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BY [MARGAUX ANBOUBA](#)

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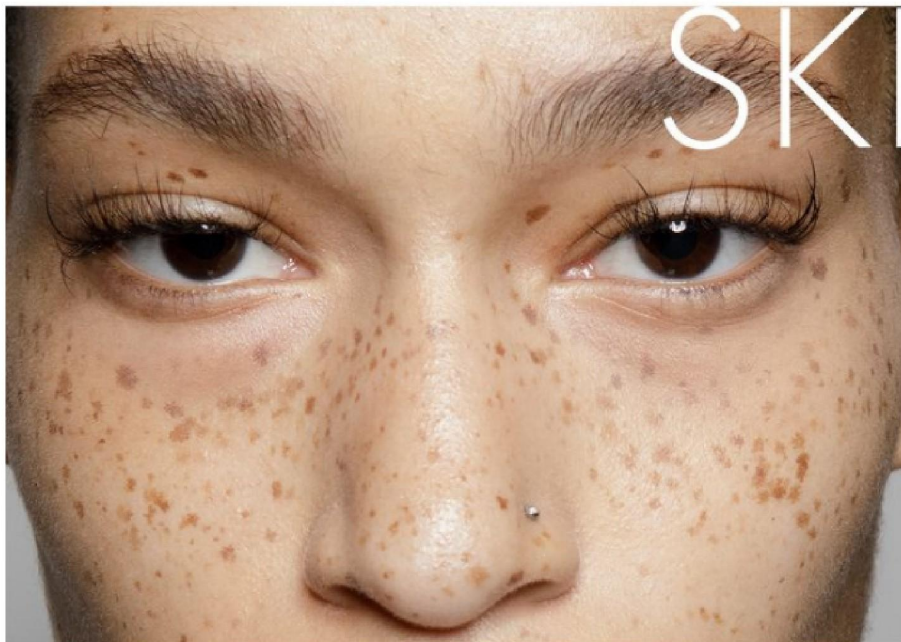
Got it

What makes a beauty product worthy for the beauty team at ELLE, the secret sauce to a Future of Beauty-worthy launch goes something like this: a breakthrough formula, never-before-seen level of inclusivity, and advancements in results. We gazed into our crystal (makeup) ball—reviewing hundreds of submissions—and selected the most exciting launches in the market right now to bring you this year's Future of Beauty winners. Check them out—and shop them!—below.



them out—and snop them!—below.

SKINCARE



GETTY + DESIGN LEAH ROMERO



Shani Darden by Déesse PRO LED Light Mask

\$1,900 at Shani Darden

Facialist Shani Darden incorporates LED when she's treating clients like Jessica Alba and Rosie Huntington-Whiteley. Now, the benefits can be replicated on your couch with Shani Darden by Déesse's PRO LED Light Mask, which has triple the number of lights as its direct competitors and is the strongest on the consumer market.



Therabody TheraFace Pro with Gel

\$399 at Neiman Marcus

\$365 at Walmart

\$399 at Nordstrom

Customers using the Theragun massage tool on their faces and necks (to ease tense foreheads and jaws) is the origin story behind the TheraFace Pro, which has three face-safe percussive attachments plus cleansing, LED

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\$399 at Nordstrom

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NuFace TRINITY+ Starter Kit

Now 27% Off

\$395 at mynuface.com

It took over a decade and 42 revisions before NuFace released an update to Trinity, its popular microcurrent device. Now named the Trinity+, the new tool comes with 25 percent more power and an app for a more precise lift and tone.

