pillow Talk Matte Beauty Blush Wand** delivers the blush of your dreams. The spongy-tipped applicator blurs the saturated pigments to give you an airbrushed yet natural-looking flush.

LIQUID. Housed in a small glass bulb with a gold stopper, **EM Cosmetics Color Drops Serum Blush** is almost too pretty to use. Almost. Infused with hydrating primrose oil and ceramides, the tinted elixir drapes your skin in a dewy sheen.

Highlighter

LIQUID. We can’t decide if **Jones Road Shimmer Face Oil** is a hydrator or a highlighter. We’ll call it both. The glimmery cocktail of nourishing oils (including sunflower, sweet almond, and avocado) bathes your skin in ultralight moisture and ultralight...light.

POWDER. **Rare Beauty Positive Light Silky Touch Highlighter** is an iridescent pillow in the compact, a silky powder on your fingertips, and a pearly sheen on your cheekbones. Most of our testers skipped the brush (fingers only!) when applying to apples, Cupid’s bows, and even eyelids.

Bronzer

POWDER. Using cocoa powder to reproduce a realistic bronze (all warmth, no sparkle), **Too Faced Natural Chocolate Cocoa-Infused Healthy Glow Bronzer** is a delicious-smelling treat for skin. “The packaging is so cute; it looks like a vintage makeup compact,” says art director Ingrid Fowler. “I feel like I should be wearing a polka-dot dress with Hollywood curls every time I use it.”

CREAM. Supremely creamy with a semimatte finish, **Nars Laguna Bronzing Cream** warms skin with rich color while sculpting the high points of your face. Apply it with an angled brush or a sponge, like shopping market editor Angela Trakoshis does, for added dewy depth.

Contour

WAND. With its spongy applicator, **E.L.F. Cosmetics Halo Glow Contour Beauty Wand** navigates easily over curves and along your hairline, delivering instant definition. The cushy screw-cap tip makes for a mess-free makeup bag.

STICK. Infused with nourishing sunflower oil, **Milk Makeup Sculpt Cream Contour Sticks** glide smoothly over your face and subtly play up bone structure with cool undertones. If a palette is more your speed, the **Patrick Ta Major Sculpt Crème Contour & Powder Bronzer Duo** is so well edited, we might offer it a job at *Allure*. The elegant compact houses a luminous cream for sculpting and a shimmery powder for highlighting. Done.

Multiuse Stick

Unlike some warm hues that vanish on melanin-rich skin, **Ami Colé Desert Date Cream Multistick** is a standout formula with real staying power. Each multitasking tint—ranging from deep plum to vibrant berry—gives lips and cheeks buildable, palpable color.

Powder

PRESSED. For the most polished and portable finish, **Lawless Beauty Perfecting Powder Talc-Free, Skin-Smoothing Powder** skims on like velvet and minimizes shine. Senior copy manager Dawn Rebecky found a favorite in this noncaking, no-creasing powder—even in the heat: “It held up really well in the dog days of summer.”

LOOSE. The chiffon texture and amino acids in **Laura Mercier Translucent Loose Setting Powder Ultra-Blur** work like a soft-focus lens, providing a veil of coverage that obscures whatever you want it to (blemishes, dark spots, redness). Better yet? You won’t find a trace of talc in all that gossamer fineness.

Base

The foundations, highlighters, and powders that make every feature shine (but not *too* much).

Concealer

LIGHT COVERAGE. With three molecular weights of hyaluronic acid, light-reflecting pigments, and the thinnest consistency in the game, **Tarte Shape Tape Radiant Concealer** behaves like an eye cream, brightens like a serum, and feels like nothing at all.

MEDIUM COVERAGE. The eyes might be the window to the soul, but the area directly under them reveals everything else: sluggish circulation, dehydration, tiredness, sun damage. That’s why **BareMinerals Complexion Rescue Brightening Concealer SPF 25** acts like an airy curtain. The whipped gel hydrates with hyaluronic acid, while a mineral SPF shields skin against future damage.

FULL COVERAGE. If we had a nickel for every time a concealer claimed to be crease-proof, we’d be writing this from our own private island. But **Bobbi Brown Skin Full Cover Concealer** really is one in a zillion. The flexible silicones move with facial expressions, then spring right back into place, maintaining a crease-free surface for up to 16 hours. *Cha-ching*.

Facial Self-Tanner

The only thing worse than streaks on your body is...streaks on your face. That’s why we’re awarding **Bondi Sands Pure Self Tanning Face Mist** in this category. The impossible-to-mess-up mist quenches skin while gradually building uniform warmth.

Setting Spray

We would never fall asleep without first removing our makeup (cough, cough). But if we did, the airbrushed finish of **Milk Makeup Pore Eclipse Matte Setting Spray** would stay immaculate well into the wee hours. If you’re a member of Team Dewy, the hyaluronic acid in **Urban Decay All Nighter Extra Glow Setting Spray** will keep makeup looking brand new and skin looking...well, brand new. Says associate beauty director Sarah Kinonen, “This is one of the only setting sprays that keeps my makeup in place without zapping away the subtle shine I love so much.”



Ferragamo dress. Dinosaur Designs earrings. To get the beauty look: Danessa Myricks Beauty Yummy Skin Blurring Balm Powder Flushed in Dancing Queen and Primadonna.

Skin

Fancy face creams might elevate your medicine cabinet—but few can improve what we see in the mirror. Here are the exceptions you'll want to stock up on.

Facial Cleanser

OIL. The fatty acids and vitamin E in **Dermalogica Precleanse Cleansing Oil** dissolve all manner of makeup (including on the eyes) without stripping skin—or making a big ol' mess, thanks to its sturdy pump.

GEL. Packed with spinach, kale, and other nutrient-rich green things, **Glomance The Squeeze** helps lackluster skin turn over a radiant new leaf. And the “lovely, spa-like” scent is a nice bonus, says senior copy manager Dawn Rebecky.

BAR. **Good Time Gentle Cleansing Face Bar**, a soap-free antidote to thirsty skin, tackles dehydration with squalane. For double the scrubbing action, **DamDam Snow Mushroom Salt Cleanser** fits into an (included) exfoliating glove and yields the smoothest results, bar none.

CREAM. Evolving from a thin gel into a silky emulsion isn't the only cool trick that **EltaMD Oil-in-Gel Cleanser** pulls off. This nourishing wash uses fatty acids and vitamin E to transform tight, flaky skin. It can even perform disappearing acts: “It does a great job removing makeup,” says deputy digital director Kara McGrath.

POWDER. Perfect for a morning pick-me-up cleanse, **Prakti PritiPolish** contains rice granules to loosen flakes, pomegranate enzymes to soften texture, and rose and vetiver to lift your mood.

BALM. The smooth, buttery texture of **Saturday Skin Melt + Cleanse Makeup Melting Balm** converts from a solid to an oil the second it hits skin, without leaving behind a trace of the day's grime. When your gel nail extensions make scooping an impossibility, squeeze into your palm a pea-size amount of the jojoba oil-packed **Renée Rouleau Better Than Balm** to eliminate makeup and decongest pores. It's more of a gel than a salve, but it'll deliver all the melting power of a traditional balm formula.

To get the beauty look: Ole Henriksen HydraBarrier Nourishing Face Oil and Ere Perez Coco Crayon in Charm.



RENÉE ROULEAU
BETTER THAN BALM

"This juicy balm removes eye makeup quicker (and with less burning) than any other I've ever tried."

KARA McGRATH
Deputy Digital Director

Facial Scrub

The pomegranate and radish root buffers in **Dr. Loretta Resurfacing Enzyme Polish** dissolve flakes and boost cell turnover for a smoother, dewier appearance. For extra-silky skin, wait a few minutes before rinsing—some of our testers also loved this as a mask.

Essence

A hydrating hybrid of cream and liquid, **Laneige Cream Skin Cerapeptide Toner & Moisturizer** refines texture and minimizes the appearance of pores. If you prefer to hold the milk post-cleanse, **AHC Aqualuronic Toner** (here for its second Best of Beauty win) may look like straight-up water, but the cushy blend of ceramides and hyaluronic acid gives skin a bouncy feel.

Exfoliating Toner

Think of **Benefit Cosmetics The POREfessional Pore-Refining AHA + PHA Toning Foam** as a personal trainer for your skin: Alpha hydroxy acids visibly smooth and brighten, while glycerin reinforces the moisture barrier. Skip the cotton pad with this one: Pump the airy foam right into your palms and pat it on your skin. That's right, folks, a toner that's also a foam.

Facial Mist

The morning dew of facial mists: **Fresh Rose Pore-Minimizing Hydration Mist** gives skin a petal-soft finish while practically evaporating oil from your slick T-zone. And the TSA-friendly size makes it easy to pack (or stash at the office), so you can spritz anytime, anywhere.



SARAH HAN
Commerce Editor

SATURDAY SKIN
MELT + CLEANSE MAKEUP
MELTING BALM

"It melts away every last bit of makeup effortlessly and leaves my skin feeling soft as a cloud."

Facial Serum

ANTIOXIDANT. Every dermatologist will tell you that vitamin C is the industry standard for treating signs of environmental damage. The potent dose in **Dr. Dennis Gross Skincare 15% Vitamin C Firm & Bright Serum** visibly fades dark spots and evens out tone—everyone else's standard.

HYDRATING. **Clarins Double Serum Light Texture** delivers heavy-duty yet weightless hydration, depositing a veil of glycerin- and squalane-packed moisture with a naked feel and primer-like finish.

DR. DENNIS GROSS SKINCARE
15% VITAMIN C FIRM & BRIGHT SERUM



ANNIE BLAY
Associate Beauty Editor

"This serum has done wonders fading hyperpigmentation and replacing my dull complexion with glowy, bright skin."

SOOTHING. **PillowtalkDerm The Depuffer: Arnica Sculpting Serum Roller** literally glides (with a built-in two-inch roller) over every curve and contour, distributing a thin layer of redness-reducing ingredients, like niacinamide and oat kernel extract. Associate features director Dianna Mazzone got hive-y one weekend during this year's skin-care testing process (the culprit shall remain nameless), and this serum made her face camera-ready again by Monday.

LINE SMOOTHING. With a stable concentration of retinol—one of the few topical ingredients proven to effectively minimize wrinkles—**IOPE Retinol Expert 0.1%** visibly diminishes lines over time. And the pointed, ultraprecise tube applicator makes it easy to target specific areas of the face (crow's-feet, forehead crinkles).

RESURFACING. Dullness comes in many forms: dead cells, clogged pores, dark spots. Luckily, a comprehensive treatment for it comes in one bottle: **Sunday Riley Good Genes All-in-One Lactic Acid Treatment** gently sloughs away congestion and damaged layers with lactic acid and brightens with licorice root.

MULTITASKING. Loaded with peptides, antioxidants, and niacinamide, **Olay Super Serum** is your line-smoothing, skin-brightening, free-radical-fighting sidekick. Actually, there's a good chance that we're the sidekick in this relationship. But we're cool with that.

Facial Moisturizer

LIGHT. For weightless moisture, one push on the dispenser of the **Kate Somerville HydraKate Recharging Water Cream** is all it takes. The perfectly measured dose that pops up absorbs in seconds and gives skin bouncy-castle-level resilience.

RICH. Shopping market editor Angela Trakoshis credits **Caudalie Premier Cru The Rich Cream** with curing her skin's chronic dryness. This decadent cocktail of ceramides, hyaluronic acid, and polyphenols repairs microscopic holes in the moisture barrier, keeping water in and irritants out.

BALM. **Kiehl's Ultra Facial Advanced Barrier Cream** marries the richness of a balm with the silkiness of a cream. A tube of this stuff checks every box, for better (run-of-the-mill dryness) or worse (eczema flare-ups). And a tub of **Aquaphor Healing Ointment** seems to last forever. One dab of the classic salve tames dry patches and peeling lips (and, at *Allure* HQ, sometimes rogue brow hairs).

Facial Oil

Ole Henriksen HydraBarrier Nourishing Face Oil, which contains antioxidant-rich oils extracted from Scandinavian cloud, lingon, and elderberries, is like the aurora borealis in a bottle. A few drops deliver so much glow, you've got to see it to believe it.

OLE HENRIKSEN
HYDRABARRIER
NOURISHING FACE OIL



NICOLA DALL'ASEN
Senior News Editor

"My favorite thing is the pump applicator that allows you to apply only so much at a time, so I never overdo it."

Eye Cream

LINE SMOOTHING. Some topical formulas contain collagen, but the natural protein doesn't penetrate the outer layer of your skin. So **SkinCeuticals A.G.E. Advanced Eye** encourages cells to produce it, visibly minimizing lines and crepiness over time.

DEPUFFING. Tired of people telling you how tired you look? A satiny layer of **Youth to the People Peptides + C Energy Eye Concentrate** takes down bloat, perks up eyes, and puts an end to those unwanted comments with peptides and caffeine.

Tula Skincare Glow + Get It Cooling & Brightening Eye Balm is a cushiony salve



ANGELA TRAKOSHIS
Shopping Market Editor

"The white, creamy formula turns clear and there isn't any residue or greasiness in sight—just a dewy, plump finish."

that sinks right in to reduce swelling (for a few hours). It also has a chilly feel, making it a less startling substitute for an ice roller.

BRIGHTENING. **Ilia Beauty Bright Start Activated Eye Cream**, which contains a sea fennel-derived alternative to retinol, diminishes lines and fades dark circles by helping to thicken too-transparent skin.

Mask

CLARIFYING. **The Outset Purifying Blue Clay Mask** is...exactly what it says it is. The slate-colored paste purges your pores of deep-seated grime using kaolin clay, charcoal, and salicylic acid. The taut, glowy results are equally up front.

HYDRATING. A rich balm that seeps right in, **Kiehl's Ultra Facial Overnight Hydrating Face Mask With 10.5% Squalane** delivers a steady stream of fatty acids that plumps skin while you sleep—but won't rub off on the pillow.

SOOTHING. **Farmacy Honey Potion Plus Ceramide Hydration Mask** comes in a jar that looks and smells like a pot of honey, but that's not even the fun part. The golden goop melts into a warm, white cream that gets skin glowing and circulation humming. Meanwhile, ceramides work like busy little bees to repair the protective barrier.

BRIGHTENING. The high concentration of vitamin C in **Kate Somerville Mega-C 30% Vitamin C Brightening Facial** produces a glow that rivals the results of some professional brightening treatments we've had (and we've had them all).

KATE SOMERVILLE
MEGA-C 30% VITAMIN C
BRIGHTENING FACIAL



SARAH KINONEN
Associate Beauty Director

"My quick fix for instantly brighter skin? A full eight hours of sleep and 20 minutes with this exfoliating mask."

Facial Sunscreen

CHEMICAL. Not since the invention of goat cheese has there been a better partner for beets: **KraveBeauty Beet the Sun SPF 40 PA+++** harnesses the vegetable's antioxidant power to neutralize free radicals, while homosalate, octisalate, avobenzone, and octocrylene absorb UV rays. Got a beet allergy (like one of our editors does)? We're here for you, and so is **Innisfree Daily UV Defense Sunscreen Broad Spectrum SPF 36.** It has a weightless texture and invisible finish that didn't read chalky on any of our testers.

