

ULTA BEAUTY
Black-owned & founded brands
SHOP NOW





Photographed by Bobby Doherty. Video by Emily Geraghty

BREAKTHROUGHS

The process of determining our Breakthroughs winners is *intense*. It involves testing, sure, but also poring over clinical data and sending every nominee to a panel of independent experts (who do not work at *Allure*). In the end, we got to the year's 11 most revolutionary innovations—the ones that truly changed the way we approach our beauty routines.

READ OUR REVIEWS

All products featured on *Allure* are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission.



ORAL-B
iO
$199.99 to 299.99

BUY NOW



GUIDE BEAUTY
Eyeliner Duo Wand
$50

BUY NOW



WONDERSKIN
Wonder Blading Peel & Reveal Lip Color
$27

BUY NOW



L'ORÉAL PARIS
Elvive 8 Second Wonder Water
$9

BUY NOW



MATRIX
Total Results Dark Envy Shampoo
$14

BUY NOW



MATRIX
Total Results Dark Envy Red Neutralization Mask
$24

BUY NOW



NOBLE PANACEA SKINCARE LINE
$149 to 384

BUY NOW

EYLURE LONDON
C-Lash by Codilia Gapare
$7.99

BUY NOW

T3
Lucea ID Straightening and Styling Iron
$235

BUY NOW

OPTE
$599

BUY NOW

MANIME
$17 to 25

BUY NOW



It's a ritual, it's a treatment, it's a way of life. Yes, we take our skin care very seriously, especially during Best of Beauty season, when we debate foaming cleansers and retinol creams with a fiery passion.

READ OUR REVIEWS

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Photographed by Camila Falquez

FACIAL CLEANSER - FOAM

FACIAL CLEANSER - OIL

FACIAL CLEANSER - GEL

AHC
Aqualuronic Cleanser
$14
BUY NOW

FACIAL CLEANSER - BAR

BAREMINERALS
Smoothness Hydrating Cleansing Oil
$30
BUY NOW

FACIAL CLEANSER - CREAM

NEUTROGENA
Hydro Boost Cleansing Gel
$8
BUY NOW

TONER/ESSENCE - CLEANSING

CARBON THEORY
Charcoal & Tea Tree Oil Breakout Control Facial Cleansing Bar
$10
BUY NOW

TONER/ESSENCE - HYDRATING

STRIVECTIN
Comforting Cream Cleanser
$29
BUY NOW

TONER/ESSENCE - EXFOLIATING

THAYERS
Rose Petal Facial Toner
$11
BUY NOW

FACIAL MIST

TATCHA
The Essence
$95
BUY NOW

FACIAL MIST

KATE SOMERVILLE
Liquid ExfoliKate
$58
BUY NOW

FACIAL OIL

ELIZABETH ARDEN
Eight Hour Miracle Hydrating Mist
$20
BUY NOW

SERUM - ANTIOXIDANT

NEUTROGENA
Soothing Clear Turmeric Mist
$7
BUY NOW

SERUM - RETINOL

FIRST AID BEAUTY
Ultra Repair Oat & Hemp Seed Dry Oil
$30
BUY NOW

SERUM - GLYCOLIC ACID

SKINBETTER SCIENCE
Alto Defense Serum
$150
BUY NOW

SERUM - HYALURONIC ACID

CERAVE
Resurfacing Retinol Serum
$18
BUY NOW

L'ORÉAL PARIS
Revitalift Derm intensives 10% Pure Glycolic Acid Serum
$30
BUY NOW

OLAY
Deep Hydration Serum
$29
BUY NOW

FACIAL MOISTURIZER - LIGHT

DR. JART+
Cicapair Tiger Grass Calming Gel Cream
$48
BUY NOW

FACIAL MOISTURIZER - RICH

GARNIER
SkinActive Water Rose 24H Moisture Cream
$15
BUY NOW

FACIAL MOISTURIZER - NIGHTTIME TREATMENT

DRUNK ELEPHANT
A-Passioni Retinol Cream
$74
BUY NOW

FACIAL MOISTURIZER - DAYTIME TREATMENT

OLAY
Regenerist Whip SPF 40
$30
BUY NOW

EYE CREAM - LINE SMOOTHING

ROC
Retinol Correxion Eye Cream
$25
BUY NOW

EYE CREAM - MOISTURIZING

PETER THOMAS ROTH
Vital-E Microbiome Age Defense Eye Cream
$55
BUY NOW

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HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

EYE CREAM - DEPUFFING

L'ORÉAL PARIS
Age Perfect Hydra-Nutrition Honey Eye Gel
$20
BUY NOW

EYE CREAM - BRIGHTENING

OLE HENRIKSEN
Banana Bright Eye Crème
$39
BUY NOW

FACIAL SCRUB

TULA
So Polished Exfoliating Sugar Scrub
$32
BUY NOW

MASK - CLARIFYING

KIEHL'S
Rare Earth Deep Pore Cleansing Mask
$38
BUY NOW

MASK - CLARIFYING

BLISS
Green Tea Wonder Clarifying Overnight Gel Mask with Azelaic Acid
$13
BUY NOW