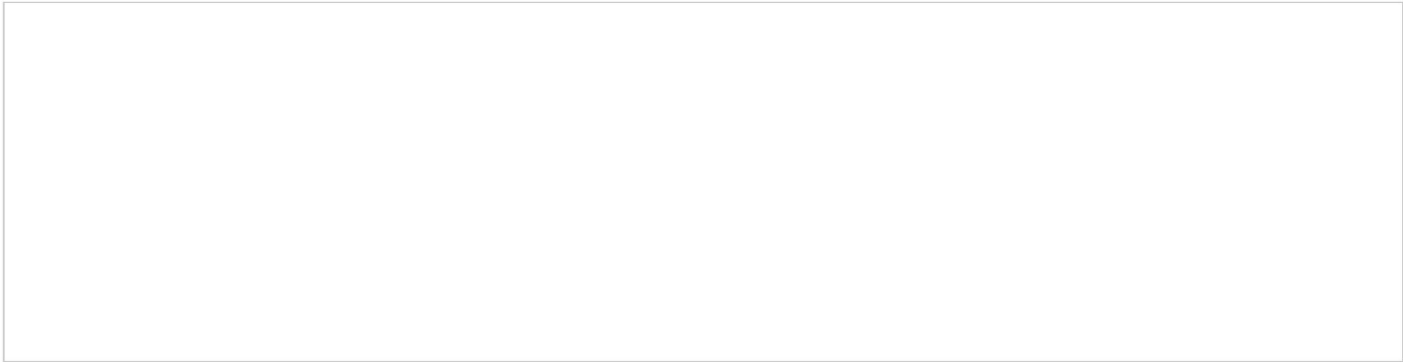


LYMA Laser

\$2,695 at Violet Grey

The Lyma Laser device combines red LED lights with a 500 milliwatt laser into a handheld anti-aging device that's safe for all skin tones.

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OLEHENRIKSEN Banana Bright+ Vitamin C Eye Crème

\$42 at Sephora

Giving one of Sephora's top sellers a makeover? Brave. Ole Henriksen's best-selling eye cream has a new name and an even better formula: the glow-inducing vitamin C that shoppers know and love is more potent than ever.



Glow Recipe Watermelon Glow AHA Night Treatment

\$40 at Sephora

Glow Recipe also did the R&D to make its beloved facial-in-a-tub product more universally tolerated—but still as smoothing and brightening.



Decorté Liposome Advanced Repair Serum

\$75 at Saks Fifth Avenue

Japanese brand Decorté started researching liposomes (tiny vesicles that help kick-start the delivery of active ingredients to the skin) in 1984, later bringing to market the Moisture Liposome Serum in 1992. This year, the brand revised that technology for the first time in 30 years, releasing the Liposome



Ourself Lip Filler with Subtopical Plumping Technology

\$145 at ourself.com

Ourself's Lip Filler, complete with "subtopical" plumping technology, goes places typically only reachable by a dermatologist—by wrapping hyaluronic acid in a delivery system that infuses it deep into the skin.

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Eighth Day Reparative Moisturizer

\$180 at Farfetch

Board-certified dermatologist and reconstructive skin cancer surgeon Antony Nakhla's work with more than 10,000 skin cancer patients inspired Eighth Day's Reparative Moisturizer. The PRP blend inside the thick cream also has proven skin-beneficial ingredients like resveratrol, CoQ10, and vitamins C and E to plump skin immediately but also deliver long-term hydration.



Shiseido Bio-Performance Skin Filler Serums

\$295 at shiseido.com

Shiseido's Bio-Performance Skin Filler Serums work in tandem to deliver hyaluronic acid—the Night serum has a compacted version of the HA, and the Day serum triggers the molecule to expand, subtly adding volume.



Relevant One & Done Everyday Cream with SPF 40



Soho Skin 24/7 Treatment



Relevant One & Done Everyday Cream with SPF 40

\$38 at thirteenlune.com

The inaugural product by beauty industry veteran and e-retailer Thirteen Lune founder Nyakio Grieco took on one of the products women of color find the most challenging: mineral sunscreen. On top of being a truly universal mineral sunscreen formula (the secret for getting such a high SPF rating in boosters), it's also your morning moisturizer, serum, and primer.