MINERAL. We know you know that sunscreen is a necessity. But did you know it can also be a joy to apply? A few shakes of **La Roche-Posay Anthelios 50 Tinted Mineral Ultra-Light Fluid Sunscreen** blends mineral blockers and tinted spheres into one tone-perfecting, skin-softening fluid.

Peel

A weekly application of **Drunk Elephant Bouncy Brightfacial** keeps dullness at bay, while the **Shani Darden Skin Care Triple Acid Signature Peel** goes to town (but no more than twice a month, please) on dead cells, rough patches, and blackheads. Executive beauty director Jenny Bailly likes to use it before a big trip, presentation, or party to get her skin looking luminous and her pores microscopic.

Acne

CLEANSER. What do you get when you combine the bacteria-fighting prowess of benzoyl peroxide with the do-no-harm approach of Cetaphil? Exactly what you'd expect. **Cetaphil Gentle Clear Complexion-Clearing BPO Acne Cleanser** helps eradicate breakouts while preserving the skin's delicate moisture barrier.

ALLOVER TREATMENT. Breakouts are irritating enough without medication exacerbating the problem (talk about adding insult to injury). That's why **Skinfix Acne+ Adapinoid Gel** is our new go-to for treating acne. The gel rolls over skin, calms redness, and intercepts pimples with a slow-release retinoid.

SPOT TREATMENT. Zits rarely act alone, which is why **Hero Cosmetics Micropoint for Blemishes XL** casts a wide net. The oversize niacinamide- and salicylic acid-packed patch targets entire problem areas (cheeks, jawline, chin) to cover prominent blemishes and their smaller accomplices, bringing them down while you sleep. We all know that acne isn't just nocturnal, though. **Rael Miracle Clear Soothing Spot Gel** dries to a clear, satiny finish that won't disrupt makeup.

Hair Removal

The **Tweezerman Facial Razor** deftly maneuvers around curves and contours, removing unwanted chin, lip, and brow hair in the stealthiest way imaginable.

Skin Device

LED. Let people crack all the Hannibal Lecter jokes they want to (and they will want to), because the **Dr. Dennis Gross Skincare DRx SpectraLite FaceWare Pro** is a full-face contraption that shines UV-free LED lights on your skin, taming acne, calming inflammation, and giving you the last laugh.

LIFTING. The DIY alternative to a professional microcurrent treatment, **NuFace Trinity+ Smart Advanced Facial Toning Device With LED Red Light Attachment** channels electric waves through the skin (the sensation is

FARMACY
HONEY POTION PLUS CERAMIDE
HYDRATION MASK



SAM ESCOBAR
Site Director

"This rich, warming mask leaves my skin supple and luminous in just 15 minutes."

prickly, not painful) for a firmer, more lifted appearance. But consistency is key: Five times a week for at least five minutes and our most committed testers found the diligence was well worth it.

CLEANSING. The **Foreo Luna 4** uses flexible, pulsating silicone bristles to lift away dirt and oil without harming your skin's most superficial layer.

MULTITASKER. The **TheraFace Pro** is the closest most of us will ever get to having a board-certified dermatologist in the family. It has four different attachments that provide: facial massage (for lymphatic drainage), LED light therapy (to prevent breakouts), microcurrent treatments (to lift and firm), and deep cleansing (to speed cell turnover).



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Steals

No need to shell out: These top performers give the highest payoff for the most affordable prices (\$15 or less).

Skin

The Inkey List Polyglutamic Acid Dewy Sunscreen SPF 30. Combined with glycerin and squalane, the souped-up polypeptide in this broad-spectrum sunscreen gives skin an amazingly dewy finish, even under makeup. “This formula is a game-changer—it actually makes you want to wear sunscreen,” says shopping market editor Angela Trakoshis. “The glow is so good.”

The Ordinary Glucoside Foaming Cleanser. This ultra-gentle cleanser dissolves makeup and protects your skin’s moisture barrier with only eight ingredients. That means fewer opportunities for irritation and even more reasons to stock up.

Nyx Professional Makeup Face Freezie Reusable Cooling Undereye Patches. Kind of like cucumber slices—but so much cooler. Pop these reusable patches in the fridge and then relax as the squishy, gel-filled crescents take down bloat and perk up tired eyes.

St. Ives Deep Cleanse Cream Wash. Made with mint and tea tree extracts, this bracing wash controls shine, decongests pores, and gets circulation humming—for a song.

Curology Micellar Makeup Remover. This no-rinse fluid is as innocuous as water and as effective as a cleansing wipe. The combination of purified water and mild surfactants cushions skin while whisking away makeup.

Good Light Luna Pimple Patches. “Yes! I have a zit!” was one editor’s excited reaction to the prospect of getting to test these amazing adhesives. Applied overnight, the disc absorbs the fluids at the core of every pimple, reducing swelling and redness while you sleep.

Garnier Micellar Cleansing Jelly Water with Charcoal. Chock-full of charcoal (to absorb oil) and micelles (to attract impurities), this bouncy gel boosts moisture and lifts away makeup—no scrubbing or rinsing required. Easy, peasy.

Makeup

Maybelline New York Tattoo Studio Ink Pen. The laser-sharp point is a cinch to maneuver, while the jet-black pigment refuses to budge. Not quite as permanent as a tattoo—but close.

Sephora Collection Shape & Set Clear Brow Gel. The translucent formula gives brows a healthy sheen, while the dual-sided brush fluffs, sculpts, and defines. “Loooove the applicator on this one,” says deputy digital director Kara McGrath. “The flat side gives my brows a laminated look, while the bristle side fluffs them right up—it’s the best of both worlds.”

E.L.F. Cosmetics Halo Glow Liquid Filter. There’s a reason why TikTok can’t get enough of this luminizer. For the frost-averse, this radiant tint hydrates the high points of your face with hyaluronic acid and squalane, depositing a dewy sheen without a hint of shimmer.

Makeup Revolution Ultra Cream Bronzer. Soft enough to blend with your fingertips, this creamy pigment renders such a believable bronze, your friends might scold you for sunbathing (the trademark of a great bronzer, and caring friends).

Wet n Wild Powder Brush. The plush fan diffuses every form of powder (foundation, blush, bronzer) to give a seamless, streak-free

finish. And despite the unassuming price, we have yet to see it shed a single bristle.

No7 Flawless Finishing Loose Powder. With kaolin clay to control shine, this gossamer-fine powder blurs pores without sinking into fine lines.

CoverGirl Clean Fresh Yummy Gloss. Y2K makeup is back in full swing. Exhibit A? This juicy lip gloss. Available in 12 transparent shades, the vegan formula delivers subtle color, loads of moisture, and a creamy texture that hugs your lips.

Essence Lash Princess False Lash Effect Mascara. An internet favorite for its false-like effect, this mascara’s glossy-black pigment builds clump-free volume no matter how much you glop on. And at \$5 a tube, you can afford to glop on a lot.

Flower Beauty Plump Up Gloss Stick. Each slim stick delivers a hint of tint and a wallop of moisture (hyaluronic acid, castor oil, vitamin E), giving us bee-stung lips—minus the tingle associated with other lip-plumping formulas.

Hair

Saltair Moisture Bound Hydrating Shampoo and Conditioner. At first glance, we were convinced this duo belonged in the Splurges category. Honest mistake. Housed in sleek aluminum bottles and bubbling over with hydrating ingredients such as squalane, rice protein, and monoil oil, everything about this shine-boosting pair is indulgent—except the price tag.

Invisibobble Everclaw. Made from extra-durable acetate, this metal-free clip anchors your hair without snagging and rolls around the bottom of your bag without breaking (even when you accidentally crush it under your laptop).

L’Oréal Paris Elnett Satin Extra Strong Hold Hairspray—Unscented. As the story goes, this ultrafine mist was once so highly prized in the States that stylists returning home from fashion week would try sneaking it past customs. Even though it is now available in US drugstores, that has done nothing to dim our love for the shine-inducing, brush-out formula.

Pantene Pro-V Daily Moisture Renewal Shampoo. Along with ridding hair of daily dirt, oil, and grime, shampoos are infamous for stripping hair of the natural fats that give it that super-shiny, camera-ready look and feel. This one adds those lipids right back into the cuticles during the rinse-and-repeat portion of your shower.

HASK Tea Tree Oil & Rosemary Pre-Shampoo Scalp Scrub. One tube contains a trio of benefits: sugar crystals gently exfoliate, tea tree oil regulates sebum, and rosemary extract helps reduce irritation. Used once a week, the gritty cream enhances shine and encourages lift at the roots.

Tresemmé One Step Wave Spray. Our new routine for achieving softer, fuller, more defined waves: 1. Spritz this formula on damp hair. 2. Air-dry. 3. That’s it.

Marc Anthony Repair Bond + Rescuplex Leave-In Treatment. A favorite among our most color-treated and heat-styled testers, this detangler and heat protectant also contains

polymers that can help restore frazzled hair’s disulfide bonds. The nourishing oils (like rice bran and rosemary) are a lovely bonus.

John Frieda Frizz Ease Extra Strength Serum. It’s the OG smoothing serum with even more frizz-fighting muscle than before. A cocktail of fruit oils (like coconut and moringa) and omega fatty acids softens split ends and glosses over cuticles while a solid dose of dimethicone repels heat and humidity.

Planet Goody Ocean Rescue Palm Rescue Brush. It glides through wet and dry hair without hitting a snag—and sits in our bag without eating up space. It’s the perfect travel companion.

Body

Olay Hyaluronic Body Wash. This generous bottle contains enough hyaluronic acid and niacinamide to soften and brighten every inch every day for weeks on end.

Athena Club The Razor Kit. Cushioned in hyaluronic acid, the steel blades go easy on your skin, while the ergonomic handle goes easy on your wrist. Throw in a nifty magnet that holds the razor upright and it’s a wonder this kit goes so easy on your wallet.

Beloved by Love Beauty and Planet Cherry Blossom & Tea Rose Vegan Bar Soap. This heart-shaped bar positively pumps your skin full of moisture, while the delicate rose scent is just a heartbeat away from your all-time favorite designer fragrance.

Dove 0% Aluminum Deodorant Spray Cucumber & Green Tea. The brand’s first (and, may we say, best) of its kind, this skin-softening spray delivers a blast of odor-fighting ingredients, but without a trace of aluminum.

Bliss Cloud 9 Body Lotion—Almond Milk & Vanilla. This lightweight lotion deposits a veil of moisture that absorbs in seconds. That means you can slather it on post-shower and walk straight to your bedroom without picking up dust like a human Roomba.

Bath & Body Works Kitchen Lemon Gentle & Clean Foaming Hand Soap. With Italian bergamot and essential oils, this foaming cleanser smells fancy, feels indulgent, and sits on every sink in our homes.

Loved01 Face + Body Oil. Designed specifically for melanin-rich skin, but loved by all our testers, this versatile formula uses plant-based oils (rose hip, sea buckthorn, sunflower) to calm, hydrate, and protect against environmental stressors. A light drizzle disappears into skin and hair, leaving behind a supple finish and gorgeous glow.

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To get the beauty look: Gen See Pick Me Up Lip Matte Lipstick in Selma 02.



Oséree top, Eres swimsuit. To get the beauty look: Fresh Rose Pore-Minimizing Hydration Mist, Sunrider Kandesn Lip Color in Pink Lemonade, and Nivea Soft Moisturizing Cream.

Body

Your body is a temple. All hail these skin-smoothing, moisture-boosting, glow-inducing offerings.

Body Wash

LIQUID. Dove Deep Moisture Body Wash has been reformulated—but don't worry! It maintains best-of status because it still cocoons us in fatty-acid-rich lather, but now the hydrators have been nano-ized to penetrate deeper. At the end of the day, skin is as supple as it was the moment you stepped out of the shower. (Plus, the redesigned bottle means you can easily stand it upside-down to get every last drop.) **BAR.** Blooming with botanicals (sunflower, rosemary, thyme), **Leaf People Chlorophyll & Thyme Face & Body Detox Bar** packs all the mood-boosting, redness-reducing benefits of an herb garden into one moisture-rich bar.

Body Scrub

The grainy sugar crystals and algae extracts in **Tree Hut Ocean Glow Shea Sugar Scrub** make skin smoother than sea glass. And **Nécessaire The Body Exfoliator** offers a sophisticated blend of physical buffers (bamboo charcoal) and chemical exfoliators (glycolic and lactic acids) to polish away roughness and dullness. Bonus: it comes in a shower-friendly tube.



GABI THORNE
Associate
News Editor

"The teeny-tiny pieces of pumice make my skin feel supersoft and smooth."

Body Moisturizer

LIGHT. On first squeeze, **Jergens Deep Conditioning Shea + Cocoa Butter Blend** feels so decadent, you might wonder what it's doing in the Light category. Give it two seconds. This lotion absorbs on contact and cures dry skin without a hint of slickness. **RICH.** "This stuff made me feel like Benjamin Button," raves one editor about **Nivea Soft Moisturizing Cream**. The incredibly plush formula seems to undo the years, making your knees and décolletage feel crepe-free and baby-soft.

EXFOLIATING. A full-body serum? Sign us up. **Topicals Slather Exfoliating Body Serum for Textured Skin** veils skin in a delicate layer of retinol and alpha hydroxy acids, producing the dewiest glow this side of...your face. And **Vaseline Radiant X Nourish & Even Tone Body Lotion** creates a uniform glow with niacinamide.

Body Oil

The fruit and flower oils (bergamot, primrose, avocado) in **Pleasing Everybody Oil Matte Moisture Glow** dry to an impeccably clean finish, marrying the suppleness of an oil with the airbrushed feel of a primer. With this dreamy formula, founder Harry Styles has a number one fan in editor in chief Jessica Cruel, who has been applying this elixir every morning for six months straight.

Chafing Solution

Think of the silky, talc-free powder and enormous, cottony puff in the **Megababe Dust Duo** as the silver lining to having chafe-prone skin. And the star ingredients in **First Aid Beauty Anti-Chafe Stick With Shea Butter + Colloidal Oatmeal** extinguish redness and absorb moisture, while the deodorant-like applicator glides on wherever rubbing occurs (inner thighs, underarms, between boobs).

Acne-Fighting

WASH. **PanOxyl Acne Foaming Wash Benzoyl Peroxide 10% Maximum Strength**, which contains the highest dose of benzoyl peroxide you can get without a prescription, penetrates deep into pores, killing acne-causing bacteria at the source.

SPRAY. You know those zits that taunt your gaze all the way from your shoulder blades? **Versed Back-Up Plan** delivers 2 percent salicylic acid (and sweet revenge) via a spray bottle that reaches out-of-the-way places.

