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ANTI-AGING

NewBeauty 2019 Award Winners: Best Innovations

The future is now: These no-frills releases do what was previously only a dream.

By NewBeauty Editors · Mar 8, 2019



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ESKATA

Not all skin spots are created equal—some are the result of sun damage or aging; others are purely genetic, which is typically the case with dark, raised bumps called seborrheic keratoses, or SKs. Although they don't generally pose a threat, many people opt to remove them, and ESKATA is the only FDA-approved, topical, in-office treatment to do so. In less than five minutes, a pen-like applicator delivers a hydrogen peroxide-based solution directly to the SK, causing its appearance to diminish.



2/11

Alastin Skincare TransFORM Body Treatment (\$195)

Ask any derm or plastic surgeon for one of their favorite new medical-grade brand recommendations, and Alastin Skincare will consistently pop up. Its TransFORM Body Treatment is specifically formulated to enhance the results of skin-tightening and fat-melting procedures by activating cells within the hair follicles, which then signal other cells to process the fat faster. In a clinical study, CoolSculpting patients applied the cream twice daily to one half of their treatment area, and it was visibly smaller after five weeks.

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3/11

Bausch + Lomb Lumify Eye Drops (\$16)

Makeup artists are stashing Bausch + Lomb's Lumify Eye Drops in their kits as a secret weapon to instantly brighten tired and bloodshot eyes. The first over-the-counter, FDA-approved eye drop that contains the active ingredient brimonidine tartrate—a safe and powerful redness reducer—Lumify is one product we never knew our routines were missing. One look at the brand's before-and-after images and you'll see why.

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4/11

- Works in 1 minute
- Lasts up to 8 hours

EMSCULPT

One of the newest and most progressive body-shaping technologies, noninvasive EMSCULPT uses HIFEM (High-Intensity Focused Electromagnetic) technology to induce supramaximal muscle contractions that cause a deep remodeling of the muscle tissue, resulting in muscle building and fat burning. Independent clinicals have shown the treatment—four sessions over two weeks—can build 16-percent muscle mass and decrease 19-percent fat, which has captured the attention of both beauty enthusiasts and aesthetic professionals.




5/11

EMSELLA

Meet the “kegel throne”: a cutting-edge, completely noninvasive treatment—that, like EMSculpt, uses HIFEM technology transmitted through a super high-tech chair to stimulate the pelvic floor muscles. One 28-minute session—six are typically recommended—is equivalent to doing 11,000 kegels, which promotes bladder control to help reduce, and even stop, urinary incontinence.

6/11

Dyson Airwrap Styler (\$550)

A hefty investment, but a breakthrough concept: curl the hair with the help of air rather than extreme heat. Dyson's newest tool utilizes powerful airflow to dry the hair while simultaneously styling it. When combined with "intelligent heat control"—the device regulates heat to prevent damage and boost shine—the result is smooth, bouncy strands. And when curls aren't the goal, the styler comes with other attachments for a plethora of options.

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7/11

HydraFacial PERK

The ultimate add-on to a HydraFacial—the microdermabrasion-meets-deep cleanse that leaves pores extra clean—PERK allows clients to take home the products used during their treatments to enhance and extend their glowy-skin results. There are three different formulas designed for the lips, eyes and face, depending on the area needing further exfoliation and rejuvenation.

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8/11

[European Wax Center Mask Me Hydrogel Mask](#) (1 for \$9.50/3 for \$24.00)

A fuzz-free complexion makes makeup application much easier. European Wax Center's two-part mask offers immediate hydration and the very impressive bonus of slowed-down hair growth.

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Advertisement

9/11

La Roche-Posay My Skin Track UV (\$60)

We still love a good Prada Robot Charm key chain, but La Roche-Posay My Skin Track UV is perhaps one of the smartest purse accessories ever invented. It measures not only the kind of sun exposure you're getting via a discreet sensor, but also reads other environmental aggressors like pollution, pollen and humidity. The info then communicates with a corresponding app, which makes recommendations so skin can survive the elements.

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HairMax RegrowMD Laser 272 (\$1,500)

Three times a week for 30 minutes is all that's needed to help reverse thinning hair with HairMax's breakthrough, easy-to-use cap. Red light makes it look sci-fi as laser diodes claim to "wake up" hair follicles to encourage growth. Plus, the lightweight laser liner can be inserted into any baseball cap, making it easier to wear at your desk or while you're lounging on the couch.

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11 / 11

Opté Precision Skincare System (\$600)

Like Photoshop in real life, Opté's game-changing wand uses a sophisticated microprocessor to detect age spots and irregular pigmentation in the skin, and then gently sprays out a perfect-shade serum-pigment (delivered via the world's smallest handheld inkjet printer) to cover them up and reduce their appearance over time. Think a less-heavy, more natural-looking and precise airbrush effect that's like your favorite foundation—only better.

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