MASK - HYDRATING

MARY KAY
TimeWise Repair Lifting Bio-Cellulose Mask
$70
BUY NOW

MASK - HYDRATING

MASK - SOOTHING

MASK - BRIGHTENING

PAULA'S CHOICE
Super Hydrate Overnight Mask
$34
BUY NOW

MASK - EYE AREA

NO. 7 LABORATORIES
Cica-Rescue Skin Paste Mask
$23
BUY NOW

FACIAL SUNSCREEN - CHEMICAL

SKINCEUTICALS
Glycolic 10 Renew Overnight
$80
BUY NOW

FACIAL SUNSCREEN - CHEMICAL

KNC BEAUTY
Star Eye Mask
$25
BUY NOW

FACIAL SUNSCREEN - PHYSICAL

SUPERGOOP
Glowscreen SPF 40
$36
BUY NOW

FACIAL SUNSCREEN - PHYSICAL

LA ROCHE-POSAY
Anthelios 60 Clear Skin Dry Touch Sunscreen
$20
BUY NOW

PEEL

DERMALOGICA
Invisible Physical Defense SPF30
$54
BUY NOW

ELEVEN BY VENUS WILLIAMS
Unrivaled Sun Serum SPF 35
$50
BUY NOW

PHILOSOPHY
The Microdelivery Dream Peel
$60
BUY NOW

ACNE - CLEANSER

CERAVE
Acne Foaming Cream Cleanser
$15

BUY NOW

ACNE - ALLOVER TREATMENT

DIFFERIN
Gel Acne Treatment
$15

BUY NOW

ACNE - SPOT TREATMENT

M-61
PowerSpot Blemish Lotion
$16

BUY NOW

ACNE - SPOT TREATMENT

MIGHTY PATCH
The Original
$13

BUY NOW

ACNE - MASK

RODAN + FIELDS
Unblemish Clarifying Mask
$60

BUY NOW

hair

When stay-at-home orders are in place, hairsprays, curl enhancers, and edge tamers are among the few sources of entertainment available. Who knew that sectioning your hair to test four different deep conditioners at once could be so exciting?

READ OUR REVIEWS

Photographed by Camila Falquez

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SHAMPOO - DAMAGED HAIR

NEXXUS
Keraphix Damage Healing Shampoo
$12

BUY NOW

CONDITIONER - DAMAGED HAIR

NEXXUS
Keraphix Damage Healing Conditioner
$17

BUY NOW

SHAMPOO - DANDRUFF

HEAD & SHOULDERS
Supreme Soothe & Strengthen Shampoo
$9

BUY NOW

CONDITIONER - DANDRUFF

SHAMPOO - FINE HAIR

CONDITIONER - FINE HAIR

HEAD & SHOULDERS
Supreme Soothe & Strengthen Conditioner
$9
BUY NOW

VIRTUE
Full Shampoo
$38
BUY NOW

VIRTUE
Full Conditioner
$40
BUY NOW

SHAMPOO - DRY HAIR

CONDITIONER - DRY HAIR

SHAMPOO - COLOR-TREATED HAIR

OGX
Deeply Restoring + Pracaxi Recovery Oil Shampoo
$7
BUY NOW

OGX
Deeply Restoring + Pracaxi Recovery Oil Conditioner
$7
BUY NOW

HAIR FOOD
White Nectarine & Pear Color Protect Shampoo
$8
BUY NOW

CONDITIONER - COLOR-TREATED HAIR

SHAMPOO - COLOR-TREATED HAIR

CONDITIONER - COLOR-TREATED HAIR

HAIR FOOD
White Nectarine & Pear Color Protect Conditioner
$8
BUY NOW

BEACHWAVER CO.
BRB Blonde Purple Shampoo
$28
BUY NOW

BEACHWAVER CO.
BRB Blonde Purple Conditioner
$28
BUY NOW

SHAMPOO - CURLY HAIR

CONDITIONER - CURLY HAIR

CLARIFYING SHAMPOO

HERBAL ESSENCES
Potent Aloe + Mango Shampoo
$6
BUY NOW

HERBAL ESSENCES
Potent Aloe + Mango Conditioner
$6
BUY NOW

CAROL'S DAUGHTER
Wash Day Delight Water-to-Foam Shampoo
$11
BUY NOW

CO-WASH

SCALP SCRUB

LEAVE-IN CONDITIONER

KRISTIN ESS
Ultra Hydrating Curl Co-Wash
$14
BUY NOW

OUAI
Scalp & Body Scrub
$38
BUY NOW

DOVE
Amplified Textures Moisture Lock Leave-In Conditioner
$7
BUY NOW

TREATMENT - MASK

HEAD & SHOULDERS
Supreme Rejuvenating Scalp Pre-Wash Mask
$3
BUY NOW

TREATMENT - MASK

OVERTONE
The Remedy for Fine Hair Colorless Hair Mask
$27
BUY NOW

TREATMENT - MASK

THE MANE CHOICE
Prickly Pear Paradise Apply To Dry Overnight Mask
$17
BUY NOW

TREATMENT - SCALP

TPH BY TARAJI
Master Cleanse A Targeted Scalp Wash
$15
BUY NOW

TREATMENT - THINNING

WOMEN'S ROGAINE
5% Minoxidil Foam
$49
BUY NOW

VOLUMIZER

JOHN FRIEDA
Volume Lift Fine to Full Blow-Out Spray
$12
BUY NOW

DEFRIZZER - TIGHT/KINKY HAIR

DEFRIZZER - LOOSE TEXTURE

CURL MILK

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KÉRASTASE PARIS
Discipline Serum Oléo-Relax
$37
BUY NOW