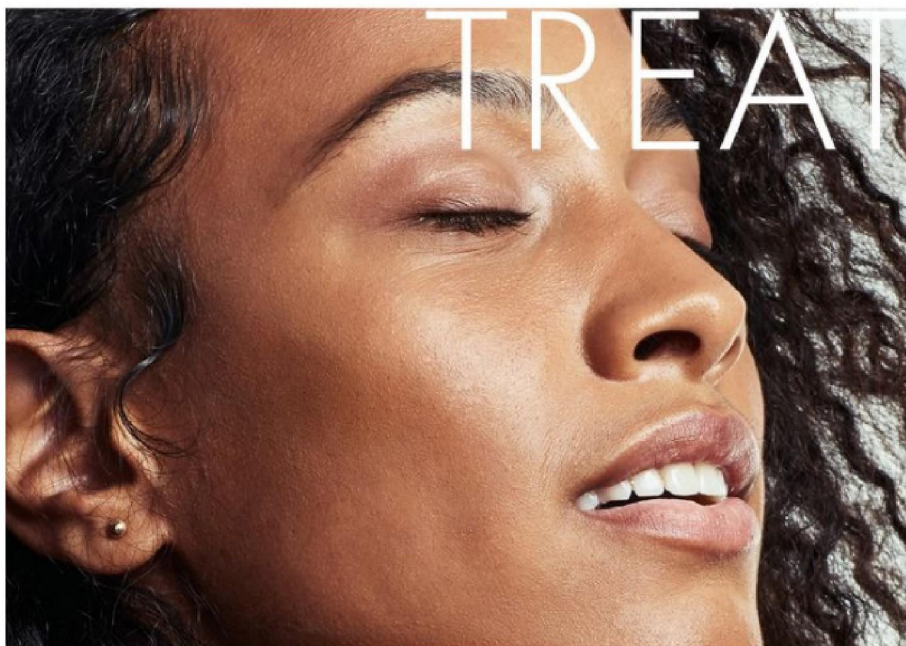
Soho Skin 24/7 Treatment

\$110 at [Space NK](#)

Soho House used its discerning clientele (which is of a certain age) as test dummies when it came to creating its skincare line. The results include the 24/7 Treatment, which works whether you get a full eight hours of restful sleep or a not-so-great four post-dance club. The overnight mask uses lactic acid and fermented ingredients to smooth with ATP—yes, the energy inside of cells—to help the skin function better.

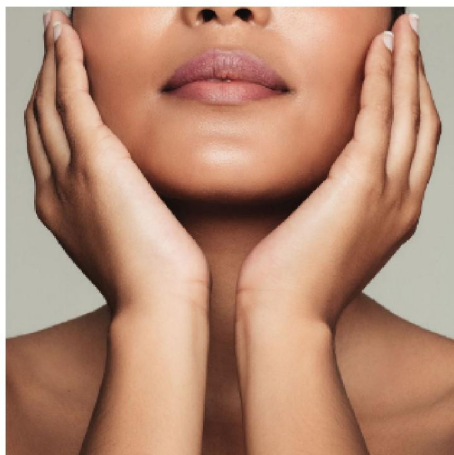
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TREATMENTS



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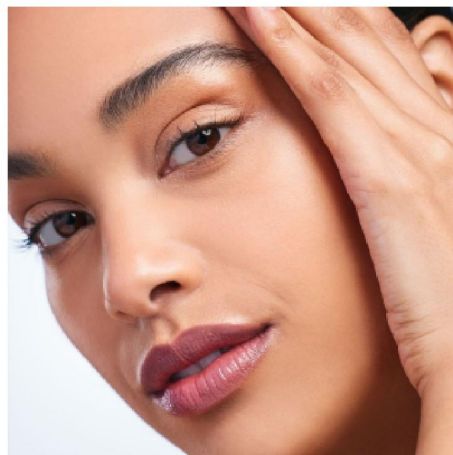


Juvederm Volux XC

[Shop at juvederm.com](https://www.juvederm.com)

CREDIT: JACOB LUND

In the post-Zoom world, patients are looking for new ways to enhance their unmasked faces. See: Juvéderm Volux XC, which is FDA-approved as the only hyaluronic acid filler to give you a more defined jawline.