Body Sunscreen

MINERAL. **Avène Mineral Sunscreen Face & Body Lotion SPF 50** provides potent mineral protection in a thin, milky fluid. If you prefer the instant gratification of a spray, **EltaMD UV AOX Mist Broad Spectrum SPF 40** defends skin as well as the goopiest formula, but it blends into a sheer finish.

CHEMICAL. **CeraVe Hydrating Sheer Sunscreen** contains a combination of physical and chemical UV filters, is weightless enough to use as a facial sunscreen (it won't clog pores), and is powerful enough to slather all over (you won't sweat it off). Delivering a continuous mist of SPF and delicate hydration, **Banana Boat Protection + Vitamins Sunscreen Spray SPF 30** is a breeze to apply every two hours. (Just don't forget to rub it into your skin post-spritz.) **Vacation Baby Oil SPF 30** is packed with hydrating emollients (jojoba and sunflower seed oils) and broad-spectrum protection. Plus, it offers all the retro charm of baby oil—without the retro harm (mineral oil, sun damage).

Self-Tanner

TRADITIONAL. **St. Tropez Self Tan Berry Sorbet Bronzing Mousse** isn't kidding about the "sorbet" part. Or the "St. Tropez" part. The berries and rose scent recalls a palate-cleansing dessert, while the tinted, whipped formula creates an instant, post-vacation glow.

GRADUAL. **Bondi Sands Everyday Gradual Tanning Milk** is as user-friendly as a self-tanner can get. The silky blend of shea butter and aloe vera does the job of a daily moisturizer while building up subtle color that has a dewy sheen.



ANGELA TRAKOSHIS
Shopping
Market Editor

"I use this as a body moisturizer as soon as I get out of the shower to leave my skin softer and more golden."

Bath Product

One tablet of **Bath & Body Works Aromatherapy Stress Relief Eucalyptus Spearmint Shower Steamers** tossed at your feet conjures a minty cloud that clears your mind, opens your sinuses, and deepens your breathing—all in the time it takes to rinse and repeat. The oversize **Lush Bath Bomb** dissolves into scented trails of mermaid colors (pink, blue, green), turning the average tub into a vibrant respite from reality. "Love, love, love," enthuses one editor about **Kate McLeod The Pebble Solid Bath & Shower Oil**. With this starter kit of 20 different pebbles—each one as small, round, and smooth as a river stone—you can release skin-soothing oils (jojoba and baobab) and calming rose or lavender vapors at bath (or shower) time. And you'll actually feel your knots start to untangle as you ease into a bath enhanced with **SheaMoisture Pink Himalayan Salt Relaxing Mineral Soak**. With clary sage and neroli oil, one handful is enough to loosen tense shoulders and a stiff neck. Two handfuls might put you to sleep mid-bath (careful!).



KASSIDY SILVA
Associate
Director of
Social



KATE McLEOD
THE PEBBLE
SOLID BATH &
SHOWER OIL

"The perfect addition to my Everything Shower ritual."

Deodorant

The elegant **Evolvetogether Deodorant in Monaco** is so cool and unflappable, it belongs in a Cary Grant film. And **Native Coconut & Vanilla Deodorant & Body Spray** feels like nothing and smells like vacation. Site director Sam Escobar, who isn't the biggest fan of spray-on deodorants, says this one is "extremely good," thanks to its quick-dry, long-lasting formula.

Antiperspirant

Secret Clinical Completely Clean Invisible Solid provides an impenetrable barrier against wetness. And for an effortless, no-sweat approach, one quick blast of **Unlimited by Degree SmartAdapt Tech Clean Dry Spray** will keep you dry—on and off New York City subway platforms—all day long.



JINSOON
ARGAN + ROSE MOISTURIZING
HAND CREAM



DIANNA MAZZONE
Associate Features
Director

"A subtle scent is the only thing that's left behind after applying this nongreasy, quick-to-absorb hand cream."

Hair Removal

SHAVING CREAM. With a trio of butters (shea, cocoa, argan), **EOS Cashmere Shave Butter** is ideal for when you want to spend a little more time in the shower: For supersoft skin, slather it on legs in between shampooing and hair-masking, then grab your razor for a satiny smooth shave.

SHAVING GEL. Unlike most water-based formulas that rinse off before you touch blade to leg, **Joy & Glee The Shave Gel** lathers into a rich whip that hugs skin. "A little goes a long way," says senior news editor Nicola Dall'Asen. "You can make it super foamy to cover a lot of ground."

SHAVING OIL. A silky serum laced with glycerin and fruit oils (grapeseed and rose hip), **Tree Hut Moroccan Rose Shave Moisturizing Shave Oil**—a repeat Best of Beauty winner—cushions skin but won't jam up your razor. Speaking of which...



TALIA GUTIERREZ
Associate
Manager, Special
Projects

LAFCO NEW YORK
RETREAT LIQUID
SOAP

"The fresh, woody scent of this soap lingers long after I leave the sink."

RAZOR. With its lightweight resin handle, stainless steel blades, and clever magnetic holder (to keep your razor on the wall and out of puddles), **Billie Razor** actually makes shaving enjoyable.

TRIMMER. **Gillette Venus for Pubic Hair & Skin Gentle Trimmer** gets your bikini line back in line without nicks, bumps, or ingrown hairs. And did we mention you can use it wet or dry?

WAX. The only good wax is a fast wax, and **Flamingo Body Wax Kit** makes quick work of unwanted hair with sticky, premeasured strips—no fumbling with messy pots or scalding goo required.

Hand Cream

The velvety blend of nourishing argan oil and shea butter in **Jinsoon Argan + Rose Moisturizing Hand Cream** absorbs in a snap, while the dreamy rose-and-honeysuckle scent lingers long after you return the tube to your purse. Why not keep a bottle of **Vaseline Intensive Care Sensitive Skin Relief** perched on your desk year-round? The soothing formula rescues chapped skin without greasing up your keyboard.

Hand Sanitizer

Shaped like a smartphone, **Touchland Power Mist** slips easily into a pocket, kills germs, locks in moisture, and outlasts gel formulas. If it learns to order sushi, we're retiring our iPhone 14.

Hand Wash

The notes of ginger and sage in **LAFCO New York Retreat Liquid Soap** are fancy enough for a boutique hotel; the amino acids and rice proteins are nourishing enough to be a bathroom (and kitchen) staple.

Smile Care

WHITENING. Like a bedtime tea, **Moon Oral Beauty Midnight Enamel Care Dissolving Whitening Strips** combines minerals, chamomile, and lavender to soothe and brighten during sleep. (And they'll melt away before you hit snooze.) For dramatic results, **Crest 3D Whitestrips Professional Effects** restores mouths to mint condition by eliminating 10-plus years of stains. This repeat winner deserves all the brightest, shiniest accolades (again). The **Colgate**

Optic White Express Teeth Whitening Pen is so profoundly portable, we're whitening while typing this.

FLOSS. Each spool of **Reach Pop Dental Floss** contains colorful, flavorful threads (peppermint, spearmint, cinnamon) that glide between teeth without snagging or shredding. And one little case lasts almost as long as it takes to convince that reluctant family member (there's always one) to book biannual cleanings.

TOOTHBRUSH. With its rotating movements and oscillating bristles, **Oral-B IO Series 5** provides a satisfying, just-got-a-checkup feeling after each use.

TOOTHPASTE. **Colgate Total Plaque Pro-Release** produces an enamel-safe foam that surrounds teeth and penetrates hard-to-reach crevices, fighting bacteria in every nook. Four out of five *Allure* beauty editors recommend this toothpaste. (The fifth one was OOO when we did the testing.)

TOOL. **Daids Professional Tongue Scraper** is everything it says it is. Crafted from 100% medical-grade stainless steel, this expertly sculpted device removes bacteria in one pass to freshen breath, help prevent gum disease, and jazz up your brushing routine.



JESA MARIE CALAOR
Senior Editor

DEDCOOL
DEDTERGENT 01
"TAUNT"

"With its comforting, clean scent of vanilla, amber, and bergamot, I reserve this stuff for my pillow shams and face towels—the things I can bury my face in."

Detergent

DedCool Detergent 01 "Taunt" is packaged in easy-to-source aluminum (making it a dead ringer for a supersize can of olive oil) and scented to replicate the fragrance it's named after (and for which the brand is better known). Oh, and it keeps your clothes spotlessly clean.



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Eyes

For eyes of amazing size and look no further than these lashes of fantastic length, shadows, liners, and mascaras.

Mascara

VOLUME. With its twistable cap and shape-shifting brush, **Caia Cosmetics Twist Me Up Mascara** offers a menu of four different effects to choose from (elongated, defined, voluminous, and fluttery). We love the variety—and the diversion. “It’s so fun to play with,” says deputy digital director Kara McGrath.

LENGTH. We went in skeptical (IYKYK), but there was no controversy—or contradiction—in our testers’ feedback: If long and feathery is what you’re after, **L’Oréal Paris Telescopic Lift Mascara** leaves no lash behind with its staggered brush. The shorter bristles cozy right up to roots (to sculpt), while the wider teeth glide through to the very tips of lashes (to lengthen and define).

“It’s my go-to for travel because I know that once I apply it my brows will stay put all day.”



KARA MCGRATH
Deputy Digital Director



LIVE TINTED HUEBROW

ALL THE DRAMA. The glossy black formula in **Maybelline New York The Falsies Surreal Extensions Mascara** contains fibers similar to those used in professional lash extensions, creating the illusion of voluptuous fakes in just a few strokes.

NONE OF THE DRAMA. For the most natural effect, the nourishing sunflower seed and olive oils in **Well People Expressionist Lengthening Mascara** give us elegantly fanned-out, clump-free lashes.

COLOR. Blue-eyed babies aren’t the only ones who can have fun with brown mascara. **Charlotte Tilbury Pillow Talk Push-Up Lashes! Mascara in Dream Pop**, an understated shade of auburn, adds depth to dark eyes and a soft contrast to light ones. And the velvety blue of **Tood Beauty Toodscara in Blue Mood** makes a bold statement every time you blink. “I can’t believe how pigmented and bright this makes my lashes,” says senior news editor Nicola Dall’Asen, who is also still in awe of the bonus length added after one coat.

TUBING. We heard it’s impossible to make **Blinc Original Tubing Mascara** clump, flake, or smudge—even if you try. And we tried. The

creamy pigment forms miniature cylinders around lashes that stay put until they hit warm water. Then they slide right off.

WATERPROOF. We’ve lost more lashes to stubborn, water-resistant mascaras than we care to admit. But **Gen See Spectator Sport Mascara** evens the score in our favor. The budge-proof formula holds its own against sweaty workouts but still washes off without the usual tug-of-war.

PRIMER. Infused with ceramides and a soft black tint, **Maybelline New York Lash Sensational Sky High Tinted Primer** makes lashes look longer, fuller, and fluffier—even minus mascara.

Eyeliner

PENCIL. The creamy point and saturated color of **Mary Kay Waterproof Eyeliner** produce instant opacity and the smoothest of strokes. Let it set or smudge it out for two equally gorgeous looks. With one buttery tip for smudging and another for illuminating, **Estée Lauder Smoke and Brighten Kajal Eyeliner Duo** gives us more definition than we thought possible from a pair of well-mannered neutrals. “Drawing on my usual flick takes me 15 seconds with this,” says commerce editor Sarah Han of the **Kulfi Underlined Kajal Clean Waterproof Long-Wear Eyeliner**. “I can’t believe how freaking smooth-gliding and pigmented it is!” If you prefer a softer effect, act fast and the velvety color diffuses into the coolest smoky eyes we’ve ever achieved.

LIQUID. **Lancôme Idôle Liner** is the classic black turtleneck of liquid liners: It hugs curves, looks sharp, and flatters absolutely everyone. And, like that beloved top, this waterproof formula comes off as easily as it goes on. For more dramatic flicks and swoops, **Danessa Myricks Beauty Linework Paint Brush Liner** packs 560 absorbent bristles into one slim point, giving us the smoothness of calligraphy ink with the control of a pen. Each bright hue (sky blue, lime green, mustard yellow) in the **Urban Decay 24/7 Inks Liquid Eyeliner** collection is just as good at sitting tight as it is at turning heads. “The grip not only makes cat eyes and graphic looks approachable for eyeliner newbies, but it also makes applying eye makeup more accessible for those who have disabilities or limited mobility,” says senior news editor Nicola Dall’Asen.

GEL. With its tiny point, **Revlon ColorStay Micro Hyper Precision Gel Eyeliner in Black/Brown** reaches the narrow gaps between your lashes, providing intense definition. Use its

built-in smudger (on the opposite end of the pen) to soften or smoke out harsh lines. **L’Oréal Paris Infallible Grip Mechanical Gel Eyeliner** gives the tightest of tight lines in the richest of jewel tones. With eight shades to choose from (emerald, turquoise, and more), you’ll have no issues finding your diamond in the rough.

Brows

CLEAR GEL. **Live Tinted Huebrow Clear Setting Gel** must have a thing for irony: The translucent formula lacks a tint and a hue. But it does perfectly fluff and arrange arches, which just happens to be our thing.

TINTED GEL. **L’Oréal Paris Infallible Volumizing 24HR Brow Mascara** does for brows what mascara does for lashes—colors, sculpts, lengthens—with the wave of a wand.

PENCIL. If **Kosas Brow Pop Nano** looks familiar, that’s because...it is. An ittier-bittier version of its predecessor, this ultrathin take draws hairlike strokes, squeezes into sparse areas, and gives brows a natural-looking sheen.

POWDER. **Joey Healy Luxe Brow Powder** has reignited our relationship with powder. The featherlight formula enhances arches without making them look obviously filled. Just like the smudge-proof finish, we’ll never stray. (Testament to our fidelity: This is its fourth Best of Beauty win.)

WAX. The clear formula and flake-free consistency of **Benefit Cosmetics Fluff Up Brow Wax** add depth and dimension while holding rogue hairs in place. “Just one coat gives my brows a laminated-like look that lifts feathery hairs into place all day, night, and...even into the next morning,” says associate beauty director Sarah Kinonen.

CONDITIONER. Look familiar? **RevitaBrow Advanced Eyebrow Conditioner** has nabbed this title 10 times—and counting. The potent blend of peptides and biotin fortifies arches, helping restore brows to their pre-tweezer glory.

Eye Shadow

WAND. A fun punch of pigmented powder is how we’d describe **Ami Colé Lid Joy Liquid Matte Eyeshadow**. A single swipe of any of the four liquid-first shades covers lids in creamy color that dries to a powdery finish. **Half Magic ChromAddiction Eye Paint + Liner** has more than one trick up its sleeve: The iridescent formula imparts a pearly sheen or a surreal glow, depending on how much you layer on. Makeup chameleons will love the **ColourPop Chrome Liquid Shadow**. The multifaceted pigments in each of the nine shade-shifting hues (ranging from opalescent pink to metallic bronze) give lids a holographic gleam.

