

Every item on this page was chosen by an ELLE editor. We may earn commission on some of the items you choose to buy.

Beauty

ELLE's 2019 Future of Beauty Awards

BY [MARGAUX ANBOUBA](#), [NYKIA SPRADLEY](#) AND [KATIE BECKER](#)

PUBLISHED: NOV 19, 2019 6:45 PM EST

Save Article

Introducing our first ever awards dedicated to the most exciting innovations in skin, hair, makeup products, and body treatments —plus the game changing beauty founders and experts to know now.



ANAI RAM

Skin | Skin Care Treatment | Face



ANAI RAM

Skin | Skin Care Treatment | Face
Lips | Eyes | Hair | Fragrance
Body | In Office Treatment
People, Places & Purpose

Skin

Advertisement - Continue Reading Below



Hagerstown, MD



Window Depot

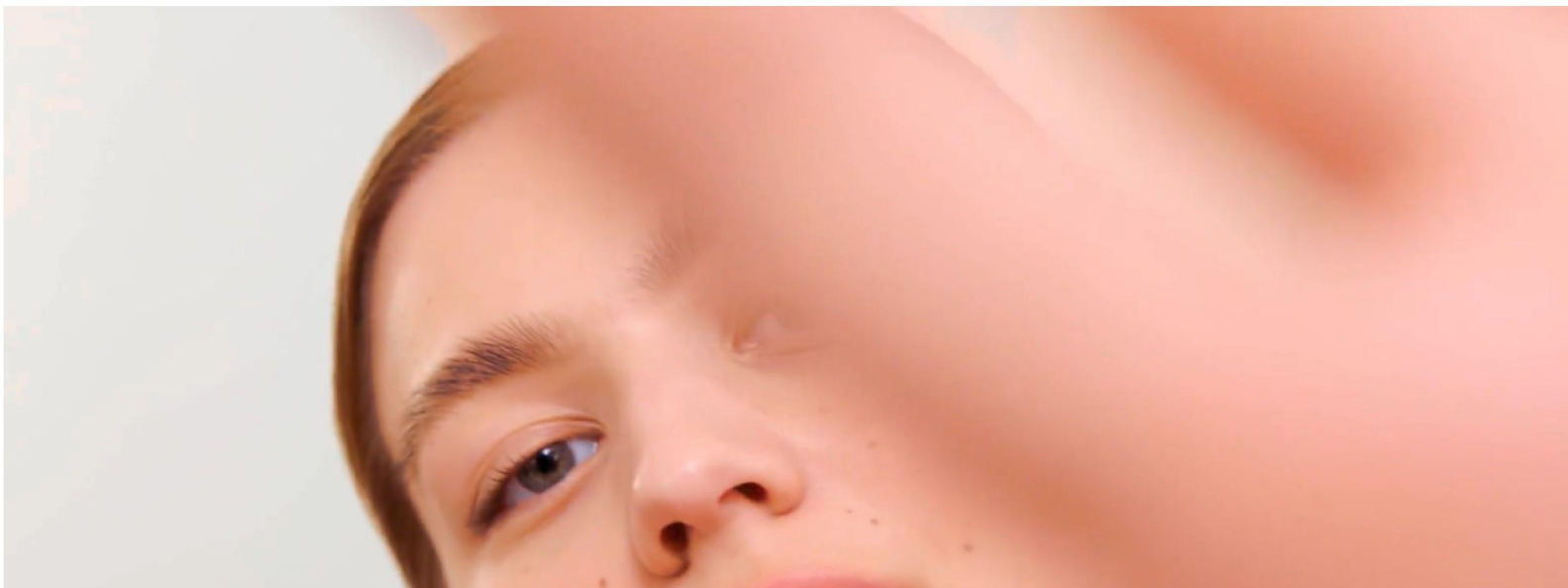
Windows Installation, Door Sales/Installation

We specialize in Windows and Doors installations. Call us today for your free estimate!

See on Yelp

20 minutes response time

Upgraded basics from your
 cleanser to your cream.



SUPER STEAL



Revitalift Pure Glycolic Acid Serum
L'oreal Paris

Now 50% Off

\$16 at Amazon

\$16 at Walmart

\$33 at Ulta Beauty

Encapsulating a maximum dose of exfoliating glycolic acid with soothing aloe and hydrating glycerin, this potent serum has the highest concentration of brightening alpha hydroxy acids over the counter, but is gentle enough to use nightly.



Micro-Needling + Ion Infusion Kit
Georgia Louise

\$395 at georgialouise.com

This user-friendly at-home microneedling device comes with single-use plastic tips and a guard to make sure needles penetrate at a safe depth. When you remove the tip, the handheld also warms up to help the serum penetrate deeper. It's safe for all skin tones.



Future Dew Glossier

\$24 at Glossier

Pat on this cushiony oil-serum for a “just got a facial” effect. Clinicals show that after four weeks of use, 96% of users had improved texture and brighter skin. We also love it mixed into foundation—a hot tip from makeup artist Katie Jane Hughes.



Phyto-Nature Firming Serum
Dermalogica

\$145 at Sephora

\$70 at Walmart

\$145 at Nordstrom

This anti-ager is divided into two chambers until dispersed onto your palm. One side has a lab-created hyaluronic acid in super long-chain form, meaning it penetrates even deeper; the other side is an oil-serum with actives that lift and firm.

Advertisement - Continue Reading Below

All the sides. None of the stress.



Shop groceries now



ECO PICK



ECO PICK



Metamorph Cleansing Balm Ayond

\$80 at ayond.us

Ayond's mindfulness goes beyond it's effective all-natural formulas.

Biodegradable cellophane wraps sturdy outer boxes suitable for shipping back empties, which the brand will recycle for you.



Compostable Cleansing Wipes Simple

Now 15% Off**\$5 at Target**

Cleansing towelettes, though convenient, have caused much eco angst, so Simple Skincare designed an affordable wipe made of sustainable plant fibers and wood pulp that breaks down in household compost in 42 days.



