

New You Beauty Awards 2018



By **New You Editorial**

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After months of research, testing, smelling, smoothing, and quite frankly enjoying ourselves like kids in a candy store, our team of master testers have settled on the must-have products of 2018. Our nails look like a three ring circus and the dual-tone shade on our faces means we may have applied two different concealers in the same day, but it was all for the sake of our annual NEW YOU Beauty Awards. You're welcome! Our tireless team of editors, judges, and even some husbands put each product through a test process of look, feel, ease of use, and overall product effectiveness. We are proud to award these amazing products and companies with our most prestigious NEW YOU beauty honor—and believe us, they deserve it!

WINNERS BY CATEGORY:



The Ultimate Multi-tasker – WORK by TALEE

What does this product not do? It's a blow-dry cream, deep conditioner, curl cream, and it gives natural shine and movement while protecting hair from heat styling. The difference with Work is you don't have to rinse it out 10 to 15 minutes later. It is called Work because it's working on your hair all day long, thus landing it in our Ultimate Multi-tasker winner category! This product never leaves your hair looking wet or weighed down. Hair appears stronger and healthier, and with its' Nuplex technology it even resists humidity! Added bonus, this smooth-drying, scrunch-and-go cream elixir is free of parabens, surfactants, and sulfates. (Totaleehair.com, \$19.95)

Best Newbie – Recently Launched Beauty Product Starring by Ted Gibson Shooting Star Texture Meringue



STARRING by Ted Gibson Shooting Star Texture Meringue is truly a star! Your hair will adore the high-performance fragrance that opens with notes of fig and amber that gives way to notes of coriander and vanilla and rounded out with creamy coconut and warm woods. Shooting Star Texture Meringue has been on countless number of editorial shoots and celebrity red carpets. Ted Gibson created this new product to make your styling capabilities endless. The fun of it is when applied wet, it gives you amazing volume and when applied on dry hair, endless texture! ([Shooting Star Texture Meringue](#), \$52)

Nailed it

Deborah Lippmann Gel Lab Pro



Nothing is worse than a chipped manicure. That's why we love this gel manicure set which includes a top coat and base coat from Deborah Lippmann. It will make your nails look like you just left the salon and it will last and last. What's more is it dries quickly and is free of parabens, sulfates, and phthalates. ([Sephora.com](#), \$45)

Upstanding Foundation

Urban Decay All Nighter Liquid Foundation



Ready for a night on the town? Reach for this long-lasting foundation aptly called All Nighter by Urban Decay. This foundation won't budge in the slightest as you work the dance floor or reach for that skinny margarita. We love its full coverage, which provides a matte finish and lasts forever. The best part is it feels light and breathable on your skin for a fabulous all night look. (UrbanDecay.com, \$40)

Conceal the Deal

Marc Jacobs Remedy Concealer Pen



There's no concealing our favorite concealer of the year. Remedy Concealer Pen by Marc Jacobs works as an all-in-one eraser lending to brighter, hydrated, and flawless-looking skin. A little goes a long way and the tip applicator cools on contact. We particularly love using it as an eye brightener when applied to dark circles under the eyes. All in all, it's a winner! (Sephora.com, \$39)

Good Day Sunshine

ColoreScience Total Protection Face Shield SPF 50



Shield and protect your skin with flawless coverage without the harsh chemicals. We are obsessed with this Total Protection Face Shield with SPF 50 that works to diminish sunburn, free radical damage, and sun damage. It's lightweight and water and sweat-resistant so you can wear it under your makeup or apply before you go for a run. Dermatologist recommended, antioxidant rich and mineral based make this one a no-brainer winner! ([Dermastore.com](https://www.dermastore.com), \$39)

Freshen Up Cetaphil Gentle Skin Cleansing Cloths



Take your skincare routine on the go and grab these Cetaphil's Gentle Skin Cleansing Cloths. Designed for sensitive skin, these award-winning wipes will leave you feeling fresh and clean. They are great for removing makeup or wiping your hands when you're out and about. We really liked that they are fragrance-free and ophthalmologist tested to be extra gentle on your skin. ([Cetaphil.com](https://www.cetaphil.com), \$5.99)

Greatest Gadgets vFit



Created by women, for women to boost confidence and health – that can cause changes in intimate wellness. vFit is the world's first and only home-use device using a patented combination of red lights (LED's), gentle heat and sonic technology to improve intimate wellness, which is vital to overall health and well-being. Designed in partnership with leading OB/GYNs, vFit offers quick (treatments take just up to 10 minutes every other day), comfortable, hormone-free, & non-invasive. This product is a true game changer! Totally unique!