CURL GEL

BIOSILK
Silk Therapy with Natural Coconut Oil
$17
BUY NOW

CURL CREAM

MIELLE
Avocado Moisturizing Hair Milk
$13
BUY NOW

CURL REFRESHER

CURLS
So So Def Vitamin C Curl Defining Jelly
$10
BUY NOW

CURL REFRESHER

TALIAH WAAJID
Protective Styles Bamboo, Biotin & Basil Curl Activator
$10
BUY NOW

HAIR OIL

PANTENE
Curl Affair Curl Reshaping Cream
$7
BUY NOW

HAIR OIL

SUNDAY II SUNDAY
Revive Me Daily Moisturizing Spray
$31
BUY NOW

BREAD BEAUTY SUPPLY
Hair-Oil
$24
BUY NOW

BRIOGEO
Don't Despair, Repair! Strengthening Oil Treatment
$30
BUY NOW

BLOWOUT CREAM

GARNIER FRUCTIS
Sleek Shot In-Shower Styler
$5
BUY NOW

BLOWOUT CREAM

BUMBLE AND BUMBLE
Thickening Great Body Blow Dry Creme
$32
BUY NOW

MOUSSE

RUCKER ROOTS
Texture Styling Mousse
$14
BUY NOW

MOUSSE

AUTHENTIC BEAUTY CONCEPT
Amplify Mousse
$25
BUY NOW

TWISTING CREAM

CAMILLE ROSE
Almond Jai Twisting Butter
$17
BUY NOW

EDGE TAMER

GOLD SERIES FROM PANTENE
Edge Tamer
$8
BUY NOW

POMADE

JILLIAN DEMPSEY
Roadie Hair Pomade
$28
BUY NOW

HAIRSPRAY

BIG SEXY HAIR
Spray & Play Volumizing Hairspray
$20
BUY NOW

DRY SHAMPOO

REDKEN
Deep Clean Dry Shampoo
$24
BUY NOW

DRY SHAMPOO

AVEENO HAIR
Fresh Greens Blend Dry Shampoo
$8

BUY NOW

HAIR COLOR - PERMANENT COLOR

GARNIER NUTRISSE
Nourishing Color Creme
$8

BUY NOW

HAIR COLOR - PERMANENT COLOR

COLOR&CO BY L'ORÉAL
$20

BUY NOW

HAIR COLOR - GLOSS

LIVING PROOF
Color Care Whipped Glaze
$29

BUY NOW

HAIR COLOR - GLOSS

MADISON REED
Color Reviving Gloss
$30

BUY NOW

HAIR COLOR - ROOT COVERAGE

COLOR WOW
Root Cover Up
$35

BUY NOW

HAIR COLOR - ROOT COVERAGE

DPHUE
Root Touch-Up Kit
$30

BUY NOW

Body

Because your skin-care routine shouldn't stop at your neck (or your nipples), we tested products all the way down to our toes. Now go forth with this list of body washes, scrubs, and lotions, and take every inch of your epidermis to the next level.

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Photographed by Camila Falquez

BODY WASH - LIQUID

DOVE
Glowing Body Wash
$6

ANTIPERSPIRANT

SECRET WITH ESSENTIAL OILS
Antiperspirant
$12

BODY WASH - BAR

EAU THERMALE AVÈNE
XeraCalm A.D Ultra-Rich Cleansing Bar
$12

BUY NOW

BUY NOW

BUY NOW

BODY WASH - BAR

BODY SCRUB

BODY SCRUB

URBAN SKIN RX
Clear and Even Tone Body Cleansing Bar
$32

BUY NOW

OLAY
Exfoliating Face & Body Powder
$8

BUY NOW

ALBA BOTANICA
AcneDote Face & Body Scrub
$6

BUY NOW

BODY SCRUB

BODY MOISTURIZER - LIGHT

BODY MOISTURIZER - RICH

LUV SCRUB
Mesh Body Exfoliator
$18

BUY NOW

CETAPHIL
Sheer Hydration Replenishing Body Lotion
$12

BUY NOW

EUCERIN
Roughness Relief Cream
$12

BUY NOW

BODY MOISTURIZER - OIL

BODY MOISTURIZER - SPOT TREATMENT

BODY MOISTURIZER - SPOT TREATMENT

PATRICK TA
Major Glow Body Oil
$52
BUY NOW

MEGABABE
Thigh Rescue
$14
BUY NOW

VASELINE
All-Over Body Balm Stick
$6
BUY NOW

BODY SUNSCREEN - CHEMICAL

BODY SUNSCREEN - CHEMICAL

BODY SUNSCREEN - PHYSICAL

NEUTROGENA
Beach Defense Water + Sun Protection Sunscreen Stick Broad Spectrum SPF 50+
$9
BUY NOW

SHISEIDO
Ultimate Sun Protector Lotion SPF 50+
$49
BUY NOW

ELTAMD
UV Pure Broad-Spectrum SPF 47
$27
BUY NOW

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BODY SUNSCREEN - PHYSICAL

AVEENO
Positively Mineral Sensitive Skin Sunscreen Stick SPF 50
$12
BUY NOW

BODY BRONZER

SOL BY JERGENS
Tone-Enhancing Body Bronzer
$20
BUY NOW

SELF-TANNER - TRADITIONAL

BONDI SANDS
Aero Self-Tanning Foam
$29
BUY NOW

SELF-TANNER - GRADUAL

VITA LIBERATA
Fabulous Self-Tanning Gradual Lotion
$30
BUY NOW

BATH PRODUCT

THIS WORKS
Deep Sleep Bath Soak
$33
BUY NOW

BATH PRODUCT

ALAFFIA
EveryDay Shea Bubble Bath
$15
BUY NOW

DEODORANT

SHAVING CREAM

RAZOR

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NUBIAN HERITAGE
Coconut & Papaya 24 Hour Deodorant
$9
BUY NOW