Bright Boost Micro Polish Neutrogena

\$10 at Amazon**\$21 at Walmart**

Four female scientists from the U.S., France, Singapore, and Brazil co-created a dream skincare collection: a gel cream, a scrub, an illuminating serum, and an SPF moisturizer—all less than \$20. The main ingredient is neoglucosamine, which is normally used in more expensive skin care and boosts the efficacy of other brighteners.



Prima Night Magic

\$88

Shop Now

The clean, traceable ingredients of Night Magic include CBD in concert with 16 potent oils. An independent clinical trial found that hydration improved by 33% and visibly enhanced firmness by 16%.

PRIMA



Naked Papaya Cleanser Kinship

\$22 at lovekinship.com

CREDIT: COURTESY

Every Kinship product is made using recyclable materials, including upcycled ocean-found plastic. Scan the QR code on the bottom of select products to discover exactly where the plastic was found. All of the products in the clean 5-piece line support the skin's microbiome.



Tone Smart SPF 68 Compact Skin Better

\$65 at Skinbetter

The sun protection in this cream-powder uses zinc oxide particles that are porous, making it less reflective and less likely to leave a white cast on skin.



Moisturizer: Replenish + Protect Follain

\$32 at Follain

It took Follain more than a dozen tries to create a PEG-free moisturizer that absorbs just as smoothly as the most popular lotions in the market. It also contains all-natural retinol-alternative bakuchiol, which leaves skin brighter and smoother.



The Brilliant Prime Radiance Serum Noble Panacea

\$253 at noblepanacea.com

Developed by Nobel laureate Sir Fraser Stoddart, a special component inside the formula called Organic Molecular Vessel (OMV) helps deliver ingredients like bakuchiol, glycolic acid and malachite. OMV is a microscopic biodegradable structure that is 10,000 times smaller than a skin cell and breaks down with calculated precision for perfect dosing of the ingredients inside.

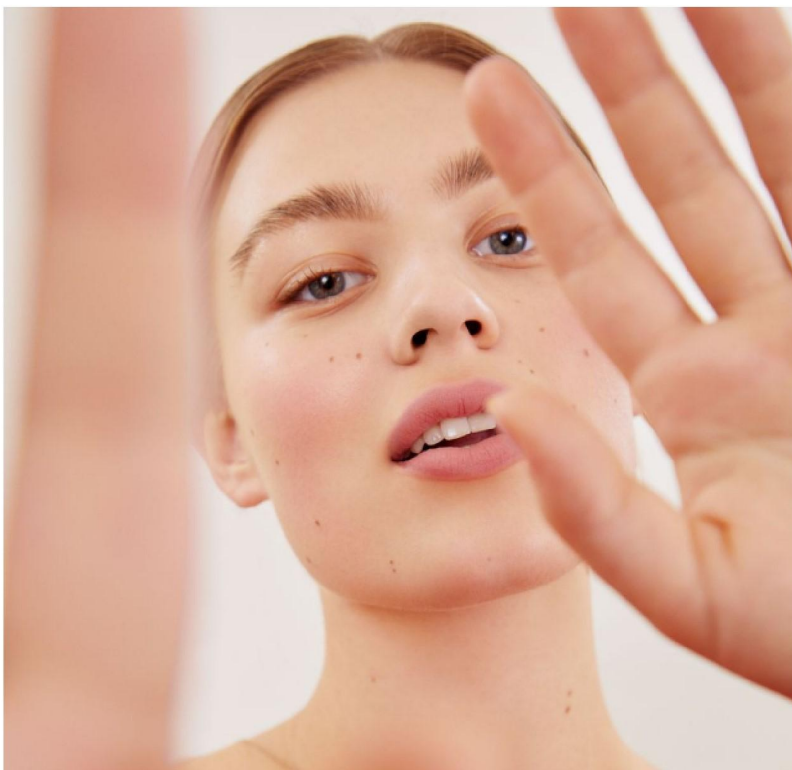
malachite. OMV is a microscopic biodegradable structure that is 10,000 times smaller than a skin cell and breaks down with calculated precision for perfect dosing of the ingredients inside.

Advertisement - Continue Reading Below



Skin Care Treatments

Powerhouse products that transform your complexion.





PHOTOGRAPHED BY ANAIRAM, STYLED BY SCHANEL BAKKOUCHE

Advertisement - Continue Reading Below

nuna®

Level up your life

25+ modes of riding possibilities

LEARN MORE



The Neck & Décolleté Concentrate
La Mer

\$330 at Nordstrom

\$327 at Walmart

SUPER STEAL



Flower Power Acne Patch Squish
Beauty

\$14 at squishbeauty.com

Welcome to the era of the zit positivity.



Dr. Barbara Sturm
Boutique & Spa

Book Now

Following a successful SoHo pop-up, Dr. Sturm (whose skin care is beloved by the



Serum and Night Cream Emepelle

\$370 at lovelyskin.com

The body's natural drop in estrogen can speed up skin aging. Rather than supplementing the hormone, Empelle's new ingredient, MER stimulates hormonal

\$330 at Nordstrom

\$327 at Walmart

\$330 at Bloomingdale's

Looking down at our phones is leading to a new skin care conundrum: horizontal wrinkles across our chin and neck (the skin is thinner, so it's more susceptible to damage). This balm is charged with La Mer's signature Miracle Broth to treat tech neck.

Beauty

\$14 at squishbeauty.com

Welcome to the era of the zit positivity. Model and activist Charli Howard's Squish Flower Power patches (literally) stand out: It's not just a super potent dose of hydrocolloid to shrink spots overnight, each patch is shaped into a colorful flower adorned with rhinestones.

Boutique & Spa

Book Now

Following a successful SoHo pop-up, Dr. Sturm (whose skin care is beloved by the likes of Nina Dobrev and Kourtney Kardashian) opened a permanent brick-and-mortar location with two private facial rooms. And if you miss Dr. Sturm for one of her IRL master classes, try a DM: The doctor herself is often on the other end.

