









TOTAL WINNERS:

399

Photography by Ryan Monaghan and Biagio Dell'Aiera for White Honey with styling by Wayne Warner

WHAT DOES IT TAKE TO BE CROWNED A WINNER?

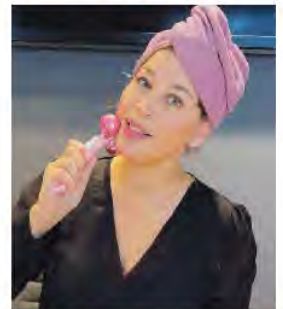
From innovative in-office procedures to skin-care selections popping up by the (quite literal) second, this past year in beauty can best be described as one that was stacked. Of the more than 10,000 products and treatments we tested throughout the year, and with help from top doctors, experts and celebrities who helped us along the way, 399 submissions stood out from the rest.

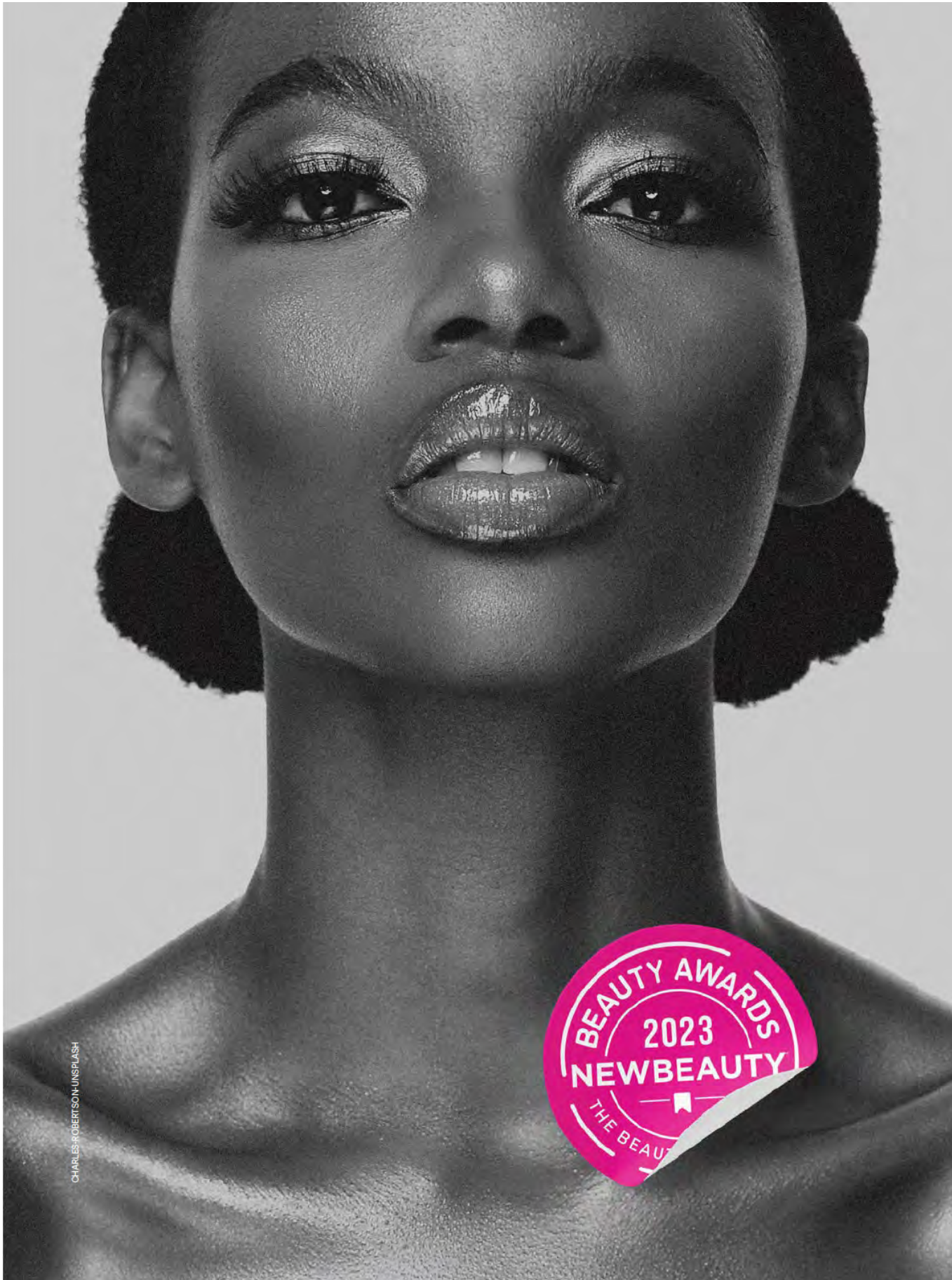
Whether it was a key ingredient sourced from a newly discovered botanical, or a delivery system we've never seen before, brands really stepped up their game this year, making our job that much more difficult (and fun!).