PURE BY GILLETTE VENUS
Shave Cream in Manuka Honey & Vanilla
$12
BUY NOW

GILLETTE VENUS
Extra Smooth Sensitive Razor
$14
BUY NOW

WAX KIT

AFTERSHAVE LOTION

TEETH WHITENER

GLEE
The Body Wax
$9
BUY NOW

BEVEL
Restoring Balm
$15
BUY NOW

CREST
3D Whitestrips Original Whitening Kit
$70
BUY NOW

HAND SANITIZER

TOUCHLAND
Power Mist
$12

BUY NOW

HAND CREAM

ECZEMA HONEY
Oatmeal Hand Cream
$30

BUY NOW

CLEAN

When applied to beauty products, the term "clean" is rather...murky. So let us make things crystal clear: Every one of these serums and shampoos meets *Allure*'s clean standard (no parabens, phthalates, chemical sunscreens, and more) and our ambitious definition of "best."

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Photographed by Stephanie Gonot

HAIR

HAIR

HAIR

SHEAMOISTURE
Moringa & Avocado Power Greens Conditioner
$10
BUY NOW

HAIR

LOVE BEAUTY AND PLANET
Love Beauty and Planet Volume and Bounty 2-in-1 Shampoo & Conditioner Bar
$5
BUY NOW

HAIR

OYIN HANDMADE
Burnt Sugar Pomade
$14
BUY NOW

HAIR

SEED PHYTONUTRIENTS
Anti-Frizz Smoothing Cream
$19
BUY NOW

HAIR

UHAI
Oil Blend
$10
BUY NOW

HAIR

BRIOGEO
Be Gentle, Be Kind Mega Moisture Superfood Mask
$36
BUY NOW

HAIR

ADWOA BEAUTY
Baomint Moisturizing Curl Defining Gel
$32
BUY NOW

SKIN

OWA
Moondust Collection Hair Wash
$29
BUY NOW

SKIN

EDEN BODYWORKS
Papaya Castor Scalp Cleanser
$9
BUY NOW

SKIN

TRILOGY
Rosehip Oil Antioxidant+
$44
BUY NOW

SKIN

YOUTH TO THE PEOPLE
Superfood Air-Whip Moisture Cream
$48
BUY NOW

SKIN

BIRKENSTOCK
Natural Skin Care Anti-Stress Serum
$65
BUY NOW

SKIN

ALPYN BEAUTY
PlantGenius Survival Serum
$68
BUY NOW

KORA ORGANICS
Noni Night AHA Resurfacing Serum
$72
BUY NOW

BIOSSANCE
Squalane + Marine Algae Eye Cream
$54
BUY NOW

SKIN

ÉMINENCE ORGANIC SKIN CARE
Eight Greens Phyto Masque—Hot
$54
BUY NOW

SKIN

GOLDE
Papaya Bright Face Mask
$34
BUY NOW

SKIN

SHANI DARDEN
Retinol Reform
$88
BUY NOW

MAKEUP

BLOOMEFFECTS
Tulip Tint Lip & Cheek Balm
$29
BUY NOW

MAKEUP

TOWER 28
Bronzino Illuminating Cream Bronzer
$20
BUY NOW

MAKEUP

ILIA
Super Serum Skin Tint
$46
BUY NOW

W3LL PEOPLE
Expressionist Volumizing Mascara
$20
BUY NOW
MAKEUP

ĀETHER BEAUTY
Radiant Ruby Lip Crème
$28
BUY NOW
MAKEUP

SAIE
Dew Balm
$18
BUY NOW
BODY

LILY LOLO
Pressed Eye Shadow
$14
BUY NOW
BODY

HONEST BEAUTY
Lit Powder Blush
$13
BUY NOW
BODY

100% PURE
Body Scrub
$36
BUY NOW
BODY

PLANT APOTHECARY
Start Happy Organic Body Wash
$20
BUY NOW

TOM'S OF MAINE
Prebiotic Bar Soap
$6
BUY NOW

KOPARI
CBD Recovery Balm
$45
BUY NOW

BODY

SCHMIDT'S
Rose + Black Pepper Natural Deodorant
$13
BUY NOW

BODY

COCOKIND
One-for-All Balm
$11
BUY NOW

BODY

HENRY ROSE
Queens & Monsters
$120
BUY NOW

BODY

EU'GENIA
Shea Butter Everyday Formula
$13
BUY NOW

BODY

GOODNIGHT DARLING CO.
Deep Detox Bath Soak
$23
BUY NOW

bASe

We spent six months testing foundations for every skin type, concealers for every use, and bronzers and blushes for every skin tone (and undertone). The result: a list of basics that's far from — well, basic.