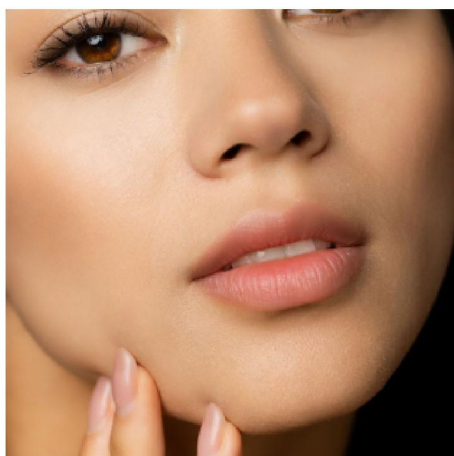


Cutera Aviclear

[Shop at cutera.com](https://www.cutera.com)

CREDIT: JACOB LUND

AviClear by Cutera is the first FDA-cleared laser to treat acne by zapping sebum glands to produce less oil, which means fewer breakouts.

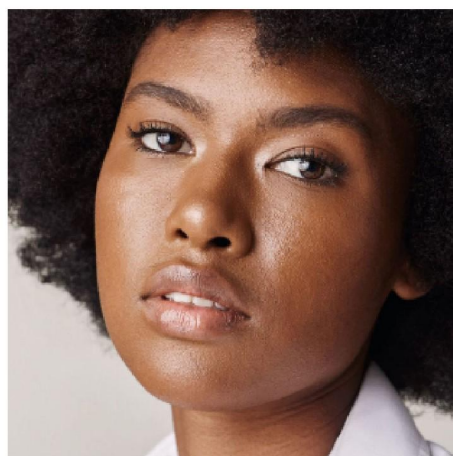


RHA Redensity

[Shop at rhacollection.com](https://www.rhacollection.com)

CREDIT: JACOB LUND

Having a stiff upper lip isn't what you want when it comes to fillers. RHA Redensity smooths severe lines around the mouth with a breakthrough level of flexibility.



Vivace Vivace Ultra

[Shop at vivaceultra.com](https://www.vivaceultra.com)

CREDIT: JACOB LUND

The Vivace Ultra offers the first-ever bespoke version of radiofrequency microneedling; each session starts with ultrasound photo mapping to create a custom program that includes optimal needle depth for each area.

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MAKEUP



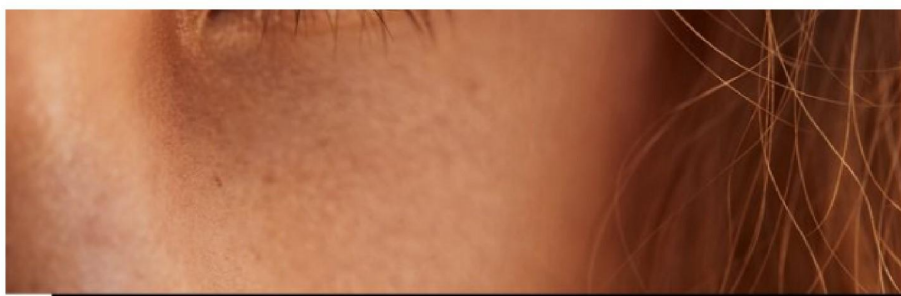
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Half Magic Beauty Magic Flick



Yves Saint Laurent The Bold High



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Half Magic Beauty Magic Flik

\$22 at halfmagicbeauty.com

Euphoria's lead makeup artist Donni Davy reinvented liquid liner with the Half Magic Magic Flik Liquid Calligraphy Eyeliner Pen. Its paddle-shaped brush (rather than the usual cone) makes shaping a flick or wave super easy. (Trust us.)