(getvfit.com, \$495)

Magical Mascara

Maybelline The Falsies Mascara



Ditch the falsies and watch as this magical mascara delivers bigger, thicker, fuller lashes with eight times the volume. The brush is amazing, thick and even ophthalmologist tested. Don't worry if you have to weep through a romantic comedy, this mascara will last through it all and it's waterproof. (Maybelline.com, \$7.77)

Innovations in Hair

TRESemmé Compressed Micro Mist



TRESemmé Compressed Micro Mist is a hairspray that will give you an excellent lightweight hold without the crunch. Gone are hairsprays of the past that will stay sticky and hard for days. Movement is the keyword with TRESemmé Compressed Micro Mist. Allowing your hair to move while holding your style, what we love most about this product is that you get coverage all day long without the stiff or sticky feel. ([TRESemmé Compressed Mico Mist Extend Level 4, \\$4.99](#))

Best in Moisturizers

Paula's Choice RESIST Intensive Repair Cream



It's not very often that you can find a moisturizer that tackles fine lines, wrinkles, acne, and sensitive skin all while acting as a day cream, night cream, and under eye treatment. Paula's Choice RESIST Intensive Repair Cream is a miracle worker. It's lightweight, hydrating and not overly oily. All around the best moisturizer to have on your beauty counter. ([Paulaschoice.com, \\$33](#))

The Eyes Have It

Bausch + Lomb Lumify



These redness reducing and illuminating eye drops are the perfect remedy for your long workdays or late night blood-shot eyes. Like Photoshop for your eyes, Bausch + Lomb's LUMIFY eye drops miraculously reduce redness for up to 8 hours to reveal your eyes' true natural radiance. It's FDA approved formula combined with no dye or bleach additives make this a crystal clear winner. Set your sights on whiter, brighter, and radiant eyes. ([Bausch + Lomb LUMIFY, \\$17.15](#))

Most Innovative Packaging

Scott-Vincent Borba Angel Power Glow Pops | Glittering Strawberry



Skincare doesn't always have to be boring, why not try a product with a flare of whimsy and magic. These Angel Power Glow Pops from Scott-Vincent Borba are scientifically designed to reduce the appearance of wrinkles while giving your skin a radiant glow. They are esthetician Tested and dermatologist approved and they taste like a field of strawberries. All of this is wrapped up in a delicious lollipop with angel wings. We're sold! ([ScottVincentBorba.com, \\$15](#))

Natural Beauty

Farmhouse Fresh Vitamin Berry Facial Tonic



This yummy Vitamin Berry Facial Tonic smells good enough to eat. Good for all skin types and especially wonderful to reduce redness and breakouts, Farmhouse Fresh Vitamin Berry Facial Tonic is alcohol-free, rich in antioxidants, vegan, and gluten-free. With its rose water base it's like a breath of fresh air. (www.FarmhouseFreshGoods.com, \$36)

Tools of the Trade

Tweezerman Bright Complexion Facial Dermaplaner



When you're too busy to get a facial, this easy-to-use, ergonomic exfoliator will be your new best friend. The Dermaplaner fits in the palm of your hand and gently exfoliates flaky, dead skin cells from the surface of your skin. We love how smooth and soft the skin feels after one use. You can use the blades for up to three months and each kit comes with four stainless steel blades. (Tweezerman.com, \$30)

Pearly Whites

Mobile White Advanced Teeth Whitening Kit



This innovative, on-the-go teeth whitening system developed by leading dental expert, Dr. Bill Dorfman, will leave you with a pearly white smile in just 20 minutes. Mobile White Advanced Teeth Whitening Kit combines Cool Blue LED light to make your on-the-go teeth-whitening experience safe, fast, and effective. Whiten up and brighten up your smile in just six applications, with each application taking only 20 minutes. Give yourself a confidence boost with a whiter and brighter smile! (GetMobileWhite.com, \$79.99)

Squeaky Clean Face Cleansers

O'o Hawaii Birdseed – Detoxifying Face Scrub



We are excited to have found a face scrub right from the pristine islands of Hawaii. Filled with volcanic rock, red alaea clay, sustainably harvested pearl powder, and activated bamboo charcoal this face scrub will leave you feeling like Pele, the Hawaiian goddess of volcanoes and fire. This is an exfoliating scrub that stimulates collagen and blood flow while removing dead skin cells. You feel reborn as you scrub to reveal more youthful, softer skin. (Oohawaii.com, \$95)