DR. BARBARA STURM

The body's natural drop in estrogen can speed up skin aging. Rather than supplementing the hormone, Empelle's new ingredient, MEE, stimulates hormonal pathways without the side effects of replacement therapy. They're available as a pair or individually.



Platinum Stem Cell Eye Mask
Sarah Chapman

\$125 at NET-A-PORTER

This three-lobed silicone mask fits on top of the eyelid and over the brow bone to treat everywhere around the eye, not just underneath.



Renewal Dark Spot Corrector
Burt's Bees

Now 15% Off

\$17 at Burt's Bees

Previously only available in prestige skincare, Burt's Bees Renewal line brought bakuchiol (a natural alternative to retinol) to the drugstore aisles.



Pore Cleansing MD Launch
Special Rodan + Fields

Now 10% Off

\$234 at rodanandfields.com

This tiny suction device gently unclogs pores to give you that oh-so-satisfying feeling of picking at your skin without any of the damage.



Active Treatment Essence
Vintner's Daughter

\$225 at NET-A-PORTER

It takes five weeks of slow-distillation and fermentation to create the juice inside every bottle of Active Treatment Essence, which is packed with more than thirty botanicals.

Advertisement - Continue Reading Below

2023-2024 BAMBAM THE 1ST WORLD TOUR
AREA 52



2024.02.22 Washington D.C. | The Anthem

ABYSS from overdrive

Face

Foundations and tools that will

ELLE

Foundations and tools that will help you glow.



Advertisement - Continue Reading Below

All the sides. None of the stress.



Shop groceries now



Pure Flesh Liquid Foundation
Flesh

SMART TECH



Tinted Moisturizer Laura Mercier



Say What?! Foundation Uoma



Pure Flesh Liquid Foundation Flesh

\$100 at Ulta Beauty

Flesh tapped the expertise of a neurobiologist and color theory professors to better understand undertones, then formulated a 40-hue lineup of medium-coverage foundations with seven undertones (three is typical).



Double Wear Foundation Estée Lauder

\$48 at Sephora

\$46 at Walmart

\$41 at Nordstrom

You can now get a spot-on match with iMatch Virtual Shade Expert, the cosmetics company's in-store shade detection device for Estée Lauder Double Wear Stay-in-Place Makeup (\$43). The tool uses color-calibrated lighting that imitates sunlight and you can see it virtually applied to your own face.



Tinted Moisturizer Laura Mercier

\$53 at Sephora

\$42 at Nordstrom

\$49 at Bloomingdale's

This 23-year-old cult classic got upgraded with oils and vitamins. But don't fret about the OG's beloved creamy, sheer coverage—after rejecting 66 versions, Laura Mercier herself made sure this one applies just like the original.



Say What?! Foundation Uoma

\$39 at Ulta Beauty

Uoma created 51 shades, each fortified with ingredients specific to its skin-tone range. For example, shades in the second-deepest group have woolly thistle extract to reduce the risk of hyperpigmentation, while the fairest group focuses on dry skin with nourishing rose hybrid extract.



Lighted Mirrored Compact Case Riki Loves Riki

\$85 at Nordstrom

\$115 at Saks Fifth Avenue

The top is a well-lit vanity mirror that's compact and light enough to carry. Swivel it open for a magnetized storage space, where you can depot your favorite shadows, blushes, and lipsticks.



Multi-Tasker Brush Alleyoop

\$28 at meetalleyoop.com

Alleyoop founder Leila Kashani turns to Slack when she's looking for inspiration for a new product. Kashani polled a private group of almost 500 women for the four most useful brushes and combined them into a compact, stackable design.

INNOVATOR



The Huestick Live Tinted

\$24 at livetinted.com

After famously using red lipstick to color-correct undereye circles in a YouTube makeup tutorial and amassing a social following of nearly a quarter million, Deepica Mutyala started a multicultural movement. Live Tinted serves as both an online community celebrating diverse beauty and the brand of her multipurpose Huestick.



Instant Recall Setting Spray Smith & Cult

\$26 at Ulta Beauty

This loose setting powder captured in a clever spray (for the first time) delivers a light dusting of powder that can be easily layered, but keeps skin hydrated with coconut water.

Advertisement - Continue Reading Below





Lips

Hybrid formulas with pretty color and treatment ingredients.





PHOTOGRAPHED BY ANAIRAM, STYLED BY SCHANEL BAKKOUCHE

Advertisement - Continue Reading Below

All the sides. None of the stress.



Shop groceries now

Free
deliveryMin \$10+
req/order.
Terms
apply.

GENIUS DEBUT

Rouge à Lèvres Voile Lipstick
Gucci

\$42 at Bergdorf Goodman

Alessandro Michele's debut Gucci Beauty campaign featured the imperfect smiles of Dani Miller, Ellia Sophia Coggins, Achok Majak, and Mae Lapres, coated in the brand's first collection—a set of 58 creamy lipsticks—and sparked a new conversation about beauty.



Malibu Wet Lip Oil Gloss Kosas

\$27 at kosas.com

The new Wet Lip Oil Gloss is a high-shine treatment with peptides and comes in five colors, but you might buy it for the midcentury modern packaging. Lo and behold, Kosas founder Sheena Yaitanes' has a background as a chemistry and business student, as well as a painting apprentice.

Even Better Pop Lip Foundation
Clinique

\$20 at Ulta Beauty

Remember the sliding skin type quizzes at Clinique counters? Now, using a combination of color theory and an algorithm for undertone, Clinique brings their customization to lipstick. Each skin tone is assigned three ideal satin-finish lipsticks in a "naked," "casual," and "glam" shade.



Liquid Lip Balm Saie

\$16 at saiehelo.com

Saie banned more than 2,000 ingredients and its packaging is 100% sustainable and recyclable. Another feat achieved: Everything in the line is less than \$25—including their cushiony Liquid Lip Balm.