STICK. At first glance, we wondered if a shadow as soft and lucid as **Bobbi Brown Long-Wear Cream Shadow Stick** would even show up on our lids. But the creamy crayon deposits so much pearly definition, we’ve seen the light (and look great in it). Meanwhile, the substantial point of **Nudestix Magnetic Eye Color** delivers a no-doubt-about-it matte finish. The chunky stick is equally adept at draping lids in color and drawing precise lines. And **About-Face Shadowsticks** produce a wash of intense color in one stroke. We love every edgy hue (frosty pink, shimmering peach, songbird blue), but if we had to pick one—we’d say it’s a free country and we don’t have to limit our options, K?

POWDER. With a pigment-rich cream for

creating depth and a glimmery powder for adding dimension, the pair of shadows in **Rose Inc Satin & Shimmer Duet Eyeshadow** work together in perfect harmony. Blend in with a brush or sweep on with your fingers for a soft-shimmer finish. And you don’t have to live in the tristate area to enjoy the New York City-inspired **Maybelline New York Shadow Blocks Stacked Shadow Palette**. Forming a pocket-size cube, the trio of colors (two mattes, one shimmer) in each of the five compacts—with colorways ranging from deep plums to soft browns—allows us to build any effect we want. The **Florasis Floral Engraving Phoenix Makeup Palette in Retro Brown** is the most gorgeous kit we’ve ever laid eyes on—and that’s before we even open it. Inside, the nine neutral hues recall a silk screen stamped with mythological birds. Once you work up the courage to muss up the design, the pearl- and peony-enriched shades transform your lids into actual works of art. **Juvia’s Place Candy Shop Eyeshadow Palette** makes us feel like a kid in a...beauty closet. With 16 high-impact choices (flavors?) like bubblegum pink, creamy butterscotch, and ripe cherry, this kit is a golden ticket to free-form color play.

Lashes

INDIVIDUAL. **Pro Lash Classic Luxe Wispy Lashes** are so light and airy, we’re tempted to wish on them before we apply. “They’re pretty, propped-up, and elegantly tapered, making my eyes look more defined without giving them that overdone, ‘just hopped off the musical-theater stage’ look I’ve encountered with so many false lashes before,” says site director Sam Escobar.

STRIP. The wispy tips and staggered hair lengths of **Static Lashes** perfectly mirror the pattern of natural lashes. Draw the accompanying magnetic liner across the lash line for a locked-in look. Literally. For those of you who only bother with strips that dust your brows, the royalty-inspired, corset-styled **Kiss Lash Couture The Muses** strips mimic the extreme length and thickness of extensions. Queen Charlotte would *definitely* approve.

Eye Jewelry

The rainbow-, butterfly-, and heart-shaped stickers in **af94 Joystickers** look just as playful on our cheekbones as they would on a Trapper Keeper. The diminutive, sparkly gems and doodads in **Bakeup Playbox by Jo Baker** give inner corners a blink-and-you’ll-miss-it glint. They’re so fun, you’ll want to wear them everywhere: concerts, parties, and even the office.



SAM ESCOBAR
Site Director

ESTÉE LAUDER
SMOKE AND
BRIGHTEN KAJAL
EYELINER DUO



“It can stay crisp and sharp or blend out to a beautiful, seamless smoky eye.”

ESCOBAR: CHRISTINE HAHN, MCGRATH: COURTESY OF SUBJECT, PRODUCTS: COURTESY OF BRANDS, REMAINING IMAGES: GETTY IMAGES

Sportmax coat. To get the beauty look: **Urban Decay 24/7 Ink Liquid Eyeliner in Binge**, **Charlotte Tilbury Matte Blush Beauty Wand in Peach Pop**, and **Hourglass Phantom Volumizing Glossy Balm in Rise**.

MSGM dress.
Monies earrings.
To get the beauty
look: Ami Colé
Desert Date Cream
Multistick in Flame
and Gisou Honey
Infused Hair Oil.



OPPOSITE PAGE: PORTRAIT: COURTESY OF SUBJECT. PRODUCT: COURTESY OF BRAND. REMAINING IMAGE: GETTY IMAGES.

Hair

These are the very best ways to lather, rinse, condition, volumize, define, smooth, color. And repeat.

Shampoo and Conditioner

FINE HAIR. Like a double shot of espresso, **Andrew Fitzsimons Body Volume Shampoo & Conditioner** caffeinate and reanimate listless hair with a potent blend of strand-strengthening protein (for more density over time) and follicle-stimulating caffeine (for temporary thickness).

DRY HAIR. Not to split hairs, but hyaluronic acid is technically more than a skin-care ingredient. Added to **L'Oréal Paris Elvive Hyaluron Plump Hydrating Shampoo & Conditioner**, the sugar-based molecule binds moisture to individual strands, locking in sleekness and shine.

DAMAGED HAIR. **Biologie Strength Recovery Shampoo & Conditioning Cream** help to erase all evidence of chemical and heat-styling damage. The creamy duo smooths cuticles and reforms split ends with squalane—the very lipid that routine abuse strips away.

CURLY HAIR. Too much moisture flattens your roots; too little sucks the life from your curls. With the ideal balance of lightweight oils and coconut-derived cleansers, **Rizos Curls Hydrating Shampoo & Deep Conditioner** keep things from spiraling out of control.

COLOR-TREATED HAIR. The antioxidants and UV filters in **Pureology Strength Cure Sulfate Free Shampoo & Conditioner** prevent fading and protect against breakage, leaving hair as glossy as the day you stepped out of the salon.

PURPLE. With its built-in violet tint, **Dove Love Your Silver Sulfate-Free Purple Shampoo** neutralizes yellow tones, rendering a maximum platinum (or silver) effect.

DANDRUFF. **Head & Shoulders Shea Butter Shampoo & Conditioner** minimize flakes with gold-standard zinc pyrithione but won't undermine shine, thanks to the addition of omega-rich shea butter.

CLARIFYING. **Monday Haircare Clarify Shampoo** gets right down to business with grapefruit extract (to lift away product buildup) and coconut oil (to quiet flyaways). **BAR.** Packed with glycerin, the **Good Time Hydrating Shampoo Bar** gives us the gentlest of cleanses with the longest of lifespans (one bar outlasts three bottles of liquid wash with no plastic trash at the end). And the purple pigments in every hunk of **Kitsch Purple Toning Solid Conditioner** make maintaining your cool blond or gray a literal piece of cake.

Scalp Treatment

SCRUB. The rice powder, apple cider vinegar, and ginger extract in **Fekkai Apple Cider Detox Scrub** work in concert to loosen flakes and boost circulation, giving hair unprecedented oomph.

TONIC. **Drybar Crown Tonic Pre-Shampoo Scalp-Balancing Cleanser** gets to the root of a scalp-buildup problem with a two-pronged solution: Alpha hydroxy and beta hydroxy acids dislodge dead cells, while a scrubby applicator whisks them all away.

SERUM. No time to indulge in a shower treatment? The **Aveda Scalp Solutions Overnight Scalp Renewal Serum** soothes and moisturizes the scalp while you sleep, thanks to calming *Centella asiatica* (cica) and hydrating hyaluronic acid.

Leave-In Conditioner

A detangler wrapped in a defrizzer wrapped in a heat protectant, **Redken All Soft Moisture Restore Leave-In Treatment** is basically the turducken of conditioners: It promotes shine, repels humidity, and insulates hair from temperatures as high as 450 degrees Fahrenheit.

Mask

PRE-SHOWER. In 30 minutes a week, **SheaMoisture Aloe Butter Scalp Moisture Pre-Wash Masque** can transform a dry, angry scalp into a soft, supple, itch-free one.

IN-SHOWER. Like a seaweed wrap for your hair, the algae extract and silicone in **Sachajuan Hair Repair Treatment** form a vitamin-rich sleeve around each strand. When we're looking for a really rich treatment, a reformulation has reignited our love affair with classic **Kérastase Nutritive Masquintense**, which last won a Best of Beauty Award in 2005. It now has niacinamide plus wheat and corn proteins to repair damage from the inside out; dimethicone and glycerin still smooth on contact.

Thinning Treatment

Women's Rogaine 5% Minoxidil Unscented Foam boasts the highest dose of the only topical ingredient proven to treat hereditary hair loss. It might sound intense, but the airy foam is just as undetectable as the scent.

Styling Product

CURL STYLER. For sculpted curls with a slippery feel, **Bread Beauty Supply Hair-Gel** locks in luster and blocks humidity,



INGRID FOWLER

Art Director

"I love its lightweight formula and subtle honey scent. Plus, it adds shine and makes my hair feel supersoft."

so frizz can't run rings around your style. **VOLUMIZER.** Free of alcohol and sticky fixatives, **Color Wow Xtra Large Bombshell Volumizer** is that rare mousse that melts into hair, delivering root-to-tip fullness you can run your fingers through. If you take more of a closer-to-God approach to volumizing, **Nexxus Unbreakable Care Root Lift Thickening Spray** is an answer to your prayers. Our fine-haired testers massaged it straight into the scalp post-shampoo and were very impressed with the all-day height.

TEXTURIZER. Achieving "effortless" waves used to require a date with a curling iron—or a surfing instructor. But **SexyHair Texture Beach'n Spray** provides instant texture with zero commitment. If you prefer a more tamed than tousled texture, **Voloom Very Airy Low Residue Dry Texturizing Spray** builds weightless volume with a shiny finish.

WAVE ENHANCER. **Ceremonia Pequi Styling Gel** encourages bounce and exerts perfect control, so waves practically style themselves.

FINISHING OIL. As the name suggests, **Gisou Honey Infused Hair Oil** contains pure honey, the undisputed queen of sheen. Rich in amino acids and antioxidants, it glazes over flyaways and protects against environmental stressors.

FRIZZ SMOOTHER. Think of **Living Proof No Frizz Smooth Styling Spray** as a topcoat for your hair: With sunflower seed and castor oils, it forms a moisture-resistant barrier that preserves sleekness—no matter how high the humidity.

HAIRSPRAY. **Fekkai Clean Stylers Volume Lock Hairspray** is strong enough to prop up your style and lightweight enough to double as a finishing mist.

BLOWOUT CREAM. The choice between body and texture is usually an either/or proposition: Products that add fullness also tend to add stiffness. But **BondiBoost Volume + Texture Styling Cream** delivers the best of both worlds, producing airy blowouts with a polished feel.

MOUSSE. We've burned too many calories and tripped too many fuses in the service of blowouts that last one day. Enter **Hours Full-Time Plumping Mousse**. The airy whip dissolves on contact and gives your style incredible staying power.

EDGE STYLER. The twist-up **Kiss Colors & Care Edge Fixer Wax Stick** is a cinch

to apply, and the nongreasy texture coaxes baby hairs into place.

POMADE. The magical pants of hair pomade, **Jillian Dempsey Roadie Hair Pomade** fits every style and conforms to every shape. The non-tacky formula musses the ends of short cuts, sculpts long layers, and smooths flyaways with a cool, semimatte finish.

TWISTING CREAM. The mango seed and shea butters in **TPH by Taraji Twist and Set Moisture-Rich Twisting Cream** define curls and elongate twist-outs (in both inches and days worn).

DRY SHAMPOO. **Olaplex No. 4D Clean Volume Detox Dry Shampoo** builds impressive height—without a trace of white. Prefer a nonaerosol? Sprinkle on the rice, corn, and tapioca starches of **Oribe Serene Scalp Oil Control Dry Shampoo Powder** and watch slick roots disappear.

HEAT PROTECTANT. Bring on the curling irons! The music festivals! The outdoor weddings! **Bumble and Bumble Hairdresser's Invisible Oil Heat/UV Protective Primer** resists humidity, guards against UV rays, and protects against scorching temps.

Hair Color

PERMANENT COLOR. Fill out a questionnaire, upload a photo, and the pros at **eSalon Custom Hair Color Set** formulate a box of dye tailored specifically to your hair type, skin tone, and color history. The only thing this kit doesn't do is massage your scalp during the rinse.

SEMIPERMANENT COLOR. A semipermanent dye with the soul of a deep conditioner, **Good Dye Young DYEposit** cushions hair with fatty acids and botanical extracts while depositing vibrant color.

TEMPORARY COLOR. Available in an array of punky shades that wash out after one shampoo, chunky, Crayola-esque **Hally Shade Stix** allow you to indulge your creative side. And your playful side. And your have-to-be-at-the-office-at-9-a.m. side.

GLOSS. Foolproof, goof-proof, and entirely mess-proof, **dpHue Glossy Glaze** goes on in the shower straight from the bottle, visibly enhancing color and shine (the only proof we actually need).

ROOT COVERAGE. Ideal for a quick fix, the tinted pigments in **Madison Reed The Great Cover Up Root Touch Up + Brow Filler** cling to grays, camouflage regrowth, and won't budge until you shampoo. And when your colorist can't squeeze you in, a blast of **Clairol Root Touch-Up Color + Volume 2-in-1 Temporary Spray** provides seamless coverage—and shameless volume.

Hair Towel

It looks innocent enough, but a humble towel is a common culprit behind split

ends, frayed cuticles, and ruffled edges. The **Aquis Flip** reduces friction and absorbs dampness without causing damage to wet, fragile strands.

Hair Bonnet

With a satin border that hugs your hairline, the **Glow by Daye Premium Satin Bonnet** is designed to prevent wear and tear from tossing and turning. Our testers also found the cap stays in place while you binge K-dramas on the couch or cook ramen in the kitchen, locking in moisture and preserving your style.

For Furry Friends

The peptides and aloe in **Paw Silky Smooth Pet Conditioner** keep coats shiny in between baths and grooming appointments (that's a lifetime in dog years)—a feat our testers, Bernie and Billie, were all too thrilled about.

To get the look: **OPI xPress/On Press On Nails** and **Essie polish** in **(Un)guilty Pleasures**.