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Photographed by Camila Falquez

SETTING SPRAY - DEWY

HOURGLASS
Veil Soft Focus Effect Setting Spray
$48

BUY NOW

MULTIUSE STICK

LIVE TINTED
Huestick
$24

BUY NOW

PRIMER

NEUTROGENA
Shine Control Matte Primer + Serum
$15

BUY NOW

PRIMER

PRIMER

FOUNDATION - LIGHT COVERAGE

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LANEIGE
Glowy Makeup Serum
$32
BUY NOW

LAURA MERCIER
Pure Canvas Primer Protecting
$38
BUY NOW

MAKE UP FOR EVER
Reboot
$39
BUY NOW

FOUNDATION - MEDIUM COVERAGE

FOUNDATION - FULL COVERAGE

CONCEALER

UOMA BEAUTY
Say What?! Foundation
$39
BUY NOW

CONCEALER

LANCÔME
Teint Idole Ultra Longwear Foundation Stick
$43
BUY NOW

BLUSH - POWDER

ARMANI BEAUTY
Luminous Silk Concealer
$38
BUY NOW

BLUSH - CREAM

SEPHORA COLLECTION
Clear and Cover Acne Treatment Cream Concealer with 2% Salicylic Acid
$14
BUY NOW

CLARINS
Joli Blush
$32
BUY NOW

MAYBELLINE NEW YORK
Cheek Heat Gel-Cream Blush
$8
BUY NOW

HIGHLIGHTER - STICK

HIGHLIGHTER - CREAM

HIGHLIGHTER - LIQUID

COVERGIRL
Clean Fresh Cooling Glow Stick
$11
BUY NOW

STILA
Heaven's Hue Highlighter
$32
BUY NOW

BECCA COSMETICS
Ignite Liquified Light Highlighter
$38
BUY NOW

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

HIGHLIGHTER - POWDER

MILANI
Baked Highlighter
$11
BUY NOW

HIGHLIGHTER - PALETTE

BEAUTY BAKERIE
Milk & Honey Highlighter Palette
$38
BUY NOW

BRONZER - MATTE

BENEFIT
Hoola Matte Bronzer
$30
BUY NOW

BRONZER - DEWY

NUDESTIX
Nudies Bronze
$32
BUY NOW

CONTOUR KIT

THE LIP BAR
Fresh Glow 2in1 Bronzer + Blush Duo
$22
BUY NOW

POWDER - PRESSED

COVERGIRL
Clean Fresh Pressed Powder
$12
BUY NOW

POWDER - LOOSE

FACIAL SELF-TANNER

SETTING SPRAY - MATTE

FENTY BEAUTY BY RIHANNA
Pro Filt'r Instant Retouch Setting Powder
$32
BUY NOW

ST. TROPEZ
Self-Tan Purity Bronzing Water Face Mist
$30
BUY NOW

URBAN DECAY
All Nighter Makeup Setting Spray
$33
BUY NOW

SETTING SPRAY - MULTIUSE

L'ORÉAL PARIS
True Match Lumi Shake & Glow Dew Mist
$12
BUY NOW

Eyes

The eye category is like a Choose Your Own Adventure game. No matter how bold or minimalist you want to get, these pencils, palettes, and mascaras will set you on a winning path.

READ OUR REVIEWS

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Photographed by Camila Falquez

MASCARA - VOLUMIZING

ANASTASIA BEVERLY HILLS
Lash Brag
$25
BUY NOW

MASCARA - LENGTHENING

MAYBELLINE NEW YORK
The Falsies Lash Lift Mascara
$9
BUY NOW

MASCARA - DRAMA

TARTE
Maneater Mascara
$23
BUY NOW

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037236

MASCARA - TUBING

THRIVE CAUSEMETICS
Liquid Lash Extensions Mascara
$24

BUY NOW

MASCARA - WATERPROOF

L'ORÉAL PARIS
Bambi Eye Waterproof Mascara
$10

BUY NOW

MASCARA - PRIMER

MARC JACOBS BEAUTY
Velvet Primer
$27

BUY NOW

EYELINER - PENCIL

IT COSMETICS
Superhero No-Tug Gel Liner
$22

BUY NOW

EYELINER - LIQUID

MAYBELLINE NEW YORK
Hyper Easy Liner
$7

BUY NOW

EYELINER - GEL POT

MAC
Pro Longwear Fluidline
$19

BUY NOW

EYELINER - COLOR RANGE

BROWS - CLEAR GEL

BROWS - TINTED GEL

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DYSON_0037237

MERLE NORMAN
Soft Touch Eye Pencil
$20
BUY NOW

BROWS - PENCIL

COVERGIRL
Easy Breezy Brow Clear Setting Gel
$10
BUY NOW

BROWS - POWDER

WANDER BEAUTY
Frame Your Face Precise Brow Gel
$22
BUY NOW

BROWS - POMADE

GIORGIO ARMANI
Smooth Silk Brow Pencil
$30
BUY NOW

JOEY HEALY
Luxe Brow Powder
$28
BUY NOW

NYX PROFESSIONAL MAKEUP
Fill & Fluff Clear Eyebrow Pomade Pencil
$11
BUY NOW

BROWS - CONDITIONER

EYE SHADOW - CREAM

EYE SHADOW - CREAM

REVITABROW
Advanced Eyebrow Conditioner & Serum
$110
BUY NOW

EYE SHADOW - POWDER

REVLON
Revlon ColorStay Crème Eye Shadow
$8
BUY NOW

EYE SHADOW - POWDER

DANESSA MYRICKS BEAUTY
Colorfix
$18
BUY NOW

EYE SHADOW - LIQUID

CHANTECAILLE
Luminescent Eye Shade
$52
BUY NOW

COLOURED RAINE
Single Pan Eyeshadow
$7
BUY NOW

KOSAS
10 Second Eyeshadow
$28
BUY NOW

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EYE SHADOW - JELLY

KAJA
Moon Crystal Sparkling Eye Pigment
$16
BUY NOW

EYE SHADOW - PALETTE

MAYBELLINE NEW YORK
Nudes of New York Eyeshadow Palette
$14
BUY NOW

EYE SHADOW - PALETTE

JUVIA'S PLACE
Warrior III Palette
$20
BUY NOW



Some say lip products aren't having a great year. We say: There are still few things that instantly thrill us like putting on a luxurious new lip color.