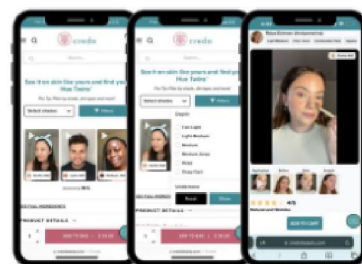
Yves Saint Laurent The Bold High Pigment Lipstick in Revenged Red

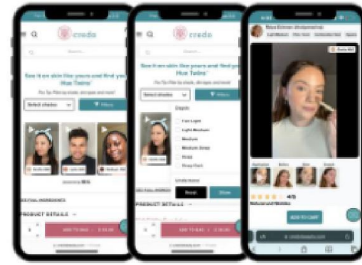
\$45 at Nordstrom

\$39 at Saks Fifth Avenue

\$33 at Macy's

Your body heat triggers YSL Beauty's The Bold High Pigment Lipstick to create an ultra-vibrant effect. It subtly separates into two layers, invisible to the naked eye: Pigment remains on the bottom, while the oil rises to the top—and your lips become bold and glossy, just like that.





Velour Lashes Second Nature Plant Fibre Lashes

\$24 at Ulta Beauty

\$24 at Sephora

Vegan and cruelty-free brand Velour Beauty added “sustainable” to its résumé with the Plant Fibre Lash Collection. The lashes are made of 90 percent biodegradable hemp fibers and can be worn more than 20 times.

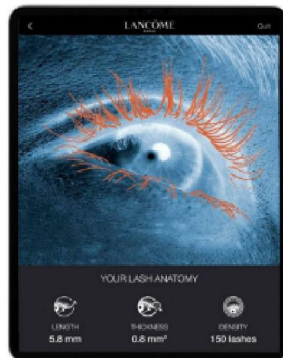
Hue Twins

Learn More

You may not have an identical twin to walk the Gucci runway with, but there's probably somebody out there with similar coloring and skin type. Hue Twins, a collaboration between Hue and Credo Beauty, maintains a database of over 1,300 real people, so you can see what your beauty doppelgänger is buying from brands like Exa Beauty and more.

COURTESY

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Lancôme Lash Anatomy

Shop at lancome.com

Lancôme Lash Anatomy, available at the brand's counters across the nation, takes



Guide Beauty Easy on the Eyes Brush Collection

\$50 at guidebeauty.com

Diversity in beauty doesn't just mean



Lancôme Lash Anatomy

Shop at lancome.com

Lancôme Lash Anatomy, available at the brand's counters across the nation, takes ultra-high-def photos of your eyelashes and grades them on stats like length, thickness, and density to help you find your best mascara.



Guide Beauty Easy on the Eyes Brush Collection

\$50 at guidebeauty.com

Diversity in beauty doesn't just mean releasing a line of 50-plus foundations; it's also about welcoming consumers where they are in their journey. In 2018, actor Selma Blair announced that she'd been diagnosed with multiple sclerosis, and this year joined Guide Beauty, helping to launch the Easy on the Eyes Brush Collection. The thoughtfully designed vegan makeup brushes are geared toward those with different levels of hand control. Each has a shorter, ergonomic handle that can be held in several ways.



Après Nail Gel Couleur Fall Set

\$70 at apresnail.com

Hesitant at-home manicurists and nail art pros alike will love the densely-packed brush that comes with the newly-launched Après Nail Gel Couleur kits; each one is handmade and densely packed to evenly distribute color in a single swipe.



OTM Collection Monaco

\$145 at otmcollection.com

While we would never—like, ever—suggest you take your makeup bag out into the desert, OTM gives you that option. All three of the bags are lined in a heat-resistant shield that'll keep your lipsticks, vitamin C serum, and all other precious top-shelf routine items safe from high temperatures, no matter where you're going.



HAIR

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The Unseen Colour Alchemy



Parfait Custom Wig



The Unseen Colour Alchemy

\$99 at [schwarzkopf-professional.com](https://www.schwarzkopf-professional.com)

For hair, colors like the glow of the Northern Lights or gleam of a scarab's shell are now attainable with Colour Alchemy. The five holographic tints are triggered by heat and light, and work on many different hair shades—even dark ones.



Parfait Custom Wig

\$415 at [myparfait.com](https://www.myparfait.com)

Parfait combines artificial intelligence and the know-how of seasoned hairstylists to solve pain points in the wig-creation process. AI helps capture sizing, so a custom wig can arrive in less than a week, compared to the standard five weeks or more.