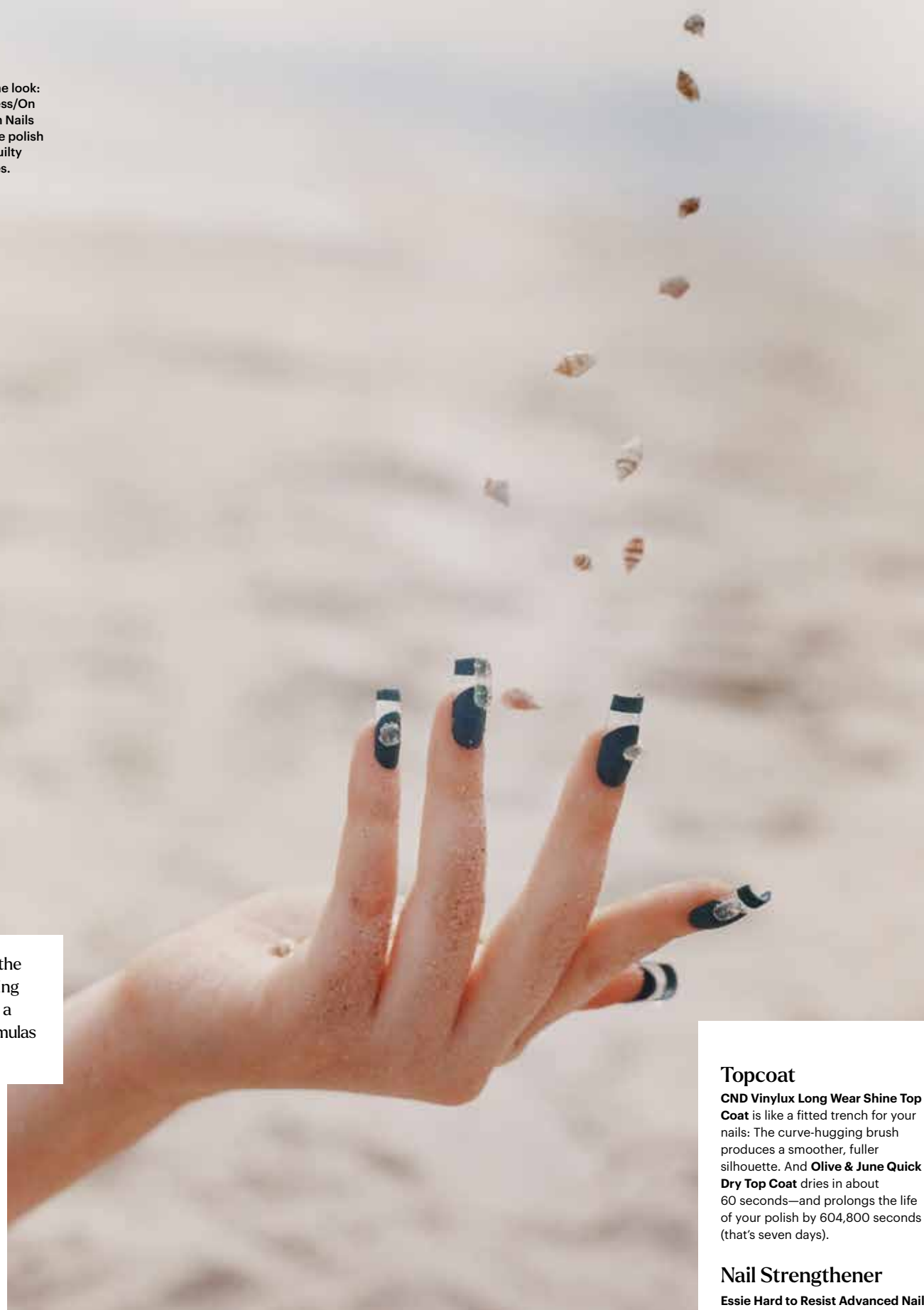
Nails

Nothing brings a little levity to the table like nail polish. But finding one that won't crack under pressure is a serious undertaking. These durable formulas go the distance on fingers and toes.

Nail Polish

QUICK DRY. One coat (and we do mean one) of **Sally Hansen Insta-Dri** produces high-shine, bone-dry color in 60 seconds (speedy even by TikTok standards). We've been wearing all eight shades in the new *Escape the Ordinary* collection, but our hands-down favorite is *C-hill Out*—a gorgeous, banana-leaf green.

LONGWEAR. We love **Essie's** original formula for the way it tempers rich pigment with a muted finish—and for the smooth-gliding brush that “makes it so easy to apply,” without clumps or streaks, says art director Ingrid Fowler. Right now we can't stop reaching for the **(Un)guilty Pleasures** lineup, which inches from cloudy gray to moody espresso, for a plush, sophisticated look.



Topcoat

CND Vinylux Long Wear Shine Top Coat is like a fitted trench for your nails: The curve-hugging brush produces a smoother, fuller silhouette. And **Olive & June Quick Dry Top Coat** dries in about 60 seconds—and prolongs the life of your polish by 604,800 seconds (that's seven days).

Nail Strengthener

Essie Hard to Resist Advanced Nail Strengthenener is more than just a sturdy anchor for color. Deputy digital director Kara McGrath, once a nail-strengthenener skeptic, now

swears by this ridge-smoothing, translucent formula that has conditioners (camellia sinensis leaf extract and glycerin) to prevent splitting. “I put it on whenever my nails are feeling worn down from too much dishwashing or gardening, and they feel way less prone to bending and breakage,” she says.

Cuticle Care

You can see small flecks of lemongrass suspended in the **Greenmade Goods Lemongrass Botanical Nail Pen**. The hydrating, skin-softening results are just as obvious to the naked eye. And **Tweezerman Glass Nailcare Set** is the magical glass slipper of grooming kits. The trio of see-through tools transform ragged nails and neglected cuticles into polished perfection. (And if we ever misplaced this set, we'd also go door-to-door looking for it.)

Press-Ons

For those who prefer a more low-key silhouette, the **OPI xPress/On Press On Nails** collection includes demure length and rounded tips that are right on point. At the other end of the spectrum, **Sally Hansen Salon Effects Perfect Manicure** enables us to approximate a salon job that has all the bells and whistles: elongated tips, cool colors, artsy designs.

Wrap

Nails of LA Nail Wraps can make ambidextrous manicurists out of us all. The minimally designed adhesive strips (we especially love the neutral abstract designs of the *Editorialist Wrap* and the *Stylist Wrap*) are so easy to apply, even our least-coordinated editors were able to achieve a flawless fit without the slightest ripple. “My nails looked like I'd just spent two hours sitting across from a nail artist,” says senior editor Jesa Marie Calaor.

Nail Polish Remover

Olive & June Nail Polish Remover Pot is one handy little number—and a repeat Best of Beauty Award winner. Dip your finger into the pot and give it a twist to dissolve even the deepest, darkest lacquer (plus there's a sponge attached to the cap for toes). **Sundays Pr. 01 Soy Polish Remover** is a nondrying alternative to acetone. One pass with a cotton pad eliminates all evidence of past color without making your nails feel brittle (thanks to castor and grapefruit peel oils) or your bathroom smell like a distillery.

the big Breakthroughs



We may think of breakthroughs as the blockbusters of beauty, with all the big budgets, flashy design, and out-there plots to match. But you don't have to be bold to be a boundary pusher. (Introverts, represent!) Even the unassuming can be innovative. This year's winners—a patch, a brush, a mascara, and a liquid bandage—are proof. By Maura Lynch



BRELLA
3-Minute SweatControl Patch

If you have primary hyperhidrosis—excessive sweating, most commonly of the armpits, palms, and feet—current treatment options usually involve one or more of the following: needles, dry eyes, irritation, pain, shelling out a couple thousand dollars. But the Brella 3-Minute SweatControl Patch, a prescription-only patch you wear for three minutes every three to four months in a doctor's office, could change that by making treatment quick, convenient, and cost-effective.

All that *and* without the side effects the late Jacob Waugh, MD, was looking to avoid when, in 2016, alkali metals caught his attention. He knew that heat is produced when an alkali metal like sodium meets water. What if he could leverage that energy to stop sweat? "He found that if you limit the amount of sodium, you get a tiny microthermal reaction, right at the site of the water—in our case, sweat," says Niquette Hunt, CEO and cofounder of Candesant Biomedical, which makes Brella. The reaction generates enough energy to painlessly inactivate sweat glands in the armpit for up to four months.

Made of highly malleable pure sodium, the Brella patch gets rolled out like Play-doh, cut into a rectangle sized to fit most armpits, and affixed between two adhesive sheets. In a 110-person study conducted for FDA clearance, 60% of treated subjects showed a 50% or greater reduction in their amount of sweat.

Just as impressive, perhaps, is what the patch doesn't do: The FDA trial had no serious adverse events. "I was pleasantly surprised by how well tolerated Brella is," says Stacy Smith, MD, a dermatologist in Encinitas, California, who runs a hyperhidrosis research center that tested Brella.

Brella began arriving in doctors' offices in late summer. (You can find a doctor at MyBrella.com.) The price varies, but you can likely expect to pay \$350 to \$500.

For now, the patch is cleared only for in-office application on the armpits (the potential for misapplication-related irritation is still too high for home use), but Hunt says they're planning to explore expansion to the hands, feet... and maybe your couch.



GLOSSIER
Stretch Face Brush

If the bottom of your Telfar tote wears more makeup than your face, Glossier Stretch Face Brush is the simple-yet-genius Breakthrough that just might change your life (or at least extend the life of your makeup bag). The palm-size, circular brush features a swivel-style cover that locks in place so you can take it on the go without leaving a mess inside your bag.

Of course, portability is only important if a brush is worth carrying. This one has short, densely packed synthetic bristles arranged in a sloped shape. Glossier's design director Jenny Kim and her team were inspired by the way gua sha massage tools hug the contours of the face. "The ergonomic shape makes blending easy," confirms Los Angeles-based makeup artist Robin Black, who used the brush to apply cream and liquid foundations, neither of which ended up anywhere other than her face.



MAC
Lash Dry Shampoo
Mascara Refresher

You are probably well aware that if you apply mascara in the morning, it often starts to droop and flake by midday. But you might not know that the reason is hidden in the ingredient list. Says cosmetic chemist Valerie George, "When you coat your lashes with mascara, the wet ingredients evaporate, leaving behind the waxes and film formers, which need to be dry so they don't smear and transfer onto skin." And that's the problem: "These waxes continue to dry and harden over the course of the day, becoming brittle and flaky."

With its new Lash Dry Shampoo, MAC has created a topcoat that lets you refresh your mascara instead of having to remove and reapply. "We needed a texture slightly less viscous than a standard mascara in order to clean up and comb through lashes without damage," says Jamie Lynch, MAC's executive director of global product development. So Lynch dialed down the wax and pigment and added more emollients.

The real pièce de résistance, though, is the brush, a plastic head with twisted-in-wire bristles that lets you pull lashes back up and into the position you want. "We call this the lash teaser brush," says Lynch. Our editors called it "magic." The pros approved too: "It melts into the older mascara to save clumps from falling and allows me to stretch them out along the lash again," says New York City-based

makeup artist William Scott. "I was happy to see how it cut through clumps."



VIOLETTE_FR
Invisible Bandage

If you'd like everyone to notice your pimple, try hiding it. Most concealers slide down like a slo-mo avalanche or settle into flaky spots around a pimple (or both). Makeup artist Violette experienced this dilemma when a laser treatment gone awry left her with breakouts. "I dreamt of a liquid bandage that would treat and protect the skin like a shield, while also priming for makeup," she says.

First aid liquid bandages have existed for decades, but they aren't meant for the face or for use with makeup. So Violette tasked Luc Jugla, Violette_FR's head of product development, with changing that. He came up with a topcoat-like seal that looks and feels like skin—and shields a pimple against external aggressors (like makeup) that can increase inflammation. It's also infused with ingredients (niacinamide, beta glucan, and a Finnish mushroom extract) that can speed wound healing and minimize hyperpigmentation.

Allure's testers found it takes about three minutes for the formula to dry and it wears beautifully under makeup. "It doesn't dry you out and sits like a primer on the skin," says Cassidy Silva, our associate director of social media. Her only advice? Avoid use on flakier breakouts, where skin is too uneven to allow for a smooth seal. That's a breakthrough for another year.

PRODUCTS: COURTESY OF BRANDS

Gucci dress. Araks swimsuit. Alexis Bittar earrings. To get the beauty look: Maybelline New York The Falsies Surreal Extensions Mascara, Pat McGrath SatinAllure Lipstick in Négligée, and Essie nail polish in (Un)guilty Pleasures.



Clockwise from top right:
Makeup by Mario
MoistureGlow Plumping Lip
Color, Hourglass Phantom
Volumizing Glossy Balm,
Clarins Lip Comfort Oil, Gen
See Pick Me Up Matte Lipstick,
Lys Beauty Speak Love Smooth
Glide Lip Liner Pencil, MAC
Locked Kiss Ink Liquid
Lipcolour, Ere Perez Coco
Crayon, and Pat McGrath Labs
SatinAllure Lipstick.

Lips

We've been testing products for years, but we'll never grow numb to the thrill of finding *the* perfect lipstick (or stain, or pencil, or gloss). Here are 15 to get your heart racing.

Lipstick

SHEER. Clinique Almost Lipstick in Black Honey is worth all the buzz. And boy, is there buzz. This Gen X favorite (the shade debuted in 1971) is now beloved by Gen Z (and every gen on the *Allure* staff) for its sheer, raisin-tinted sheen. If you're looking for less sheen and more color, we're equally besotted with Hourglass Phantom Volumizing Glossy Balm. The slim stiletto stick delivers potent pigment with high gleam—without the tacky texture.

CREAM. Sunrider International Kandesn Lip Colors turned our “I don't usually wear lipstick” senior visuals editor Lauren Brown into a daily user. Creamy in texture, velvety in finish, and saturated in moisture, this lipstick unicorn feels like it belongs in a category of its own.

SATIN. To be honest, Pat McGrath Labs SatinAllure Lipstick had us at Pat McGrath (and Allure). But we'll also take the potent color, moisturizing plant-based collagen, and extravagant dewiness. Bonus: The chic case with its sculpted bow makes touch-ups a treat.

MATTE. The pure pigments and weightless dry oils in Gen See Pick Me Up Lip Matte Lipstick effectively float across lips, rendering a powdery finish with an airy feel. Wear-wise, you don't have to worry about this one budging—our testers commended its staying power.

Liquid Lipstick

Pumped full of fruit oils and shea butter, MAC Locked Kiss Ink Liquid Lipcolour lays down a flexible matte veil that conforms to lips like a second skin. The encapsulated water molecules in Makeup by Mario MoistureGlow Plumping Lip Color deposit a fresh wash of color and shine without turning lips into a Venus hair trap. “It creates a gloss-like effect without being sticky,” says senior editor Jesa Marie Calaor. “I have about seven glosses rolling around in my bag at any time and this is the one I reach for first.”

Lip Oil

Clarins Lip Comfort Oil comes in an array of eight dewy shades that smack of the orchard (cherry, apricot, plum) and smooth lip texture with a delicate blend of plant-based (rose, jojoba, and hazelnut) conditioners. It's so good we awarded it for the second year in a row.

Lip Gloss

Like a mini mojito, Fenty Beauty Gloss Bomb Ice Cooling Lip Luminizer quenches mouths with a clear glaze of moisture and a refreshing infusion of mint. When you want color with your shine, the see-through, sheer-tinted pigments in Buxom Cosmetics Plump Shot Collagen-Infused Lip Serum make lips appear fuller, softer, and sexier. The long-lasting tint is an added bonus.

Lip Balm

Balm-level rich and gloss-level smooth, Glow Recipe Plum Plump Hyaluronic Gloss Balm transforms parched lips with hyaluronic acid (to plump) and vitamin C (to polish). For that elusive your-lips-but-better effect, Summer Fridays Lip Butter Balm combines supple moisture with six wear-anywhere tints.

Lip Scrub

Every bit as mouthwatering as the name suggests, St. Ives Juicy Watermelon Lip Scrub buffs away dullness with sugar crystals for a just-bitten flush. Although it's tempting to taste the formula post-slough (please don't), just tissue off any excess and follow with your lip color of choice.