Eyes

Advertisement - Continue Reading Below



Multi-taskers that make you

AREA 52

2024.02.22

Washington D.C. | The Anthem

ABYSS

from

audible

P

S

Multi-taskers that make eye makeup a no-brainer.



SUPER STEAL



Falsies Lash Lift Mascara
Maybelline

Now 23% Off

\$9 at Amazon



Norvina Pro Pigment Palette Vol. 1
Anastasia Beverly Hills

\$60 at Sephora

A collaboration between makeup legend Anastasia Soare and her daughter, Norvina, each palette has 25 fantastical



Shimmersshade Cream Eyeshadow
Supergoop!

\$43 at Walmart

\$24 at Walmart



Backstage Lash Curler Dior

\$26 at Sephora

\$30 at Walmart

Designed to emulate makeup artist Peter

Maybelline

Now 23% Off

\$9 at Amazon

\$8 at Walmart

\$12 at Ulta Beauty

So long, lash extensions: Maybelline New York developed an inky formula containing tiny fibers that extend each lash, as well as polymers typically used in hair spray and gel to help curled lashes stay that way.

\$60 at Sephora

A collaboration between makeup legend Anastasia Soare and her daughter, Norvina, each palette has 25 fantastical shades—some we didn't even realize we wanted until we saw them—and consistently sell out.

\$43 at Walmart

\$24 at Walmart

\$24 at Nordstrom

Five to 10% of skin cancer occurs on the eyelids, a oft-neglected zone for sun care. These creamy shadows combine sun protection and eyeshadow into one step in four pretty, shimmery shades.

Designed to emulate makeup artist Peter Philips' backstage makeup trick of curling eyelashes with a warmed spoon, this lash curler's wide-mouthed opening fits all eye shapes, and the super squishy pad creates flirty, fanned lashes without damaging.

Advertisement - Continue Reading Below



ECO PICK



Luminescent Eye Shade Cheetah
Chantecaille

\$52 at NET-A-PORTER

The six glimmery eyeshadows in Chantecaille's Africa's Vanishing Species Collection highlight the continents most endangered—pangolins, lions, elephants, cheetahs, giraffes, and rhinoceroses—a portion of the proceeds will go to a corresponding conservation foundation.



Eye Armor Kit Haus Labs

Now 37% Off

\$22 at hauslabs.com

It was during Gaga's Cheek to Cheek Tour with Tony Bennett that makeup artist Sarah Tanno had the idea for perfectly flicked eyeliner stickers. Everything you need to DIY Gaga's signature look—the Armor Wingtips and a super pigmented black liquid liner—come in this genius, easy-to-use kit.



Arch Brow Micro Sculpting Pencil
Hourglass

\$29 at Sephora

\$29 at Nordstrom

\$29 at Bloomingdale's

Get the look of microblading without the commitment. This pigmented brow pencil is the first to combine a super-thin 1.4mm tip with a unique oval shape to create the look of fuller brows, naturally, and is super easy to use.



Up For Everything Lash MAC

\$24 at MAC Cosmetics

An on-staff editor came to us recently with a beauty idea: a strong hold mascara to keep her stick straight lashes curled. MAC beat her to it. This mascara was developed for downward pointing lashes (which the brand says is common with their Latina customers), keeping them at attention for up to 24 hours.

Uline

Hair

Advertisement - Continue Reading Below

YOOX

-51%



\$ 105.00

-80%



\$ 45.00

-83%



\$ 38.00

-74%



\$ 86.00

Genius innovations for perfect hair fast.



PHOTOGRAPHED BY ANAIRAM, STYLED BY SCHANEL BAKKOUCHE



PHOTOGRAPHED BY ANAIRAM, STYLED BY SCHANEL BAKKOUCHE

INNOVATOR



Airwrap Hair Styling Set Dyson

\$550 at Amazon

Veronica Alanis spent roughly two and a half years as one of the lead engineers of the Dyson Airwrap, the low-heat styler whose launch quickly acquired a 118,000-person waiting list. Veronica Alanis helped develop the signature Airwrap technology, which uses high-speed airflow called the Coanda effect to whip hair around the tool.



Nutritive 8H Magic Night Serum Kérastase

\$56 at Sephora

\$44 at Walmart

Just like skin, hair loses moisture while we sleep, so think of this as your hair's night cream. Massage one to two pumps of serum onto dry hair from roots to ends. Overnight, the scent also transforms from relaxing to energizing.



Go Green Detangler Wet Brush Now 24% Off

\$10 at Amazon

\$7 at Walmart

\$15 at Urban Outfitters

Once tossed in the trash, it could take your plastic hairbrush 450 years to decompose. This eco-friendly brush, with the brand's famous flexible bristles that detangle without breakage, is made from an all-natural biodegradable plant starch that breaks down within 5 years.



Clean and Pure Scalp Scrub Nexxus

\$16 at Target

Use this scrub as a purifying weekly treatment or in place of your shampoo to remove product buildup and gently exfoliate the scalp for healthier hair growth.

Advertisement - Continue Reading Below



Anti-Frizz Smoothing Sheets Tresemme

\$5 at Target



Sulfate Free Shampoo + Conditioner Herbal Essences

\$26 at Amazon



Intensive Conditioner Pattern

\$25 at Ulta Beauty



Rhinestone Bobby Pins Kitsch

\$49 at mykitsch.com

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Anti-Frizz Smoothing Sheets Tresemme

\$5 at Target

These sheets are infused with 5 hydrating oils, plus murumuru butter and vitamin E for an instant fix when hair need extra shine and hydration. They're also so small you'll hardly notice them in your handbag.

Sulfate Free Shampoo + Conditioner Herbal Essences

\$26 at Amazon

Herbal Essences launched the first mass-market shampoo to be verified by the Environmental Working Group. The sulfate-free Bio:Renew shampoos meet EWG's strict safety standards, meaning they don't contain anything from the extensive and thoroughly researched list of chemicals that EWG deems hazardous.