Pattern Transition Mask

\$25 at [Sephora](https://www.sephora.com)

\$25 at [Ulta Beauty](https://www.ulta.com)

At Tracee Ellis Ross' Pattern Beauty, the team noticed the need for products to support processed hair that's phasing back to its natural texture, because breakage can happen as a strand goes from straight to coiled. The Transition Mask strengthens hair during this delicate time with white tea and manuka honey.



Dyson Airwrap Multi-Styler

\$600 at [Ulta Beauty](https://www.ulta.com)

\$600 at [Nordstrom](https://www.nordstrom.com)

\$600 at [Saks Fifth Avenue](https://www.saksfifthavenue.com)

In 2018, Dyson debuted the Airwrap Styler, a combo hot tool and the first to harness the Coanda effect in a hair-curling device—using the law of physics to manipulate hair. It sold out almost immediately, and at one point had a 113,000-person waiting list. The version released this year, the Airwrap Multi-Styler, has enhanced that same technology, so the Airwrap can switch directions midstyle, as well as work on more hair types.



Airwrap can switch directions midstyle, as well as work on more hair types.



K18 PEPTIDE PREP pH Maintenance Shampoo

\$36 at Sephora

Forget the notion that shampoo needs to be stripping. This shampoo puts its patented molecule (named the K18Peptide, which reconnects the bonds that are broken in a strand of hair every time you dye, style, or every aggressively brush) back into hair so that each cleanse is a step toward shinier, healthier hair.



JVN Embody Volumizing Foam

\$28 at jvnhair.com

If your crunchy curls of the '90s swore you of foam mousse forever—it's time to give it another try. *Queer Eye* and *Getting Curious's* Jonathan Van Ness formulated their version of volumizing foam with hydrating hemisqualane, so you're getting lift and shine without hair feeling stiff.



R+Co Bleu F-Layer Deep Conditioning Serum

\$64 at Dermstore

\$56 at Bloomingdale's

\$64 at Saks Fifth Avenue



Ceremonia Pequi Medium-Hold Styling Hair Gel

\$22 at Sephora

Founder Babba Rivera was inspired by the important role that gel plays in Latinx community's hair routine when it came to formulating her own version. But this one has an oil (we know, an oil and a gel seem like they wouldn't mix) from the pequi, a

\$64 at Dermstore

\$22 at Sephora

\$56 at Bloomingdale's

\$64 at Saks Fifth Avenue

This lightweight treatment caters to the little-addressed F layer, a three-nanometer area between the cells of the cuticle that must be hydrated for hair to look shiny. This leave-in, which should be used post-wash, has fruit extracts, the BLEU molecule (which will give you bond-building benefits), coconut fruit water, and sunflower seed oil.

Founder Babba Rivera was inspired by the important role that gel plays in Latinx community's hair routine when it came to formulating her own version. But this one has an oil (we know, an oil and a gel seem like they wouldn't mix) from the pequi, a Brazilian fruit, for a flake-free medium hold that adds shine to all hair types.

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FRAGRANCE

ANNA DABROWSKA + DESIGN LEAH ROMERO





Dior J'adore Parfum d'Eau

\$160 at Sephora

It took multiple revisions to perfect the water-based Dior J'adore Parfum d'eau, which uses a high-pressure nano-emulsion technique to give the purest aroma of uplifting orange blossoms sans alcohol.



Costa Brazil Aroma Eau de Parfum

\$198 at Neiman Marcus

Costa Brazil's first fragrance, Aroma, is blended with a mixture of natural Amazonian notes that evoke the calming chemicals given off by trees—so wearing it feels like you're wandering through a lush forest.



The Nue Co. Water Therapy

Shop at thenueco.com

The industry continues to merge wellness and self-care with innovative new ingredients. The Nue Co. expanded its collection of functional fragrances with Water Therapy; a single spritz swaddles the wearer in a blend that evokes a day at the beach (and the serenity that comes along with it).



Moodeaux Worthy SuperCharged SkinScent Travel Pen

\$32 at Credo Beauty

This fragrant blend of apricot kernel, grape seed, and meadowfoam seed oil locks into the skin and lasts all day.