Lip Crayon

Packed to its tapered tip with omega-rich coconut oil, Ere Perez Coco Crayon is that rarest of saturated mattes: It blurs and softens fine lines instead of emphasizing them. It also brings the promise of copious compliments with every wear—trust us.

Lip Liner

With its pitch-perfect point (not too creamy, not too stiff), LYS Beauty Speak Love Smooth Glide Lip Liner Pencil glides on and defines without a hitch, revealing a luscious Cupid's bow we never knew we had.



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PROP STYLIST: ANDREA BONIN

Floral

A bouquet such as **Eauso Vert Purple Noon** occurs once in a blue moon. The combination of ginger and tuberose achieves brightness and depth—that rarest of flower-forward scents.

Woody

The notes of cedar and ambrette in **Matiere Premiere Parisian Musc** are surprisingly upbeat, producing an airy alternative to dark, leafy compositions.

Spicy

Senior news editor Nicola Dall'Asen's nickname for **Byredo Eyes Closed** is "sexy carrot cake." And with its moody interplay of cardamom and patchouli, we can see why this scent begs to be sniffed near the curve of the neck.

Gourmand

D.S. & Durga Pistachio Eau de Parfum is the fragrance equivalent of ice cream that's spiked with the nut: lusciously smooth and playfully sweet.

Citrus

Like the reflection of cypress trees on water, **Maison Francis Kurkdjian Aqua Media Cologne Forte** is both green and transparent; it positively shimmers with verbena, bergamot, and fennel.

Fruity

An uncanny illustration of a black cherry, **Snif Tart Deco Fragrance** pits dewy rose and sweet vanilla against a tangy backdrop of raspberry and birchwood, creating a "subtle but long-wearing" fruity finish, says this year's Best of Beauty assistant Bianca Alvarez.

Solar

Phlur Solar Power is nakedly sexy (and we do mean naked). The part-briny, part-creamy blend of orange flower and sea salt is redolent of sun-warmed skin. Senior editor Jesa Marie Caloor gets at least one, "Wow, you smell amazing" every time she wears this scent.

Musk

Like a brushstroke on your pulse points, **Diptyque L'Eau Papier Eau de Toilette** is almost featherlight. The lucid arrangement of musk, mimosa, and steamed rice comes alive on bare skin.

Scents

Take a deep breath and prepare your pulse points: Your new signature scent awaits.

Solid Perfume

Infused with a blend of nourishing oils (coconut and olive), **State of Joy** looks like the world's teeniest deodorant, feels like a pillowy balm, and smells like a dew-drenched bloom. And thanks to its bitsy breadth, you'll want to take it everywhere to reapply—and we do. (A lot.)

Fragrance Set

Containing a TSA-size quartet of distinctly different scents (Wet Stone, Grand Rose, Suede, and Virgin Olive), **Aeir Mini Discovery Set** enables us to match any mood, anywhere. Any one of the four will leave you saying, "Looooove," much like our enthusiastic testers.

Hair Fragrance

Crown Affair The Signature Scent releases a fresh burst of lemongrass, water lotus, and sandalwood with the slightest turn of the head.

Perfume Oil

Unlike some oils that feel greasy on your pressure points, **Soma Ayurvedic Mysur Sandalwood** evaporates on contact, leaving behind nothing but the clean impression of sandalwood.



EAUSO VERT
PURPLE NOON

PAIGE
STABLES
Senior Beauty
Editor

"A splash of this scent evokes blissful memories of my favorite summer days spent lounging under the sun in Positano."

Candles

The Zen-like notes of green tea and clary sage in **Nest New York Wellness Lime Zest & Matcha Classic Candle** make an aroma that welcomes, not overwhelms. Until we can manifest a bungalow in Malibu, the stylish mix of coconut water and swimsuit Lycra in "**Vacation**" by **Vacation Black Label Candle** will tide us over. And designing your own signature home scent no longer requires a degree in organic chemistry. **Scent Lab's Personalizable Candle** makes noses of us all. Just take a quick quiz, selecting your favorite scent families (i.e., floral, woody) and where in your home you usually light up. You'll be matched with an already-existing Scent Lab candle or you can DIY (and name it).

Diffusers

Maison Margiela Fragrances Replica By the Fireplace Diffuser gives off the inviting scent of woodsmoke and chestnut, creating an après-ski mood—even on a random workday. And **Lake and Skye 11 11 Reed Diffuser** conjures open plains of blue with an ethereal blend of white musk and amber.

Room Spray

Each sleek bottle of **Homecourt Room Deodorant** neutralizes odor molecules with a blend of zinc, yeast ferment, and charcoal (so, no chemical fumes). Every scent could pass for a high-end fragrance, but we have a soft spot for Steeped Rose—a floral infusion with a tea-like delicacy.

Essential Oil

Not to get all New Age-y, but **Saje Connection-Heartwarming Oil Blend** becomes one with your skin. The botanical oil blends seamlessly, ensuring the invigorating mix of grapefruit, sage, and spearmint stays put.

Clockwise from top: D.S. & Durga Pistachio Eau de Parfum, Maison Francis Kurkdjian Aqua Media Cologne Forte, Diptyque L'Eau Papier Eau de Toilette, and Byredo Eyes Closed.

Splurges

The only things that are conspicuous about this consumption: extravagant lips, gravity-defying hair, and skin that shines like a newly minted coin.



Body

Bloomeffects Royal Tulip Petal Polish. The bulb-shaped jar and engraved wooden spoon are a lovely Dutch touch, but it's the nitty-gritty details in this scrub that really won us over. Three forms of exfoliation—sea salt crystals, alpha hydroxy acids, and pomegranate enzymes—boost cell turnover for clearer, glowier skin.

Charlotte Tilbury Magic Body Cream. The iconic face cream is now an iconic body cream. Containing the same blend of hyaluronic acid and caffeine as the OG, this tube gives us the kind of soft, taut, radiant results we're accustomed to seeing from the neck up.

Osea Vagus Nerve Bath Oil. Pricey bath products don't necessarily ease your tension, they just make it fancier. But this indulgent oil really does take a load off. "I've made a generous pour part of every Friday-night-in bath," says associate special projects manager Talia Gutierrez, who finds that the lupine blend of chamomile, apricot, and juniper berry turns skin into silk.... and her stress into vapor.

Perfumehead Cosmic Cowboy. "Tobacco, whiskey, and suede" might sound like the title of a paperback Western, but there's nothing one-dimensional about this genre-bending scent. Orris butter cushions all the smoky notes while musk adds sparkle, creating an accord that's as vibrant as it is earthy.

Loewe Tomato Leaves Hand Cleanser. Redolent of a ripe tomato pulled straight from the vine, this no-rinse hand soap smells like summer and cuddles skin in winter. By rights it belongs in the guest bathroom but...tomato, tomahto.

Skin

Christian Dior Capture Totale Le Sérum. For such a delicate fluid, this serum does some serious heavy lifting. Together, a trio of hero ingredients (squalane, hyaluronic acid, and probiotic *Lactobacillus ferment lysate*) hydrates skin to make it appear visibly plumper.

Angela Caglia Neroli Cleansing Oil. Any face wash can remove dirt and makeup, but a rare few continue to work after that job is done. Brimming with fatty acids and antioxidants from moringa and black currant seed oils, this citrus-based cleanser locks in moisture long after you've left the sink.

Chanel Le Lift Pro Crème Volume. No moisturizer is a match for gravity, but this rich cream will bring your skin texture to silky new heights. It's made with plumping sodium hyaluronate and hydrating glycerin—but no fragrance (a rarity in the luxury skin-care space). A dollop applied twice daily gives all skin types, even sensitive ones, a softer, smoother appearance over time.

La Mer The Eye Concentrate. La Mer needs no introduction, but this concentrated version is the mic drop of eye treatments. The silky emulsion penetrates deeply, helping to brighten dark circles and thicken fragile skin with potent algae extracts.

SkinMedica Neck Correct Cream. Containing powerful peptides, this wrinkle-fighting balm is amazing at supporting the elastin that helps keep skin taut. Use it on your neck and décolletage to smooth crepiness and help stave off the appearance of deep lines (along with that sunscreen you're applying from nipples to hairline, *right?*).

Joanna Czech Skincare The Minis Edit. "I love a 10-hour flight," said no one ever. But this luxurious travel companion certainly improves the experience. Containing shrink-ray versions of this celebrity facialist's top-selling products (toner, brightening serum, soothing serum, moisturizing cream, hydrating balm), this exquisite kit lets you enjoy a facial at 30,000 feet.

Shiseido Urban Environment Vita-Clear Sunscreen SPF 42. Unless this is the first time you're reading *Allure*, you know it's imperative to reapply sunscreen every two hours (we saw that eye roll). This water-thin fluid repays your diligence by giving skin a brighter and more even tone after two weeks, thanks to the addition of vitamin C.

CUYANA
TRAVEL BEAUTY
ROLL



"When I unfurl this leather beauty I instantly feel like a glamorous makeup pro."

JENNY BAILLY
Executive Beauty
Director

Makeup

YSL Beauty Lash Clash Extreme Volumizing Mascara. The tip of the conical brush helps to reach tiny inner-corner lashes, while the highly pigmented formula delivers intensity and density. But the real kicker is the addition of iris florentina extract, which keeps lashes supple and fluttery after you wash everything off.

KS&CO Clear Strong Hold Brow Gel. Too many clear brow gels turn flaky, defeating the purpose of stealth grooming. This translucent formula contains conditioners (biotin, panthenol, and argan oil) that create a healthy sheen, so all you see are immaculate arches.

Tom Ford Beauty Eye Color Quad Eyeshadow Palette in Cherry Smoke. With a quartet of powders that graduate from gleamy taupe to brooding burgundy, this kit delivers the richest and sultriest smoky eyes. A glossy compact rendered in dark red lacquer is the cherry on top.

Sisley-Paris Nutritive Lip Balm. If all you needed was a boost of moisture, you'd be set with your Chapstick. But this elegant emollient packs all our line-smoothing, lip-plumping dreams into one little pot.

Rouge Louboutin On The Go. A more portable version of the original lip color housed in a stiletto tube, this pigment-rich formula goes anywhere your red-soled heels take you. "It glides on silky smooth and stays supple for hours—not even fading after a meal," says senior copy manager Dawn Rebecky. "I'll break the bank for this one."

Hermès Plein Air, H Trio Healthy Glow Mineral Powder. Swirled together, the trio of tans and browns create a believable sun-kissed glow. Skim it over cheekbones for subtle warmth or build it up for a deeper, more luminous bronze.

Guerlain Terracotta Le Teint. With its light moisture and semimatte finish, this multitasking fluid blurs like a powder, covers like a liquid, and stays put like a long-wearing foundation.

Cuyana Travel Beauty Roll. This sleek leather carryall has a compartment for all your tools and products—even makeup brushes and oversize palettes.

Hair

Dyson AirWrap Multi-styler. We challenge you to find an *Allure* editor who doesn't have this tool in their bathroom. (You will not succeed.... Even associate entertainment director Eugene Shevertalov swears by it to get extra volume in his short hair.) With an arsenal of attachments for creating sleek, wavy, or curly styles (without frying your hair), this tool compensates for all manner of terrible techniques—and fills a real white space. "I'd been lobbying blow-dryer brands for years to make a comb attachment for thick, kinky hair. Dyson finally did something with this firm brush—and did it so well," says editor in chief Jessica Cruel, who also uses the round-brush attachment around her hairline to blowout her natural coils.

Jennifer Behr Perla Bobby Pin Set. There are bobby pins for capturing loose strands and there are bobby pins for capturing attention. This set of seven definitely belongs to the latter category. Each handcrafted pin has a single Swarovski pearl, in a variety of sizes, attached to its end.

Orbe Italian Resin Flat Brush. There's a time and a place for air-drying and finger-toussing, but it's not here, and it's not now. With a blend of boar bristles and nylon pins, this classic paddle brush massages your scalp and distributes natural oils for a shiny finish from root to tip.

K18 Molecular Repair Hair Oil. This weightless dry oil abolishes frizz on two fronts: Peptides reverse structural damage caused by styling tools and chemical treatments, while natural lipids (avocado and sunflower oils) smooth over flyaways caused by humidity and the elements.

Deborah Pagani Large DP Pin. The sleek golden pin elevates buns, twists, topknots, and any other updo you can invent (and because you'll never tire of wearing it, you'll invent plenty). Not into gold? The tool also comes in silver, rose, and black—a finish for every occasion.

Iles Signature Collection. Containing a nutrient-rich shampoo, conditioner, and finishing serum that work in concert to repair damage, this collection from hairstylist Wendy Iles is agist to all hair-kind (fine, kinky, coarse, curly, thick). And the sleek right angles of the bottles add minimalist chic—and save space—in your shower (or travel bag).



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PROP STYLIST: ANDREA BONIN. EYE: ENVATO ELEMENTS.

BAILLY: CHRISTINE HAHN. PRODUCT: COURTESY OF BRAND.

Tools

Not a pro? Not a problem. These tools allow you to nail a perfect finish every time.

Makeup Brushes

FOUNDATION. The true genius of the **Laura Mercier Real Flawless Foundation Brush** rests in its teardrop shape: The elliptical bristles buff away streaks around the nose, jaw, and hairline.

POWDER. **Saie The Fluffy Brush** has a tapered tip that picks up just the right amount of powder, and densely packed bristles to flawlessly diffuse it in every nook and cranny.

CONTOUR. With a fluffy fan on one side (for powder) and a compact slant on the other (for cream), the **Patrick Ta Major Sculpt Dual-Ended Sculpting Brush** allows you to artfully enhance every curve and angle.

BRONZER. The **Sephora Collection PRO Bronzer Brush #88** is the gift that keeps on giving. Its sturdy, rounded head buffs liquids and creams to perfection, making bronzer almost impossible to overdo—or overuse: “I’ve been using it daily for months now, and there’s no sign of wear and tear,” says associate social director Cassidy Silva.

BLUSH. Neither too big and floppy nor too small and squat, the **Jones Road The Blush Brush** is ideal for swirling pigment over the apples and spreading color along your cheekbones.

HIGHLIGHT. The **Môda Pro Accentuate** breezes over the high points of your face for the softest glow imaginable. Its tapered end is even delicate enough to follow the arc of your brows.

BROWS. With a mini toothbrush for fluffing, a slanted nib for defining, a pair of spoolies for taming, and a tiny spatula for lifting, **Real Techniques Brow Styling Set** lets you engineer the arches of your dreams.

EYE SHADOW. You’ve never seen a makeup brush quite like **Half Magic Pyramid Eyeshadow Brush** before. The tapered, pyramid-shaped bristles are dense enough to provide maximum control but fluffy enough for a soft, blended finish.

Makeup Sponge

It’s a sweep! **Beautyblender Original Pink Makeup Sponge** wins this title every year, for good reason. With a wide base for buffing and a pointy tip for squidging into crevices, this egg-shaped sponge is impossible to beat.