Intensive Conditioner Pattern

\$25 at Ulta Beauty

\$25 at Macy's

\$25 at Sephora

Tracee Ellis Ross isn't just the celebrity face of Pattern Beauty, she's also the CEO, founder, and inspiration. Created specifically for natural, textured hair that falls on the 3b to 4c curl types, Pattern's three conditioners align with your curl pattern and come in extra large sizes.

Rhinestone Bobby Pins Kitsch

\$49 at mykitsch.com

Patent leather puffy headbands, bobby pins with a message, and hyper-bedazzled snap clips were just a few of the super-Instagrammable accessories that hair stylist Justine Marjan released this year in collaboration with the accessory brand Kitsch. Each new drop was a cool girl status symbol—and finally added a little edge to some of Blair Waldorf's favorite embellishments.

Fragrance

Advertisement - Continue Reading Below



GAP

SHOP NOW



Breakthrough fragrances and eye catching packaging.



Essence Eau de Parfum Gabrielle
Chanel

\$157 at Chanel

In the second iteration of Chanel Gabrielle Eau de Parfum, tuberose shines as the star note due to a secret extraction process that adds freshness. Long-lasting top notes, which usually evaporate first, is the mark of a modern fragrance, says Chanel's in-house perfumer Olivier Polge.



Idôle Eau de Parfum Lancôme

\$118 at Sephora

\$41 at Walmart

\$60 at Nordstrom

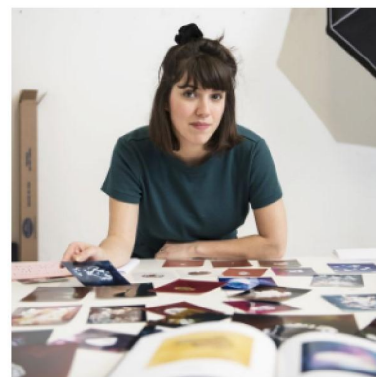
Inspired by your smartphone and just as addictive to hold, Idôle Le Parfum has the slimmest fragrance bottle in the world at just 15mm. It's also refillable and made from sustainably sourced raw materials that help support family farmers and improve agricultural practices in their regions.



Candle Trio Orveda

\$295 at orveda.com

The dark green vegan candles—which are inspired by forest bathing and smell like a woody blend of petitgrain bigarade and green cardamom—are completely compostable, from the hard-wax exterior shell to the interior wax, cotton wick, and cellophane wrapping.



Christelle Boulé

Artist and Photographer

WEBSITE

When Christelle Boulé began experimenting with fragrances on photo paper in art school, she discovered that every perfume had its own signature look—droplets of oils and smears of unexpected colors caused by chemical reactions with the developing fluid. Her work caught the attention of famed nose Francis Kurkdjian, who commissioned a series utilizing his eponymous perfumes. The photos will be shown at Kurkdjian's Miami boutique this month, just in time for Art Basel.

DARRIN VANSELOW

Advertisement - Continue Reading Below



Advertisement - Continue Reading Below

vsp
vision care

Enhance Your Vision

Comprehensive Eye Care and Stylish
Eyewear Choices Made Easy

SHOP NOW



Body

Hi-tech inventions for head-to-
toe beauty.





PHOTOGRAPHED BY ANAIRAM, STYLED BY SCHANEL BAKKOUICHE

Advertisement - Continue Reading Below

All the sides. None of the stress.



Shop groceries now



The Body Exfoliator Necessaire

\$30 at Nordstrom

\$30 at Sephora

This jelly is like a facial for your body. Instead of sharp granules, there are tiny pumice and bamboo charcoal beads suspended in a medley of glycolic, salicylic, and lactic acid to gently treat skin.



Versa 2 Smartwatch Fitbit

\$200 at Bed Bath and Beyond

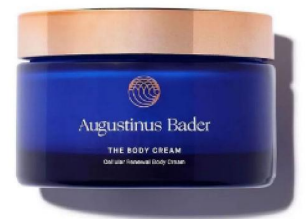
The new Fitbit Versa can track and score your sleep, find the nearest gym, cycle, and even look up the caloric value of an avocado (it's 322 calories).



Reusable Container Body Wash Loop + Love Beauty and Planet

\$1 at loopstore.com

Imagine how much you could cut your carbon footprint if you never had to dispose of another bottle. That's the idea behind Loop, a new retailer that works like the old-school milkman: When you finish a bottle, send it back and get a filled one in return. Starting off with beauty brands like Pantene, Ren, and Love Beauty and Planet (they also offer home and food products), Loop delivers reusable containers in strong stainless steel and extra thick glass. Everything arrives to you in a zero-waste, soft cooler-like tote without bubble wrap or cardboard boxes,



The Body Cream Augustinus Bader

\$165 at Neiman Marcus

This super-science focused brand's expansion into body means an epigenetic approach to fixing two major concerns: stretchmarks and cellulite. Users had a 75% reduction in cellulite and 64% reduction in the appearance of stretch marks after 12 weeks of use.

products), Loop delivers reusable containers in strong stainless steel and extra thick glass. Everything arrives to you in a zero-waste, soft cooler-like tote without bubble wrap or cardboard boxes, and includes a free return label.



Naked Gelie-Cure System Zoya

\$72 at [zoya.com](https://www.zoya.com)

This 4-step treatment uses LED light to cure, but targets the damage done by gel manicures—instead, creating a shield to even out nails and make a smooth base for polish. Use alone for a just-buffed look or as the base for polish, which will also last longer with this underneath.



Natural Glow Instant Sun Towelettes Jergens

\$14 at [Amazon](https://www.amazon.com)

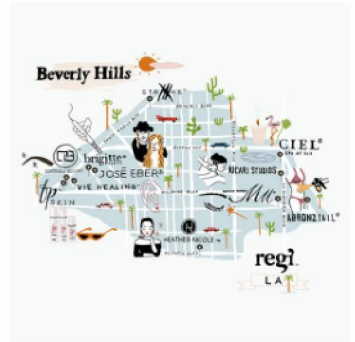
Jergens transformed their cult-favorite Natural Glow Instant Sun Tanning Mousse into a foolproof towelette inspired by prestige bronzing products and is the first of its kind at mass. Build sun-kissed color practically anywhere—from locker rooms to hotel rooms.