READ OUR REVIEWS

Photographed by Camila Falquez

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NEUTRAL, LIGHT SKIN

NEUTRAL, MEDIUM SKIN

NEUTRAL, DARK SKIN

BAREMINERALS
Mineralist Hydra-Smoothing Lipstick in Insight
$20
BUY NOW

CTZN COSMETICS
Nudiversal Lip Duo in Koh Samui
$25
BUY NOW

MENTED COSMETICS
Semi-Matte Lipstick in #5
$17
BUY NOW

CLASSIC RED

CLASSIC RED

DARK RED

YVES SAINT LAURENT
Volupte Rock'n Shine in Orange Speaker
$38
BUY NOW

MAYBELLINE NEW YORK
Color Sensational Made for All Lipstick in Ruby for Me
$6
BUY NOW

LANCÔME
L'Absolu Rouge Ruby in RubieZ
$32
BUY NOW

BRICK RED

METALLIC

ROSE PINK

REVLON
Ultra HD Matte Lip Mousse in Sub-Saharan
$7
BUY NOW

BRIGHT PINK

UOMA BEAUTY
Black Magic Lipsticks
$26
BUY NOW

CORAL

ESTÉE LAUDER
Pure Color Envy Sculpting Lipstick in Rebellious Rose
$32
BUY NOW

PURPLE

KEVYN AUCOIN
Unforgettable Lipstick Shine in Enigma
$30
BUY NOW

CHARLOTTE TILBURY
K.I.S.S.I.N.G Lipstick in Coral Kiss
$34
BUY NOW

IMAN
Luxury Moisturizing Lipstick in Taboo
$8
BUY NOW

LIP SCRUB

LIP BALM

LIP BALM

BITE BEAUTY
Agave+ Weekly Lip Scrub
$22
BUY NOW

LIP PENCIL

PHYSICIANS FORMULA
Organic Wear Lip Treatment
$8
BUY NOW

LIP OIL

FLOWER BEAUTY
Petal Pout Lip Mask
$10
BUY NOW

LIP CRAYON

NYX PROFESSIONAL MAKEUP
Slim Lip Pencil
$4
BUY NOW

LIP GLOSS

DIOR
Lip Glow Oil
$34
BUY NOW

LIP STAIN

MAYBELLINE NEW YORK
SuperStay Ink Crayon
$8
BUY NOW

LIQUID LIPSTICK

BOBBI BROWN
Crushed Oil-Infused Gloss
$27
BUY NOW

3CE
Velvet Lip Tint
$12
BUY NOW

NARS
Powermatte Lip Pigment
$26
BUY NOW

LIQUID LIPSTICK

YVES SAINT LAURENT
Tatouage Couture Velvet Cream Liquid Lipstick
$38

BUY NOW

NAILS

Depth, vibrance, durability — we look for the same qualities in our polish that we do in a life partner. These are our perfect matches this year (every one guaranteed to withstand 20-second handwashings).

READ OUR REVIEWS

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Photographed by Camila Falquez

RED RED BURGUNDY

SUNDAYS
No. 13
$18
BUY NOW

OPI
Nail Lacquer in Big Apple Red
$11
BUY NOW

CND
Vinylux Long Wear Polish in Decadence
$11
BUY NOW

LIGHT PINK

BRIGHT PINK

BLACK

MISCHO BEAUTY
Nail Lacquer in Worthy
$20
BUY NOW

ESSIE
Expressie nail polish in Crave the Chaos
$9
BUY NOW

JINSOON
Nail Lacquer in Absolute Black
$18
BUY NOW

BLUE

BLUE

GRAY

SALLY HANSEN
Good.Kind.Pure nail polish in Crystal Blue
$7
BUY NOW

YELLOW

ZOYA
Professional Lacquer in Maren
$10
BUY NOW

METALLIC

ESSIE
nail polish in Toned Down
$9
BUY NOW

GLITTER

PEAR NOVA
Luxury Nail Lacquer in Lemon Drop Logic
$12
BUY NOW

PRESS-ONS

NAILS.INC
Let's Take A Shelfie
$11
BUY NOW

WRAPS

SMITH & CULT
nail polish in A Little Lovely
$18
BUY NOW

BASE COAT

KISS
Impress Press-On Manicure
$8
BUY NOW

SCRATCH
Nail Wraps
$10
BUY NOW

SALLY HANSEN
Color Therapy Beautifiers Strengthening Base Coat
$9
BUY NOW

TOPCOAT

CUTICLE CARE

NAIL POLISH REMOVER

ESSIE
Gel-Setter
$10
BUY NOW

L'OCCITANE
Shea Nourishing Nail & Cuticle Oil
$20
BUY NOW

OLIVE & JUNE
Nail Polish Remover
$8
BUY NOW

Steals

Drugstores have elevated their game, adding more foundation shades, expanding pro-level skin-care offerings, even embracing indie brands. Sometimes we get lost in the endless aisles, but these products (all under $10) always get us back on track.