Tweezers

It’s not a stretch to dub **Tweezerman Slant Tweezer** the greatest of all time. (Cut to its previous 24 Best of Beauty wins.) The angled tip comes with free sharpening for two years, ensuring precise plucking for 730 days.

Eyelash Curler

Designed with an opening that’s wider and straighter than other curlers, the **Shu Uemura Iconic Eyelash Curler** conforms to every eye shape (almond, round, monolid) and captures every lash, giving all our testers the fullest and curviest fan.

Lash Guard

Prone to mascara mess? Kind of like a futuristic monocle, the **Tweezerman Lash Guard & Comb** frames your eye as you apply mascara, making clumps, smudges, and spikes things of the past.

Hot Tools

BLOW-DRYER. The **Dyson Supersonic** hair dryer produces the smoothest blowouts in record time—at the record price of \$400. In science-speak, its speed is thanks to a digital motor and an axial flow impeller, which together can push out 13 liters of air per second. In non-science-speak? It’ll dry your hair faster than the competition. For those of us who want to obliterate frizz but not our budget, the \$199 **BondiBoost Sonic Hair Dryer** delivers sleek results to rival a salon job. And we no longer need to make do with mediocre hotel hair dryers. The **T3 Afar Travel Size Hair Dryer** packs all the bells and whistles (powerful motor, ion settings) into one portable frame, giving us speedy blowouts—and ample time to fixate on the hotel magnifying mirror instead.

DIFFUSER ATTACHMENT. Made of soft silicone, the **Ceremonia Diffuser de Rizos** distributes heat evenly, producing allover definition and bounce. Bonus: The squishy material collapses, making storage and travel a breeze.

BRUSH DRYER. How many pro stylists does it take to achieve the perfect blowout? If you’re using the **Revlon One-Step Volumizer**, the answer is zero; you can do it all on your own—and using just one hand.

FLATIRON. The titanium plates and ceramic heater on the **Gussi Mane Squeeze 1” Titanium & Ceramic Flat Iron** work in tandem to generate even heat, uniform temperature, and consistently sleek results. Pressed for time post-shower? Until now, applying a flatiron to damp hair meant sizzling it like a fajita. But the **GHD Duet Style** has served up an entirely new approach. Low-temperature plates and concentrated airflow dry hair while straightening it, enabling you to go from wet to sleek with zero damage.

CURLING IRON. Convenience is the name of the game for the **T3 Switch Kit Curl Trio**. The iron has three interchangeable barrels that lock into place, allowing you to create full-figured bends, loose waves, or tight spirals.

WAVER. You heard it here first: Crimpers are back. One pass of the **Trademark Beauty Babe Waves X** sculpts perfect beach waves *exactly* where you want them in record time—no sun, salt, or skill required.

MULTITASKER. The **Shark FlexStyle Air Styling & Drying System** is part multitasker, part shape-shifter, part geometry lesson. The high-speed hair dryer rotates from a 90-degree angle to a 180-degree line—which is when things get interesting. Locked into its upright position, the tool converts into a self-winding curling iron, a frizz-smoothing paddle brush, and a volume-building oval brush.

Hairbrushes

PADDLE. The heat-resistant ionic bristles on the **Olivia Garden NanoThermic PowerGrip Thermal Collection** eliminate frizz and add shine as you work. And because the ergonomic handle weighs next to nothing, you won’t be working much.

ROUND. The ceramic barrel on the **British M Hot Curling Ceramic Brush** acts as a thermal conductor, absorbing heat and distributing it evenly as you blow-dry. Translation: You’ll never get a limp wave or wonky bend again.

DETANGLER. Almost entirely plant-derived, the **Tangle Teezer The Ultimate Detangler Plant Brush** is 85% castor bean (we checked) and 15% magic bean (we assume). The bendy bristles inexplicably undo every knot without pulling, tugging, or breaking.

EDGE STYLER. Think of **Red by Kiss Edge Cara** as a Swiss Army knife for your edges. There’s a dual-sided brush for styling and laying down baby hairs, a handle that doubles as a covert wax case, and a wand for applying the perfect amount of product.

HAIR PICK. Exaggerated in size and sleek in design, the **Pattern Beauty Hair Pick** looks like a cool piece of sculpture in our hands. Applied to hair, the elongated prongs lift our coils to new heights.

Hair Accessories

Made of puffy satin in a rosy champagne hue, **The Hair Edit Tressé Band** holds back your hair with ease and added cushioning. “It’s squishy to the touch and so comfortable to wear—really, it doesn’t feel like I’m wearing anything,” says senior editor Jesa Marie Calaor. “Plus, the blush-pink braided design is cute enough to work with almost anything.”

A handsome hair tool for anchoring buns and updos, **Kristin Ess The French Pin Set** transforms an artfully tousled topknot into an artfully tousled *French* topknot. Très chic.

You know how sleeping on a satin pillowcase may help prevent breakage by reducing friction? Same rule, different tool with **Slip Small Slipsilk Scrunchies**. The silky bands hold hair in place and slide right off without yanking on strands or leaving behind creases.

The golden **Kitsch Open Shape Claw Clip** keeps annoying strands out of your face as efficiently as any drugstore claw clip, plus it can go head-to-head with the fanciest evening accessory.



Clean

In a murky category of conflicting criteria, these winners meet *Allure's* (crystal-clear) definition of clean—and our exacting performance standards.

Skin

Alpyn Beauty Pore Perfecting Liquid With 2% BHA + Borage. Straight from the mountains of Wyoming, this exfoliating fluid enables you to reach peak glow. The blend of salicylic acid and hydrating snow mushroom (to reduce redness) makes skin appear luminous and practically poreless.

Honest Beauty Daily Green Juice Antioxidant Super Serum. Like a wellness retreat for your skin, this antioxidant-rich serum calms inflammation and boosts hydration with a healthy dose of fruit and veggie extracts (like carrot, kale, and apple), plus two forms of hyaluronic acid.

Kinship Brightwave 10% Vitamin C + Peptide Serum. For all its superlative brightening power, vitamin C is a notoriously fickle ingredient, often degrading inside the bottle. This serum contains tetrahexyldecyl ascorbate, a super-stable (and superpotent) concentration of ascorbic acid, giving your skin a radiant glow that just won't quit.

Good Weird Cold Brew Undereye. Like the world's fanciest cappuccino, this invigorating serum wakes up tired eyes with a shot of caffeine and obscures dark circles with a fine dusting of diamond powder.

Strip Makeup Whipped Coconut Makeup Remover. With its cloudlike texture and delicious scent, this balm is the definition of good, clean fun. The moisture-rich, coconut oil-packed formula melts away makeup and transforms your skin into a bouncy canvas.



THE ALLURE CLEAN STANDARD

Products that meet our standard are formulated without:

parabens, phthalates, sodium lauryl sulfate and sodium laureth sulfate, cyclic silicones, polyethylene and polypropylene (microbeads), aluminum salts, formaldehyde, hydroquinone, triclosan, talc, mineral oil, petrolatum, toluene, and chemical sunscreens (such as oxybenzone and avobenzone).

PROP STYLIST: ANDREA BONINI.

Muri Lelu Mauvaise Herbe Indica Oil. This weightless oil calms skin and dissolves stress with an aromatic blend of botanical extracts (hemp, licorice) and essential oils (marula, baobab). The results are so soothing, we're crossing our fingers for a full-body version (Muri Lelu, are you listening?).

Lightsaver Activated Mineral Sunscreen SPF 33. The silky texture and skin-adapting tint means you can put on this mineral block without a mirror (not that you'd want to miss seeing the dewy glow). "This has a super-elegant, silky application," says commerce editor Sarah Han. "It leaves a tinted finish with a subtle sheen."

Biossance Squalane + Vitamin C Rose Moisturizer. We'll always have a thing for the color pink (thanks, Barbie, Marilyn, Billy Porter). But this sophisticated moisturizer brings more to the table than a rosy hue. With hydrating squalane and brightening vitamin C, it plumps and brightens like a dream come true.

Mara Flower Acid Algae Sérum. This vitamin-rich formula combines flower extracts (hibiscus and sunflower), lactic acid, and marine algae to gently exfoliate and bring brighter skin to the surface.

Hair

RÖZ Foundation Shampoo & Conditioner. Red-carpet-hair whisperer Mara Roszak (see: Emma Stone, Zoe Saldana) says the glossy, bouncy magic really starts in the shower. So she created this volumizing—and, dare we say, glamorous—shampoo and conditioner without silicones, sulfates, or parabens. What does it contain? Peptides and ceramides to strengthen and smooth.

Squigs Gooseberry Delight Hair Oil. Applying a few drops of this delicate oil feels like a halo of light. The silicone-free formula is that good at quieting flyaways and coddling sensitive scalps. "I use this as a conditioning treatment at night and smoothing oil in the morning," says senior editor Jesa Marie Calaor. "It makes my hair so shiny and has a pleasant citrus scent."

Fekkai Super Strength+ Collection. You could use only one or two of the products in this comprehensive system, but why break up the band? Whether used individually or together, every single formula—shampoo, conditioner, mask, oil, and mist—got top (gushing, really) marks from our testers.

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Dae Violet Hour Purple Shampoo. Not to burst any bubbles, but blond hair is extra-susceptible to dullness and fading (the result of UV rays, product buildup, and minerals in your tap water). This shampoo neutralizes those brassy tones with purple pigments, while cactus flower extract (a powerful humectant) locks in moisture and shine.

Mielle Rosemary Mint Scalp & Hair Strengthening Oil. By the time you're done reading this, one more bottle of this near-magic elixir will have been sold. And we get it. The shine-inducing cocktail contains over 30 essential oils (peppermint, tea tree, and lavender, to name a few) to strengthen hair, soften ends, and—oh, wait! There goes another one.

Makeup

Kosas Wet Lip Oil Gloss. Packed with hyaluronic acid and avocado oil, this tinted treatment—available in 11 different pinks, mauves, and neutrals—delivers sheer color and potent hydration, making your lips appear extravagantly moist and full. "I get so many compliments when I wear these, especially the soft pink Revealed," says associate beauty director Sarah Kinonen.

The Lip Bar Big Timer Volumizing Mascara. We'd happily wear our lashes the way nature intended if nature had given us more in the volume department. This product uses synthetic beeswax to bulk up every lash.

Victoria Beckham Beauty Baby Blade Microfine Brow Pencil. Leave it to Victoria Beckham—she of the oversize sunglasses and discreetly arched brow—to develop the most elegantly understated eyebrow pencil. The minuscule nib has a teardrop shape for artful sculpting and stealthy shading.

Abature Blackberry Lip Butter. This remarkably sleek (not slick) balm seems to hydrate from the inside out—thanks to avocado and sweet almond oils—giving your mouth a velvety finish that won't kiss off.

Haus Labs by Lady Gaga Triclone Skin Tech Foundation. Spiked with fermented arnica, a natural anti-inflammatory, this serum-thin fluid extinguishes redness, evens out splotchiness, and feels so weightless, you can't tell where the pigment ends and your skin begins.

Tower 28 Sculptino Soft Cream Contour. A cream that goes on seamlessly, this opaque pigment blends without streaks and defines without shimmer. "I use my fingers to paint this onto the tops of my cheekbones, around my forehead, and down my jawline for the most subtle contoured look," says site director Sam Escobar.

CLEAN, CONTINUED

Saie Glow Sculpt Multi-Use Cream Highlighting Blush. Blush doesn't get more beautiful (or versatile) than this. Infused with water lily extract, hyaluronic acid, and sunflower seed oil, the hydrating pigments deposit a dewy flush on cheeks, lids, and (in a pinch) lips.

Body

Ellis Brooklyn Florist Eau de Parfum. The fragrance equivalent of a freshly cut bouquet, this cheerful arrangement of creamy white flowers (tuberose, jasmine, honeysuckle) and crisp pear captures the sparkle and softness of a dew-soaked bloom.

By/Rosie Jane Dulce Eau de Parfum. A touch of wood and a dash of musk temper rich notes of vanilla and chocolate for a scent that's perfectly sweet but not even a little bit cloying.

Superegg This Moment Hand Care. With its fluffy texture and plant-derived hydrators (like shea and murumuru butters), this weightless cream whisks away roughness and dryness without leaving the greasy finish of a traditional hand cream.

Alba Botanica Sheer Mineral Fragrance Free Sunscreen Lotion SPF 50. This mineral formula has got your back (and front). The lightweight sunscreen goes on white before it fully absorbs, ensuring you never miss a spot.

Deon Libra Big Up Body Glaze. You know that dainty, lit-from-within look that beauty products are always promising us? This isn't it. This gold-tinted serum—bursting with ceramides and botanical oils (castor, jojoba, sesame)—gives us the alloyed gleam of polished bronze. Big improvement.

Nécessaire The Body Exfoliant Bar. When this exfoliating bar is gone, it's gone for good—there's no bottle to throw away. The silky results keep going strong, though, thanks to a cocktail of ceramides that mends your moisture barrier.

Iota Supervitamin Body Wash+, Soothing. This fragrance-free cleanser doesn't deplete your natural moisture. Instead, it protects the skin's barrier from dryness and dullness with aloe (to soothe) and glycerin (to smooth).

Eminence Organic Skin Care Yuzu Solid Body Oil. Packed with antioxidant-rich plant oils (buriti, camu camu, passionfruit seed), this solid oil melts into a silky emulsion as you massage it into your skin, leaving behind a nongreasy sheen and delicious citrus scent.

Henry Rose Sheep's Clothing Body Cream. The silkiest, loveliest, opposite-of-heaviest moisturizer we've ever encountered, it leaves skin feeling softer than cashmere (the faux kind) and smelling faintly of roses (the fresh kind).



Sensitive Skin

Eight easy-does-it formulas for the most sensitive among us.

Packed with four different types of hyaluronic acid, **Tower 28 SOS Daily Barrier Recovery Cream** draws all the moisture to your skin, then locks it in with emollients. The result: a stronger protective barrier and extremely silky-skinned (and happy) testers.

Containing the finest grains of plant fibers we've ever encountered, **Aveeno Tone + Texture Body Scrub** gently (and we do mean gently) buffs away dead cells while coddling touchy skin. "My finicky skin was deeply pleased to find an exfoliator that doesn't exacerbate my eczema," says associate beauty director Sarah Kinonen. "Halfway through the tube and not a single flare-up!"

Raise your hand if you've been betrayed by natural deodorants. **Saltair 5% AHA Serum Deodorant Fragrance Free** will restore your faith in aluminum-free protection. This silky serum minimizes odor and irritation with almond-derived alpha hydroxy acids while brightening underarm skin with niacinamide.

Unlike most face washes that remove every stitch of makeup and every stitch of moisture, **Neutrogena Hydro Boost Hydrating Gel Cleanser Fragrance Free** leaves skin feeling absurdly soft as well as impeccably clean.



QR CODE

You can shop every Best of Beauty winner on allure.com.



"Light, easily absorbed, silky smooth."