CBD Brilliance Box Equilibria

\$160 at [myeq.com](https://www.myeq.com)

Marcy Capron Vermillion and Coco Meers founded Equilibria because they wanted to demystify the world of CBD. Start with the Brilliance Box and after a week of tinctures, gel caps, and balms you'll have a phone call with your Dose Specialist to discuss how your feeling and edit the dose to make it perfect for you.



Regi

Beauty Service

[Book Now](#)

Regi (developed by Allergan, the makers of Botox) is a beauty concierge that fits in your pocket. Available in New York City, Los Angeles, and Dallas, the booking service arranges facials, blowouts, waxing, pedicures, and injectables, and is manned by actual people who can cater to requests via text, like "Two pedicures in the West Village for 3 p.m. tomorrow, please."

REGI

Advertisement - Continue Reading Below

All the sides. None of the stress.

Instacart

[Shop groceries now](#)



Free delivery

on your first order.

Min \$10+ req/order. Some apply.

In-Office Treatment

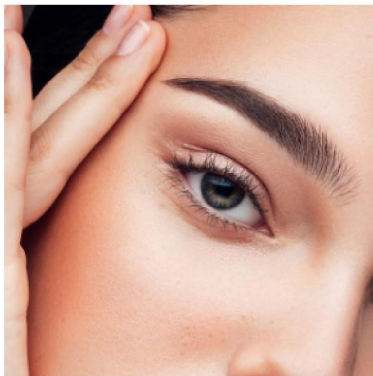
Injectables and devices with

1 1 1 1 1

Injectables and devices with next-gen capabilities.

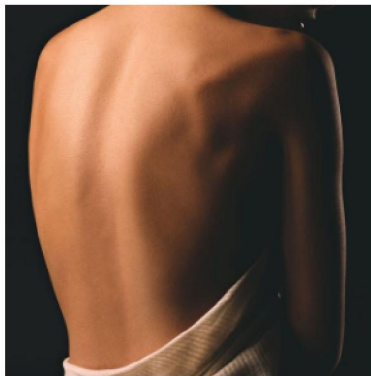


Advertisement - Continue Reading Below



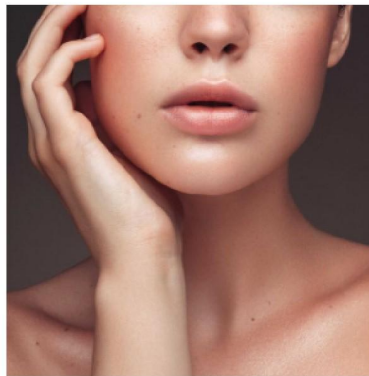
InMode

Accutite Skin Tightening



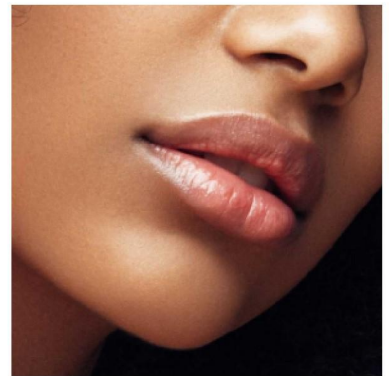
Emtone

Skin Smoothing Treatment



Candela

VBeam Laser



Silk Medical Aesthetics Inc.

Silk Enhanced Fillers

InMode

Accutite Skin Tightening

[Book Now](#)

This is the smallest, most minimally-invasive skin tightening treatment on the market. The super-precise device heats skin both internally and externally to tighten and reduce fat in a one-time procedure that only takes about 20 minutes to complete and will run you anywhere from \$3K to \$5K. With the smallest cannula that targets hard to reach places, AccuTite is able to tighten skin in a variety of body areas from brows and lower face to the inner thighs and even abdomen etching, all with only needle size access.

Emtone

Skin Smoothing Treatment

[Book Now](#)

"This is a brave new world of body contouring," Dr. Dendy Engelman, MD, says. "With Emtone, you can just enter an office, do nothing, exert zero energy, and look better." This skin-smoothing treatment that fights cellulite has impressive results: four 12-minute treatments (which can happen as quickly as 48 hours apart) of heating and manipulating (aka a firm massage-like technique) the bare skin will straighten out the fibrous septae that creates dimples on the skin, thicken dermal collagen, and help with lymphatic drainage. There's no downtime and people typically notice results immediately, though the peak is three months later.

Candela

VBeam Laser

[Book Now](#)

This pulsed-dye laser treats everything from rosacea to broken capillaries, and since the light is absorbed by your blood vessels (opposed to your skin), making the downtime some of the most minimal for lasers. And with only a few appointments typically needed, it's also one of the most affordable options for long term, non-ablative results.

Silk Medical Aesthetics Inc.

Silk Enhanced Fillers

[Book Now](#)

The next wave of filler could lie in a silk-enhanced variation of hyaluronic acid. Silk Medical Aesthetics figured out how to extract and liquefy pure silk protein, called activated silk, that can be combined with HA and injected into skin for a more natural-looking, malleable effect. While the product is still undergoing clinical trials, results from extensive experimentation have shown that there's little to no swelling at the injection site and estimated availability is 2022.

People, Places, & Purpose

Advertisement - Continue Reading Below



Gamechangers dreaming up industry-shaking ideas.



industry-shaking ideas.



Dove

Crown Coalition

WEBSITE

When Dove commissioned a study for its new initiative, the CROWN (Creating a Respectful and Open Workplace for Natural Hair) Coalition—in partnership with the National Urban League, Color Of Change, and Western Center on Law & Poverty—the results were revealing: black women are consistently rated as less ready for job performance when they wear their hair in its natural state. Revelations from the study have already helped advance the mission of workplace equality, like the CROWN Act, a California and New York law ensuring protection in those states against discrimination in the workplace based on hairstyle.