We've also expanded our categories to bring you breakthroughs in sustainability, pregnancy, menopause and men's grooming (yes, we actually have many male readers!), and our curated mix of both brand-new and tried-and-true does not disappoint.

So here's to this very special section of award winners who earned our coveted and trusted NewBeauty Seal: the edited of the edited, the curated of the curated, and at the end of the day, the ones that deliver on all their claims to our group of very discerning testers. We encourage all of you to try, test and tell us what you think.







MAKEUP

COFFEANDMILK/GETTY IMAGES

BEST_BRIGHTENING EYE DROPS

The world's top makeup artists keep **LUMIFY redness reliever eye drops** in their kits—J.Lo is a big fan of them, too. The FDA-approved formula starts reducing redness in just 60 seconds and lasts up to eight hours. You'll wonder how you ever lived without them. \$20, [amazon.com](https://www.amazon.com)

**BEST_EYELINER PENCIL**

"California cool" **Caliray** hit it out of the park with its stay-in-place **Surfproof Easy Glider Eye Definer**, which has perfected that silky, super pigmented "glide." \$20, [caliraybeauty.com](https://www.caliraybeauty.com)

**BEST_BROW PENCIL**

The fine-tip point on **KIMIKO Super Fine Eyebrow Pencil Automatique** allows you to create subtle, hairlike strokes that fill in sparse spots and define weak arches for realistic results. \$31, [kimikobeauty.com](https://www.kimikobeauty.com)

**BEST_DIY LASH EXTENSIONS**

Complete with an LED-lit mirror, **Lashify's** new **LED Control Kit** has everything you need—beginners included—to achieve full, fluffy lashes in a few steps thanks to the brand's first-to-market, patented Underlash Technology. \$185, [lashify.com](https://www.lashify.com)

**BEST_CLEAR BROW WAX**

Natural, fluffy brows are all the rage right now, and **Benefit Cosmetics Fluff Up Brow Wax** is the only product you need to feather your brows to perfection and keep them like that all day. \$26, [sephora.com](https://www.sephora.com)

**BEST_LIQUID EYESHADOW**

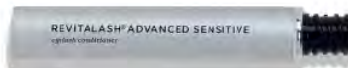
ILIA Beauty Liquid Powder Eye Tint's cream-to-powder formula blends so easily using just your fingertip, it's crease-resistant, and the 16 shades are neutral, earthy and beautiful. \$28, [iliabeauty.com](https://www.iliabeauty.com)

**BEST_TINTED BROW GEL**

The innovative **Grande Cosmetics GrandeBROW 2-in-1 Tinted Brow Gel + Brow Enhancing Serum** changed the eyebrow game for good. Not only does it fill in gaps with a natural-looking tint, but it also promotes thicker- and darker-looking brows over time. \$38, [grandecosmetics.com](https://www.grandecosmetics.com)

**BEST_BROW SERUM**

Apply peptide- and biotin-infused **Anastasia Beverly Hills Brow Genius Conditioning Brow Serum** morning and night to make sparse brows look noticeably fuller. It dries clear with no flakes, stiffness or stickiness. \$65, [sephora.com](https://www.sephora.com)

**BEST_LASH SERUM**

Finally, there's an effective lash serum for those of us with sensitive skin, especially around our eyes. **RevitaLash Advanced Sensitive** is perfect for anyone who wants to achieve big, beautiful lashes, but finds other serums irritating. \$106, [revitalash.com](https://www.revitalash.com)