TOWER 28
SOS DAILY BARRIER
RECOVERY CREAM

DAWN REBECKY
Senior Copy
Manager



NEUTROGENA
HYDRO BOOST HYDRATING GEL
CLEANSER FRAGRANCE FREE

TALIA GUTIERREZ
Associate Manager,
Special Projects

"This gel cleanser doesn't strip my skin but still gets the job done. It leaves a bouncy, hydrated finish."



TATCHA
THE SILK SERUM

JENNIFER HUSSEIN
Commerce
Writer

"Redness and irritation have nothing on this serum. Its gentle formula is a mainstay in my routine for its radiance-boosting and softening effects."



COCOKIND
CERAMIDE
RECOVERY
BALM

SARAH KINONEN
Associate Beauty
Director

"The ultimate slugging companion! I slather on this nourishing salve after my moisturizer to lock in hydration while I sleep."

Beekman 1802 Milk Scrub Oat & Goat Milk Exfoliating Cleanser is like a luxurious milk bath for your face. The exfoliator cushions and brightens skin with lactic and fatty acids, offering a softer, gentler sloughing approach.

Lipids, peptides, niacinamide, caffeine! **Skinfix Barrier+ Triple Lipid + Collagen Eye Treatment** manages to cram a lot into one little pot. The lightweight cream targets webby lines and dark circles while temporarily deflating undereye bloat.

For those of us who get flushed at the mere mention of "retinol," **Tatcha The Silk Serum** is a small botanical miracle. The delicate elixir smooths wrinkles with cranberry extract, a mild (and unexpected) plant-based alternative to the vitamin A derivative.

Think of ceramides as nature's cement: They seal in moisture by filling holes in the skin's protective barrier. **Cocokind Ceramide Recovery Balm** contains enough fatty molecules to hydrate your toughest areas—cracked ankles, flaky lips, rough elbows—and can serve as a satisfying slugging alternative to petroleum jelly.

BILLIE EILISH

HER NAME CONJURES UP TEENAGE ANGST, YOUTHFUL REBELLION, AND MORE HAIR COLORS THAN A WIG SUPERSTORE. NOW, WITH THE LAUNCH OF A THIRD FRAGRANCE, EILISH KNOWS EXACTLY WHAT SHE WAS MADE FOR.

BY ARABELLE SICARDI
PHOTOGRAPHED BY CHO GI-SEOK



Rains cape. Bulgari earrings. Fashion stylist: Anna Trevelyan. Hair: Benjamin Mohapi. Hair colorist: Jess Gonzalez. Makeup: Holly Silius. Manicure: Erin Moffett. Set designer: Lauren Machen. Production: Viewfinders.

The first thing Billie walks into the room is a game of Ping-Pong. knowing none of the the coordination puppy. We are in LA's Highland Park, not too far from her current home and the house she grew up in. Her mother flits through the space briefly before departing, and soon enough I'm being taught the rules of Ping-Pong as Billie politely demolishes me, serve after serve, finding my weak spots (I have many) and delighting in the surprise of a return serve that earns me one point. I am not totally humiliated, which is kind of an accomplishment when you face a 21-year-old who has as many Grammys as there are days in the week.

When we sit down to chat, Billie pulls her freshly dyed hair—a halo of bright red at the scalp that morphs to black ends—into a ponytail. It's a return to a previous look. She's gone through many hair moments that have been replicated, riffed on, referenced by her fans: the slime-green ombré, the blond bob, the Marilyn homage, the pastel Tumblrcore teal, the space buns, the list goes on. Her hair moments are so surveilled, she's worn wigs of old styles to hide her upcoming looks, buying Halloween-costume versions of herself to keep her secrets. Today's version of Billie is, on the outside, familiar enough to fans, but the person inside is someone new even to herself. She's spent time, serious time, wading out of the rough waters she used to surf.

Eilish does when she is challenge me to a I accept, despite rules and having of a hallucinating puppy. We are in her studio space in LA's Highland Park, not too far from her current home and the house she grew up in. Her mother flits through the space briefly before departing, and soon enough I'm being taught the rules of Ping-Pong as Billie politely demolishes me, serve after serve, finding my weak spots (I have many) and delighting in the surprise of a return serve that earns me one point. I am not totally humiliated, which is kind of an accomplishment when you face a 21-year-old who has as many Grammys as there are days in the week.



Let her explain: "I do this thing where it seems like it's good to find out all the things that are going to hurt you the most," she says, "because when you know all of it, then you can have a sense of control about it. And once you know, you can heal from that. Then I'm invincible! But what I've learned...is that time goes by, and I'm still scarred. You don't have to push into pain to get out of pain. I've done that, and I don't want to do it again." She's in motion the whole time she contemplates this, her own self-sabotage, moving from sitting cross-legged to holding her feet to twirling her hair and redoing it. The room transforms from a studio space to something like a confessional.

As Billie toys with the perfume bottles on the table between us, I sense her longing to return to Ping-Pong. Maybe it's one of the ways she comforts herself after she's been vulnerable. I ask what she does to get back into her body when she feels overexposed.

She picks up the bottles, which are miniature busts of herself in profile. It's possible that the assembly before us, and her interest in fragrance more broadly, which she's said has been a constant in her life, could be part of the answer. Eilish No. 3 is on the table, the latest in a line of successful scents, sculptural like its predecessors (Eilish No. 1 launched in 2021), just in red now. But the bottle itself holds only water, as it's still in production. The real perfume is in the sample bottle next to it. She cradles it and sprays the scent in the air. We both smile and wait for the fragrance to diffuse in the room. The scent is sweet but metallic. "I love that it reminds me of metal," says Billie. "If you combined Eilish No. 1



Valentino shirt, tie, and shorts, Chrome Hearts rings. To get the beauty look: Hourglass Confession Ultra Slim High Intensity Lipstick in My Icon Is. (Eilish is vegan and only vegan makeup was used on this shoot.)

SPIDER: GETTY IMAGES





Gucci shirt and pants. ERL shoes. Gucci earrings. Cartier rings.

and No. 2, you'd have this sweeter, more romantic version," she explains, before considering my earlier question on returning to herself.

"I watch things that bring me comfort"—she's known to be a big fan of *The Office*—"swim in my pool, but I feel best right out of the shower, with my lotions and my smells, and I'm in a clean environment. When you're in a shitty spot emotionally, when you change the things in front of you, it can help so much. I'm trying to prioritize. I wrote in a song years ago..." she says, mentally sifting through her back catalog, fingers flipping through the air until she talk-sings, "to keep myself together and prioritize my pleasure;" a lyric from "Getting Older," a song on the album *Happier Than Ever*. "I said that three years ago, and then I didn't do it!" She waves her hands in the air. "So I'm doing it now. And I've made enough people feel good that I deserve to feel good too."

Speaking of songs, I bring up her latest megahit, "What Was I Made For?," from the *Barbie* soundtrack. Shortly after our interview, it already had over 200,000,000 streams on Spotify alone. By any measure, a blazing success. For Billie, it seemed to emerge from within. "It was as if this song was a tiny creature inside of me for years, scratching the inside of me," she says, staring into space. "As soon as we got that prompt, the creature was like, 'Okay, I'm out,' and we [meaning Billie and her brother-collaborator, Finneas O'Connell] wrote that song in an hour or two." It seems prophetic.

She leans back, remembering the moment vividly: "We wrote it in a period of time where we couldn't have been less inspired and less creative. That day, we were making stuff, and were like, 'We've lost it. Why are we even doing this?' And then those first chords happened, and 'I used to float / now I just fall down' came out and the song wrote itself. I have the whole video of us writing the song, and the first thing we wrote were those lines in the first 10 minutes." She smiles a little at the memory. "We wrote most of the song without thinking about ourselves and our own lives, but thinking about this character we were inspired by. A couple of days went by, and I realized it was about me. It's everything I feel. And it's not just me—everyone feels like that, eventually."

In a TikTok interview describing the collaboration, *Barbie* director Greta Gerwig is effusive: "Nick [Huoy, the film's editor] and I put together 30 minutes of footage to show Billie and Finneas, and were like, 'Write whatever you want.... But if I had a wish list, it would be Barbie's heart song.' And they said, 'Okay.' It wasn't even a week later, I got a voice note, with Billie sitting at the piano, playing and singing the song completely raw. And it was perfect.... It's a song that is the story of Barbie, but it's also the story of all of us. We were, 'Can we put this song everywhere?'"



They did end up sprinkling the instrumental for the song throughout the movie. In the sequence where it plays the longest, you feel swept into the melody and the scene itself, enveloped in the world of the film. How strange to feel so emotional about something that is on the surface about a doll. But the song's success lies in how universal it is, how cutting and tender, all at once. Just like the trials of Stereotypical Barbie: At some point, we all wonder if we're doing what we were made for.

"The way the song has been heard and seen by women is so special to me," Billie says. "All the videos are devastating. I go on TikTok, and it's video after video of how hard it is to be a woman, with that song playing." Her eyes are wide with emphasis.

It must be overwhelming, I say, to be the doorway to all those experiences. I've seen the videos—they're the life story of the patriarchy over and over again, and the rebellion against it. They're love stories, tragedies, victories, and hard-won battles, escapes from abusive marriages, celebrations of lives fought for and well lived. And Billie's voice is the connective tissue through them all.

"It's wild," she says. Does she ever want to hide from the exposure, the weight of all that fandom? She stills, then shakes off the question, or the troubles it leads to. "All the time. But I *can* do that. That's the thing about diving into the hurt—I don't need to do that. I'm starting to do better, but I've not been doing so great, to be honest. For a while. I have impending-doom feelings most of the day. When I think too much about it, how I can never have privacy again, it's enough to make you want to do all sorts of crazy things. But you have to let it go."

Letting things go is a hard lesson to learn for anybody, but a brutal one to learn when your every move is in the news, every relationship hyperanalyzed. (I don't ask her about her relationship status.) But it is clear she's done some letting go herself, shaped by epiphanies she had on the road during her world tour. "There was this moment when I was in Paris, we were driving around, and I was in a bad place. It was not a good time for ol' Bill. I was not getting better, and didn't know when I would. And this motorcycle pulled up next to the car, and this guy's helmet had a sticker on it that said in all caps, 'Move on.' I was sitting there like, Oh. Message received. I have a really big problem with control," she adds, "so I've been trying to teach myself that there are things out of your control and you have to move on."

That means keeping things moving even when it might hurt. Her focus now is refusing to settle. "I have settled many times with things and people and life. I've settled for less than I deserved, and I'm not going to do that anymore." She shifts again in her seat, and I consider whether we should get back to Ping-Pong so she can hit something and watch it sail through the air. The closest thing to closure I can offer, really.



To get the beauty look: Alima Pure Natural Definition Brow Pencil and Mascara and Charlotte Tilbury Vegan Lip Lustre in Ibiza Nights.



Balenciaga hoodie and coat. To get the beauty look: Noir Lash London No. 6 and Alima Pure Velvet Lipstick in Stella.

By now she's been in the music industry for seven years and counting, and she's on her third perfume. There's no sophomore slump for her in either industry—her songs sell well, her perfumes do too. But in either space, beauty or music, she's still likely to be one of the youngest in the room, surrounded by people who think they know better than she does. Both are industries that defer to older experts. She smiles, wickedly now, revealing the mischievous nature you see in her music videos. "I have to give credit to the person I've always been—I did not give a fuck at all. Between being a 14-year-old girl, and Finneas being a 17-year-old boy, and us making these little songs—we had to be very clear we weren't going to just do what anybody said. People could have done crazy shit, and I didn't

"When I was 17, I was like, I found it. I found the person I am, forever. This is how I'm going to do it. I found all the ways!" She laughs at her own naivete, leaning back in her chair—moving, moving, always moving, even when she's sitting down. "These are my boundaries. These are the things that make me happy, and this is my recipe for how I'm going to make music and be happy. Then I grew up a little, and suddenly life was like, These aren't going to work. You've got to change. You're not that person anymore."

“THE MORE I THINK ABOUT BEING MYSELF, THE BETTER MY LIFE IS. THE MORE I AM MYSELF, THE BETTER MY LIFE IS.”



let them. It was many, many years of having to convince a room full of people that I was going to do what I knew was right for me. I had ideas; I had plans."

She stops and nods to herself. "But the thing is, people should know—women should know—you don't have to be exceptional. You can just be a person, and you should get awards for just being. Sometimes artists don't have plans, and that's fine, but I did, and I wasn't going to waste them." She has been headstrong and sure of herself from the start, somehow managing to preserve that commitment to her ideas through years of public performance and the roller coaster of growing up. Still, she realizes how lucky she's been in her own evolution.

She throws her hands up in the air, smiling and grieving at the same time—conflicting feelings that on her shoulders feel perfectly synchronized. "But the more I think about being myself, the better my life is. The more I am myself, the better my life is," she says, leaning closer in her chair to make her point. It sounds like a secret shared between us, however simple the notion is. You can tell she means it.

Our time together is just about over. The perfume has settled into the couch, a final parting gift that conditions the leather just a bit. It's still sweet but not cloying; it dances through the air with little effort. Just like Billie, a dancer at heart. She gets up to head outside. I look at the Ping-Pong table behind us. She turns to me as she opens the door, already moving on. "I'm going to win next time," I say, nodding at the table. She cackles. "Yeah, right," she says, perfectly confident in her skills, her talent, and, hopefully, herself. And then she's gone.

MOTH: GETTY IMAGES



Gucci shirt and earrings. Bulgari necklace. To get the beauty look: Noto Hydra Highlighter Stick and Charlotte Tilbury Vegan Lip Lustre in Ibiza Nights.

ZIP CODE

1996: The birth year of our annual Best of Beauty Awards was also the peak of a defining decade for hair artistry, with Black women as the primary canvas. To celebrate that era, hairstylist Nikki Nelms armed herself with products from the '90s (like Pump It Up Gold Styling Spritz and Fantasia Liquid Mousse Spritz) and her own boundless creativity. The results included how-is-that-even-possible creations like this double French roll hairstyle, separated by a working zipper. "That's what made this era so amazing—it was normal for your hair to be extra," says Nelms. "When we wanted to give it, it didn't need to be for a special occasion. We are the special occasion." Through the decades, exuberant innovation has always revealed the best of beauty. So do it up—today, tomorrow, and every day after that.

PHOTOGRAPHED BY ADRIENNE RAQUEL



Balmain dress.
Khiry earrings.
Fashion stylist:
Shibon Kennedy.
Hair: Nikki Nelms.
Makeup: Rommy
Najor. Set design:
WayOut Studio.
Model: Adele
Ruboneka.

allure BEST OF BEAUTY THE LIVE EVENT

This year—for the first time—Allure invited our readers to experience life as a beauty editor and celebrate our 2023 Best of Beauty Award winners. Best of Beauty: The Live Event would not have been possible without the incredible support of our audience and sponsors. For this, we thank you!

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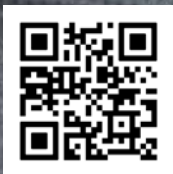
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