MARGAUX ANBOUBA

BEAUTY EDITOR

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MARGAUX ANBOUBA

BEAUTY EDITOR

As ELLE's beauty editor, Margaux wants to try it all and do it all...and she does. She's not afraid to chop, slather, dye, swipe, inject, and more—and if it's worth your time and money, she'll rave about it here.

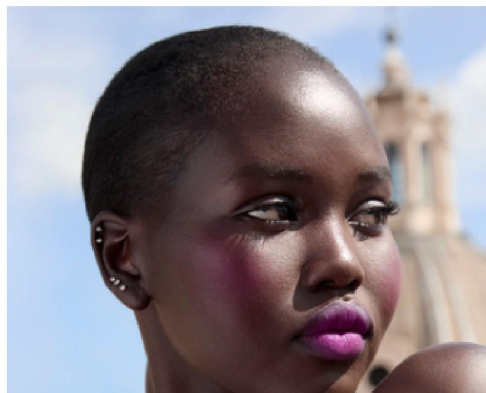
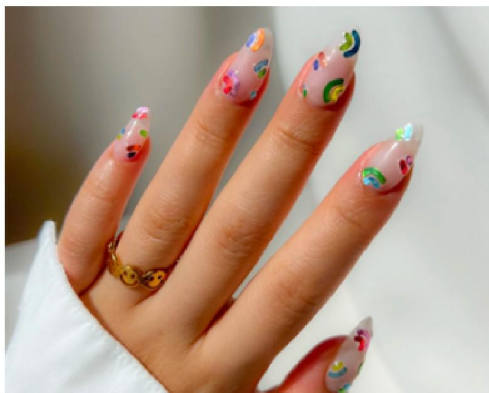
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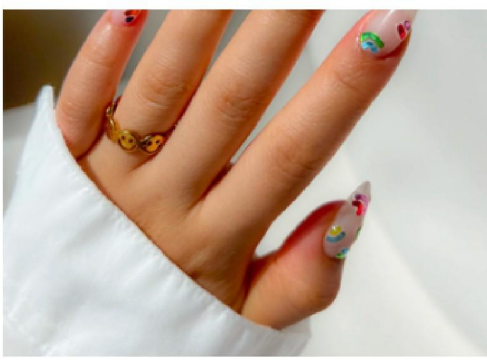


GAP

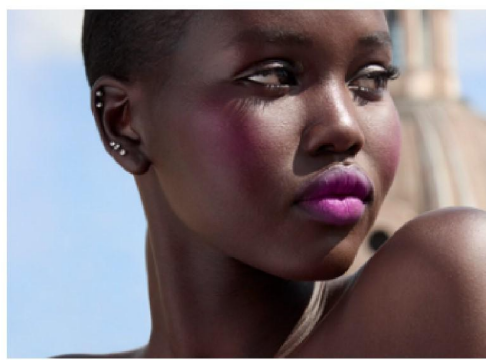
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5 Dermatologist Approved Winter Beauty Treatments



12 Best Hair Brushes for Fine Hair



7 Best Reusable Masks for Tired Eyes



10 Best Shampoos For Sensitive Scalps



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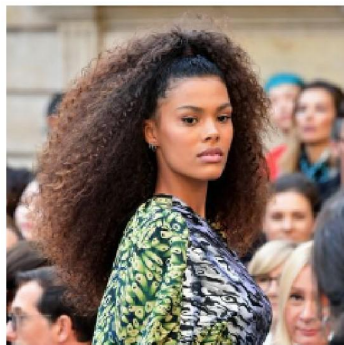
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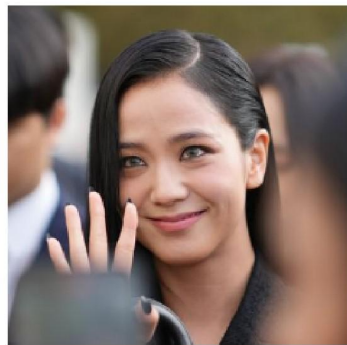
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I Rewatched Insecure and Saw Myself in Molly



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