Best Anti-Aging Products

La Peau Eye Contour Gel



Wrinkles around the eyes and dry skin no more! Minimize the appearance of wrinkles with this advanced eye cream from Switzerland: La Peau Eye Contour Gel by Be Futur Biotechnologies Suisse. This eye cream is magical, working to restore moisture and give your skin a fresh, natural appearance. Firm your skin with their hydrating blend of antioxidants, vitamins, and minerals. (LaPeauSkinCare.com, \$62)

Take it All Off

Goop by Juice Beauty – Luminous Melting Cleanser



Luminous, glowing and soft, that is how your skin will feel after you try Goop by Juice Beauty's Luminous Melting Cleanser. This is not your average makeup remover. Nourish and hydrate your skin with almond, olive and coconut oils while gently removing dirt and makeup. There are so many reasons to love this product; we particularly like the yummy smell. (goop.com, \$90)

Wash Away the Day

H2O Beauty Coconut Verbena Body Wash



Dive into a tropical oasis with this body wash freshly scented with coconut and verbena. H2O Beauty Coconut and Verbena Body Wash gives you that super clean feeling without leaving any residue on your skin. Dermatologist tested, softly scented and good for all skin types, this is a dreamy vacation in your shower. Thumbs up! ([Ulta.com](https://www.ulta.com), \$18)

Exfoliate It

PCA Skin Pore Refining Treatment



Revitalize dull skin and minimize the appearance of pores with this magical exfoliating treatment made for all skin types. PCA Skin uses three methods to exfoliate and will leave your skin feeling baby soft. Professional estheticians swear by this product and we can see why. With papaya extract, kaolin and bentonite and rice powder, just to name a few ingredients, PCA Skin Pore Refining Treatment is powerful, safe, and really works. We also love that it's not tested on animals. ([PCASkin.com](https://www.pcaskin.com), \$58)

Best Home Spa Products

emerginC Scientific Organics At-Home Peel and Clarifying Kit



Imagine giving your skin a dose of vitamin C. That what you get when you try emerginC Scientific Organics At-Home Peel and Clarifying Kit, a clarifying facial peel that will make you feel like you just left an appointment at a fancy spa. Filled with green tea, antioxidants and aloe vera, this peel is designed for acne-prone, mature, sensitive, dry, oily and combination skin. Your face is going to thank you for this as you exfoliate the dead skin cells to make way for the radiant, youthful, soft skin underneath. (www.EmerginC.com, \$90)

Magical Masks

SK II Overnight Miracle Mask



Nourish and hydrate your skin overnight with this Overnight Miracle Mask by SK II. This mask smells great, feels great, and comes in an easy to use pod. It's brightening and smoothing formula with PITERA™ and Sleeping Tree Extract really works and once you try it, you'll be hooked. (Sk-ii.com, \$105)

Scent Sensibility

Giorgio Armani – SI PASSIONE



With notes of rose and woody vanilla the new fruity floral scent by Giorgio Armani is sexy, sultry, and feminine. We particularly love that you can engrave the bottle to add a personalized touch. The popular SI scent is amped up in SI PASSIONE, an ode to uncovering the passion within you. As Armani in his own words says, SI PASSIONE is "an irresistible combination of grace, strength and independence of spirit." (GiorgioArmanibeauty-usa.com, \$86)

Manly Must Haves

Toppik Hair Building Fibers



The days of backcombing, wearing baseball caps or shying away from family photos are over. Toppik Hair Building Fibers is a natural, colored Keratin protein that is statically charged to intertwine with your existing hair and give you the appearance of thicker, fuller hair. There's a reason this product has won numerous awards and has men lining up to feel more confident and youthful; it really works! (Gettoppik.com, \$46.95)

Best of Beauty Supplements

MIYU's HYDRATE MI BEAUTY TEA



Providing a mug full of benefits with its' age-defying ingredients and caffeine-free hydration, MIYU's HYDRATE MI BEAUTY TEA is a powerhouse for your skin! This beautiful tea contains green rooibos which is naturally rich in electrolytes and skin rejuvenating flavonoids, for dewy youthful skin. Goji berries steep to provide a generous dose of Vitamin C, to stimulate collagen production. With added rose petals and sweet notes of pear, it's absolutely delicious! Have it hot or iced. ([MIYU HYDRATE MI BEAUTY TEA](#), \$25)

Get the Perfect Pout

Elizabeth Arden Beautiful Color Liquid Lip



Let's face it, it's hard to find a lip color that keeps your lips looking hydrated and glowing, but doesn't feel sticky. Meet Beautiful Color Liquid Lip by Elizabeth Arden. Rich, glossy and available in a range of colors this lip color not only looks good but it smells good too. You'll particularly love the long-lasting color and how moisturized your lips will feel. ([Elizabetharden.com](#), \$22)