DOVE



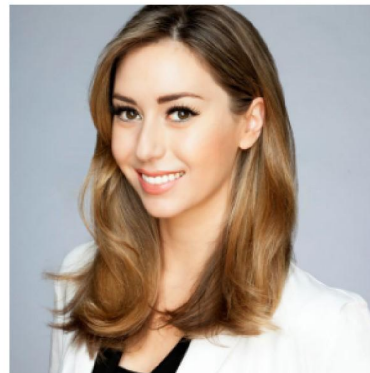
Lindsay Wray

Eighteen B

Website

Lindsay Wray, chief science officer at Eighteen B, developed the first-ever biodegradable vegan silk, which has regenerative properties and helps improve the skin's elasticity. She champions sustainability by researching common skin-care ingredients to determine their environmental impact and how to replace the harmful ones, like liquid plastics, with greener alternatives.

COURTESY



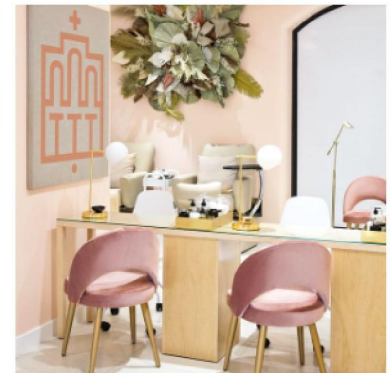
Dr. Shereene Idriss

#PillowTalkDerm

WEBSITE

When Shereene Idriss, a New York City-based dermatologist, signed on to Instagram live for the first time, she envisioned a one-time video where she answered a few questions in her direct messages. The demand and popularity of that video transformed into her now-weekly series #pillowtalkderm series, where she demystifies in-office skin care for her followers all over the world (and more importantly, places where a board-certified dermatologist might not be easily accessible) about everything from sunscreen and injectables to the work she's had done and how to advocate for yourself in a doctor's office.

COURTESY, RODERICK ANGLE



Nordstrom

Beauty Haven

WEBSITE

Nordstrom opened its New York City flagship this fall with a sprawling, two-story beauty department aptly named the Beauty Haven. The first floor features tech-y touches like digital skin analyses and a fragrance kiosk that administers a scent quiz; the second floor is a treatment zone with express facials from Heyday, blowouts from Drybar, manicures from Base Coat, and even injectables administered by the Kate Somerville clinic, making Nordstrom the only luxury retailer to offer injectables in-store.

COURTESY



Renee Rouleau

Skin Care Expert

WEBSITE

In late 2018, celebrity- and editor-beloved esthetician Renée Rouleau lost her partner of 22 years and Chief Operating Officer, Florian Oger, to cancer. When she shared her experience on social media, Rouleau's



Doniella Davy

Makeup Artist

WEBSITE

It happened practically overnight—Doniella Davy's work appeared on HBO's Euphoria—and the whole world became obsessed. Now, the glittering tears, bright splashes of color, and bedazzled brows



Lisa Guerrera

See Thru

WEBSITE

Part of the Sephora Incubate, See Thru CEO and founder Lisa Guerrera built an interactive platform for beauty websites that instantly decodes product formulas. Digestible info pops up for each. It's



Rob Peetoom Salon

Hair Spa

WEBSITE

At Rob Peetoom Salon in Brooklyn, the Balinese Hair & Scalp Ritual (starting at \$85) is similar to a facial, complete with steam, massage, and layers of hydrating products, all designed to foster hair

In late 2018, celebrity- and editor-beloved esthetician Renée Rouleau lost her partner of 22 years and Chief Operating Officer, Florian Oger, to cancer. When she shared her experience on social media, Rouleau's brand transformed into something much deeper. "Being vulnerable opened the door to my life," Rouleau says. "My story is about resiliency and making Florian proud."

COURTESY

It happened practically overnight—Doniella Davy's work appeared on HBO's Euphoria—and the whole world became obsessed. Now, the glittering tears, bright splashes of color, and bedazzled brows (aka Euphoria-inspired makeup) have become part of our beauty lexicon.

DONIELLA DAVY

Part of the Sephora Incubate, See Thru CEO and founder Lisa Guerrero built an interactive platform for beauty websites that instantly decodes product formulas. Digestible info pops up for each. It's already debuted with new green brands like HoliFrog.

COURTESY

At Rob Peetoom Salon in Brooklyn, the Balinese Hair & Scalp Ritual (starting at \$85) is similar to a facial, complete with steam, massage, and layers of hydrating products, all designed to foster hair growth. If you can't get to Brooklyn, similar treatments are becoming available through the country next year, such as a scalp version of the popular facial service HydraFacial.

ROB PEETOOM SALON

A version of this article originally appeared in the December 2019 issue of ELLE.

GET THE LATEST ISSUE OF ELLE

- Hair by Romina Manenti for May 11 Hair Oil
- Makeup by Kali Kennedy for Kevyn Aucoin Beauty
- Manicure by Holly Falcone for Essie
- Models: Lulu Bonfils and Kyle Kellogg at Muse, and Lilly-Marie Liegau at Next



NYKIA SPRADLEY

Nykia Spradley is a beauty journalist with over 10 years of experience. She has served as the interim beauty director at Elle.com, commerce editor for Allure, and beauty editor at Essence. Nykia's writing has also appeared in ELLE, Cosmopolitan, Marie Claire, Coveteur, TZR, and more. She holds a master's degree in digital journalism from Columbia University. Nykia is a red lipstick an...