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Lacey / Trunk Archive

BODY

DOVE
Even Tone Antiperspirant Restoring Powder
$6
BUY NOW

BODY

OLAY
Cleansing & Nourishing Body Wash
$8
BUY NOW

BODY

JERGENS
Lavender Body Butter
$8
BUY NOW

BODY

BODY

SKIN

KIWI BOTANICALS
Nourishing Body Lotion
$7
BUY NOW

PALMER'S
Coconut Oil Formula Swivel Stick
$6
BUY NOW

THE ORDINARY
0.5% Retinol in Squalane
$6
BUY NOW

SKIN SKIN SKIN

THE INKEY LIST
Oat Cleansing Balm
$10
BUY NOW

SIMPLE SKINCARE
Micellar Cleansing Water Pouch
$5
BUY NOW

ST. IVES
Gentle Smoothing Rose Water & Aloe Vera Scrub
$4
BUY NOW

SKIN SKIN SKIN

GARNIER
SkinActive Glow Boost Fresh-Mix Sheet Mask
$3
BUY NOW

SKIN

BIORÉ
Rose Quartz + Charcoal Facial Cleansing Bar
$7
BUY NOW

HAIR

CLEAN & CLEAR
Lemon Juice Toner
$6
BUY NOW

HAIR

KAIKE
Lip Frosting
$5
BUY NOW

HAIR

OGX
Extra Strength Damage Remedy + Coconut Miracle Oil Shampoo
$7
BUY NOW

HAIR

SUAVE PROFESSIONALS FOR NATURAL HAIR
Curl Defining Cream
$5
BUY NOW

HAIR

AUSSIE
Gloss-ified Glossing Spritz
$6
BUY NOW

PANTENE PRO-V
Intense Rescue Shots
$10
BUY NOW

TRESEMMÉ
Volume Thickening Spray
$5
BUY NOW

HAIR

WATERL<SS
Dry Shampoo No Residue
$6
BUY NOW

HAIR

HEAD & SHOULDERS
Royal Oils Instant Soothe Scalp Elixir
$11
BUY NOW

HAIR

HERBAL ESSENCES
Bio:Renew Potent Aloe & Hemp Shampoo
$6
BUY NOW

HAIR

HASK
Tea Tree Oil & Rosemary Hair & Scalp Treatment Mask
$3
BUY NOW

MAKEUP

MILANI
Conceal + Perfect Foundation Stick
$10
BUY NOW

MAKEUP

WET 'N WILD
Mega Last Breakup-Proof Retractable Eyeliner
$3
BUY NOW

MAKEUP

MAKEUP

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E.L.F.
Liquid Glitter Eyeshadow
$5

BUY NOW

ESSENCE
Shine Shine Shine Lipgloss
$3

BUY NOW

COVERGIRL
Lash Blast Volume Mascara
$10

BUY NOW

MAKEUP

MAKEUP

COLOURPOP
Blush Stix
$8

BUY NOW

MAYBELLINE NEW YORK
ColorTattoo 24HR Eyeshadow
$8

BUY NOW

SplurgeS

The word "splurge" conveys many things: opulence, comfort, plenty. Also, in the case of these fancy tools and treatments: effectiveness, innovation, pure joy.

READ OUR REVIEWS

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Photographed by Martin Vallin

HAIR

DYSON
AirWrap collection
$499.99 to 549.99

BUY NOW

HAIR

CHRISTOPHE ROBIN
Shade Variation Mask
$53

BUY NOW

HAIR

ORIBE
Curl Gelée for Shine & Definition
$44

BUY NOW

HAIR

HAIR

SKIN

HARKLINIKKEN
Balancing Shampoo
$54
BUY NOW

HAIR RITUEL BY SISLEY PARIS
Restructuring Nourishing Balm
$120
BUY NOW

EPARA SKINCARE
Cleansing Lotion
$60
BUY NOW

SKIN SKIN SKIN

CHANEL
Sublimage Les Grains de Vanille
$140
BUY NOW

SK-II
Pitera Facial Treatment Essence
$99
BUY NOW

SKINCEUTICALS
C E Ferulic Serum
$166
BUY NOW

SKIN SKIN SKIN

TAMMY FENDER
Quintessential Serum
$175
BUY NOW

SKIN

SKINMEDICA
TNS Advanced+ Serum
$295
BUY NOW

SKIN

JOANNA VARGAS
Magic Glow Wand
$285
BUY NOW

SKIN

SOBEL SKIN RX
4.5% Retinol Night Treatment
$105
BUY NOW

DIOR
Capture Totale C.E.L.L. Energy Super Potent Serum
$120
BUY NOW

LANCÔME
Génifique Yeux Light-Pearl serum
$70
BUY NOW

BODY

BENEATH YOUR MASK
Polish Detoxifying Body Scrub
$70
BUY NOW

BODY

OUI THE PEOPLE
Sensitive Skin Razor
$75
BUY NOW

BODY

LA MER
The Renewal Body Oil Balm
$195
BUY NOW

BODY

BIOLOGIQUE RECHERCHE
Lotion P50 Corps
BUY NOW

BODY

GILDED
The Marble Body Brush
$88
BUY NOW

BODY

AUGUSTINUS BADER
The Body Cream
$165
BUY NOW

MAKEUP

MAKEUP

MAKEUP

GUCCI
Mascara L'Obscur
$35
BUY NOW

HERMÈS BEAUTY
Rouge Hermès Lipstick
$67
BUY NOW

PAT MCGRATH LABS
Skin Fetish: Sublime Perfection The System
$150
BUY NOW

MAKEUP

MAKEUP

VICTORIA BECKHAM BEAUTY
Smoky Eye Brick
$56
BUY NOW

KJAER WEIS
Cream Blush
$56
BUY NOW

SCENT

Fragrance is subjective, sure. But there are rare times at *Allure* when we find a medley of notes that we all consider a winner. Here are 14 of those bright, musky, sweet (and one salty!) examples.