[Read full bio](#)



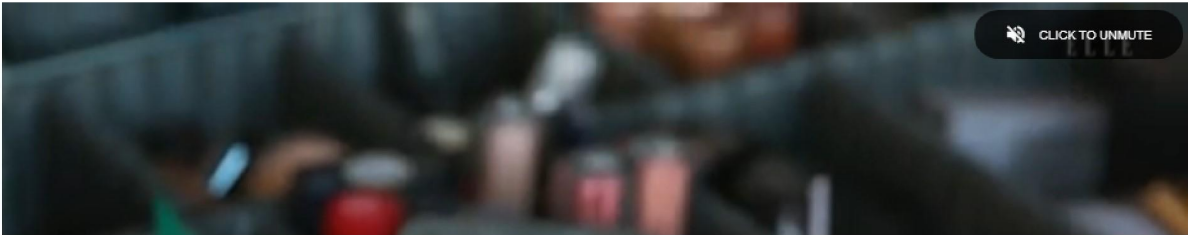
KATIE BECKER

BEAUTY & HEALTH DIRECTOR

Katie Becker is the Beauty & Health Director of ELLE Magazine.

WATCH NEXT

Get Ready With Taraji P. Henson for ELLE's Women In Hollywood Event | Getting Ready With | ELLE

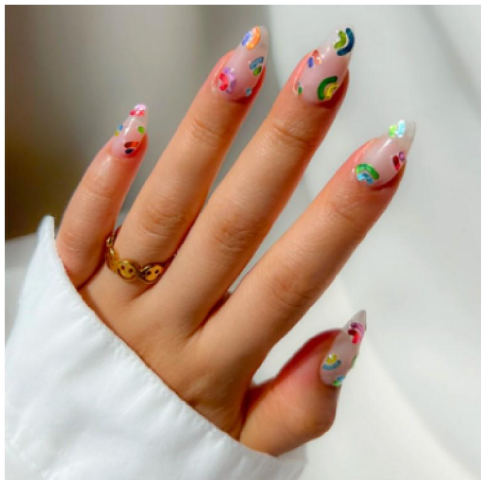




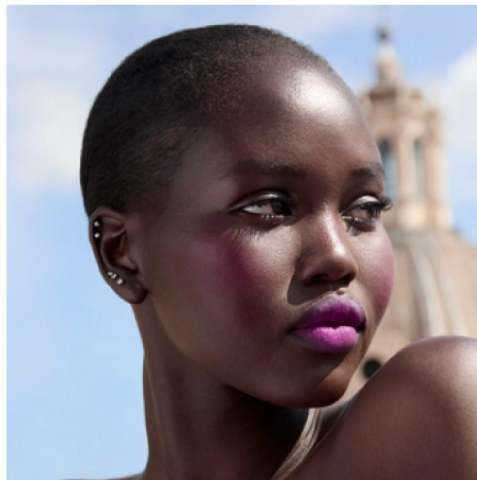
Advertisement - Continue Reading Below



Beauty



2024 Nail Trends According to Experts



Adut Akech Wants This Beauty Trend to Stay in 2023



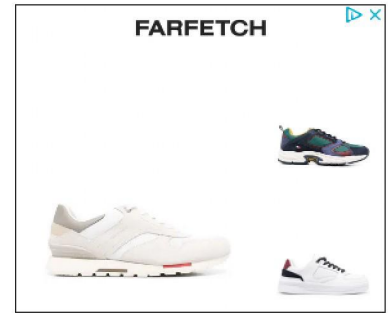
2023



23 Wellness Experiences to Book in 2024



5 Dermatologist Approved Winter Beauty Treatments



12 Best Hair Brushes for Fine Hair



7 Best Reusable Masks for Tired Eyes



10 Best Shampoos For Sensitive Scalps



ELLE Loves: The Magic of Leaf + Flower



Skier Mikaela Shiffrin's Best Winter Beauty Tips



I Rewatched Insecure and Saw Myself in Molly



9 Best Clip-In Hair Extensions



Everything You Need to Know About Colored Contacts

Advertisement - Continue Reading Below

All the sides. None of the stress.





12 Best Hair Brushes for Fine Hair



7 Best Reusable Masks for Tired Eyes



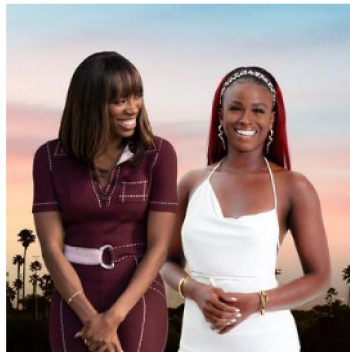
10 Best Shampoos For Sensitive Scalps



ELLE Loves: The Magic of Leaf + Flower



Skier Mikaela Shiffrin's Best Winter Beauty Tips



I Rewatched Insecure and Saw Myself in Molly



9 Best Clip-In Hair Extensions



Everything You Need to Know About Colored Contacts

Advertisement - Continue Reading Below

All the sides. None of the stress.



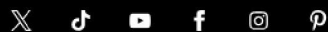
Shop groceries now



Free delivery

Min \$10+ req/order. Taxes apply.

ELLE



NEWSLETTER

CONTACT US

MEDIA KIT

PRESS ROOM

SITE MAP

COMMUNITY GUIDELINES

ADVERTISE ONLINE

CUSTOMER SERVICE

SUBSCRIBE

GIVE A GIFT

EVENTS & PROMOTIONS

OTHER HEARST SUBSCRIPTIONS

GIVEAWAYS

HEARST

FASHION & LUXURY
COLLECTION

A PART OF HEARST DIGITAL MEDIA

WE MAY EARN COMMISSION FROM LINKS ON THIS PAGE, BUT WE ONLY RECOMMEND PRODUCTS WE BACK.

©2024 HEARST MAGAZINE MEDIA, INC. ALL RIGHTS RESERVED.

PRIVACY NOTICE

CA NOTICE AT COLLECTION

YOUR CA PRIVACY RIGHTS/SHINE THE LIGHT

DAA INDUSTRY OPT OUT

TERMS OF USE

SITE MAP

YOUR PRIVACY CHOICES: OPT OUT OF SALE/TARGETED ADS