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Photographed by Camila Falquez

FLORAL

GIORGIO ARMANI
Sì
$126

BUY NOW

FLORAL

TOM FORD
Soleil Neige
$155

BUY NOW

HERBACEOUS

CARTIER
Les Heures Voyageuses Oud & Menthe
$350

BUY NOW

EARTHY

CITRUS

GOURMAND

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MAISON MARGIELA FRAGRANCES
Replica Whispers in the Library
$130
BUY NOW

FRESH
Hesperides Grapefruit
$50
BUY NOW

CHLOÉ
Nomade Absolu de Parfum
$84
BUY NOW

TROPICAL

SMOKY

CLASSIC CLASSIC

ELLIS BROOKLYN
Salt
$105
BUY NOW

THERAPEUTATE PARFUMS
Modern Patchouli
$75
BUY NOW

LANCÔME
Trésor
$115
BUY NOW

NEW CLASSIC

ACCESSORY

HAIR FRAGRANCE

BOTTEGA VENETA
Illusione for Her
$123
BUY NOW

DIPTYQUE
Prêts-à-Parfumer Perfumed Bracelet
$90
BUY NOW

TOCCA
Florence Hair Fragrance
$34
BUY NOW

DIFFUSER

SAJE NATURAL WELLNESS
Liquid Sunshine Cheerful Diffuser Blend and Aroma Om Diffuser
$120
BUY NOW

CANDLE

LAKE & SKYE
11 11 Candle
$48
BUY NOW

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tools

You know how they say an artist is only as good as her tools? These are the brushes and gadgets that made us feel like Renaissance masters this year.

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Photographed by Martin Vallin

MAKEUP BRUSH - FOUNDATION

MAC
190 Foundation Brush
$35

BUY NOW

MAKEUP BRUSH - CONCEALER

SIGMA
F79 Concealer Blend Kabuki Brush
$23

BUY NOW

MAKEUP BRUSH - POWDER

REAL TECHNIQUES
Setting Brush
$8

BUY NOW

MAKEUP BRUSH - POWDER, ALLOVER

MAKEUP BRUSH - CONTOUR

MAKEUP BRUSH - BLUSH

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OUTSIDE COUNSEL EYES ONLY
DYSON_0037261

HUDA BEAUTY
Bake & Blend Brush
$26
BUY NOW

JENNY PATINKIN
Luxury Vegan Powder/Bronzer Brush
$38
BUY NOW

LAURA MERCIER
Angled Cheek Contour Brush
$46
BUY NOW

MAKEUP BRUSH - BROW

MAKEUP BRUSH - EYE SHADOW

MAKEUP BRUSH - LIP

BEAUTYBLENDER
The Player 3-Way Brow Brush
$28
BUY NOW

MODA METALLICS
Triad Eye Brush
$5
BUY NOW

SONIA KASHUK
Retractable 2-in-1 Lip Makeup Brush No. 401
$12
BUY NOW

MAKEUP BRUSH - MULTIPURPOSE

MAKEUP SPONGE

TWEEZERS

ALLEYOOP
Multi-tasker 4-in-1 Makeup Brush
$24
BUY NOW

EYELASH CURLER

BEAUTYBLENDER
Original
$20
BUY NOW

LASHES

TWEEZERMAN
Classic Slant Tweezer
$23
BUY NOW

LASHES

TWEEZERMAN
ProMaster Lash Curler
$22
BUY NOW

VELOUR
The Effortless Collection
$26
BUY NOW

VELOUR
Lash & Go Eyeliner
$23
BUY NOW

HOT TOOLS - BLOW-DRYER

GHD
Helios Professional Hairdryer
$249
BUY NOW

HOT TOOLS - BRUSH DRYER

HOT TOOLS
One-Step Pro Blowout Styler
$75
BUY NOW

HOT TOOLS - FLATIRON

GHD
Platinum+ Styler
$249
BUY NOW

HOT TOOLS - CURLING WAND

KRISTIN ESS
Beach Waves 1" Curling Iron
$45
BUY NOW

HOT TOOLS - WAVER

TRADEMARK BEAUTY
Beauty Babe Waves
$54
BUY NOW

HAIRBRUSHES - PADDLE

Y BY YUSEF
Cushion Paddle Brush
$12
BUY NOW

HAIRBRUSHES - ROUND

HAIRBRUSHES - DETANGLER

HAIRBRUSHES - DETANGLER

R+CO
Round Brush 3
$85
BUY NOW

HAIRBRUSHES - EDGE STYLER

FELICIA LEATHERWOOD
Detangler Brush
$18
BUY NOW

HAIRBRUSHES - HAIR PICK

TANGLE TEEZER
Fine and Fragile Detangler
$12
BUY NOW

SCALP MASSAGER

THE BABY TRESS
Edge Styler
$15
BUY NOW

SKIN DEVICE

PATTERN BY TRACEE ELLIS ROSS
Hair Pick
$9
BUY NOW

SKIN DEVICE

ROOTED RITUALS
Root Rejuvenating Scalp Massager
$10
BUY NOW

SKIN ROLLER

FOREO
Luna Mini 3
$159
BUY NOW

NUFACE
Trinity
$325
BUY NOW

HERBIVORE
Jade De-Puffing Face Roller
$30
BUY NOW

SKIN ROLLER

REFA
S Carat Ray
$220

BUY NOW

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