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BEST OF BEAUTY 2021

The 20 Best Beauty Splurges of 2021

These supremely elegant, wonderfully effective, divinely scented beauty products can bring you moments of calm and joy. Who says money doesn't buy happiness? Here are the 20 most luxurious beauty products on this year's Best of Beauty winners' list.

BY ALLURE EDITORS

September 15, 2021



Photographer: Elliot & Erick Jimenez; Stylist: Rachael Wang; Hair: Nikki Nelms; Makeup: Frankie Boyd; Manicure: Eri Handa; Set designer: Jenny Correa; Producer: Marcos Fecchino

Life's little luxuries bring the greatest joy. That's our two cents, and these are your beauty experts speaking. The same experts who always love a flawless blowout, skin as smooth as velvet, and when blush arrives in an Hermès orange box.

Perhaps that's why *Allure* editors fell for these finer (beauty) things that crossed our desks this year. They were love at first swipe — or smear or spritz. But most important, they checked all of our priority boxes: comfort, convenience, effectiveness, and innovation.

This year's **Best of Beauty Splurge winners** make the seemingly impossible possible: a single hair tool that replaces your blow-dryer, curling iron, *and* straightener (with the power of air); a lightweight makeup primer that instantly smooths skin and, simultaneously, speeds up cell turnover so you look even more radiant over time; a dry shampoo, in powder form, that makes degreasing your hair feel glamorous; and a serum that's been proven to tighten the skin around the jawline.

Of course, all of these things come with a cost — but we can confirm they are well worth the splurge. So, go on, spoil yourself. And then peruse the rest of the top picks from the full **2021 Best of Beauty winner** list. —Paige Stables

All products are independently selected by our editors. If you buy something, we may earn an affiliate commission.

Hair: Dyson Airwrap Styler Complete



1/21

DYSON
Dyson AirWrap

\$550
SHOP NOW

This streamlined device costs a pretty penny (54,999 of them, to be exact). But when you consider the **Dyson Airwrap Styler Complete** does the work of an entire styling arsenal (blow-dryer, waver, curling iron) without relying on extreme heat, it feels like a steal (that's our two cents, anyway).

Unboxing | February 2021 | Viktor&Rolf, La Roche-Posay, and more



Hair: Oribe Imperial Blowout Transformative Styling Crème



2/21

ORIBE

Oribe Imperial Blowout Transformative Styling Crème

\$68
SHOP NOW

It took a few centuries, but someone finally realized that evolution is the solution to sticky fixatives that clump strands together. The **Oribe Imperial Blowout Transformative Styling Crème** becomes an oil in your hands and a featherlight powder in your hair, delivering touchable volume and flexible hold.

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Hair: Christophe Robin Cleansing Volumizing Paste With Pure Rassoul Clay and



3/21

CHRISTOPHE ROBIN

Christophe Robin Cleansing Volume Paste with Pure Rassoul Clay and Rose Extracts

\$19
SHOP NOW

The **Christophe Robin Cleansing Volumizing Paste With Pure Rassoul Clay and Rose Extracts** is the ultimate grand gesture when you want to pamper your hair in the shower: The thick clay melts into an airy foam that polishes roots, softens ends, and smells intoxicatingly of roses.



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Hair: Kérastase Chronologiste Thermique Régénérant Blow Dry Primer



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The Best Face Primers to Lock In Your Makeup All Day

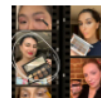
BY DEANNA PAI



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BY LAUREN DANA ELLMAN



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4/21

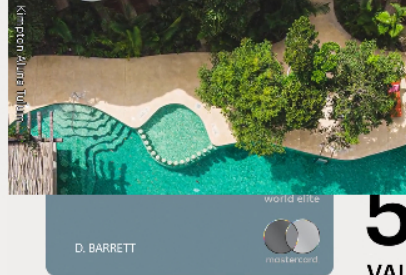
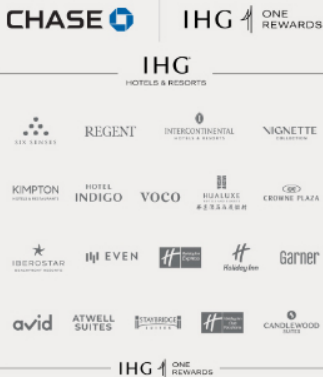
KÉRASTASE

Kérastase Paris Chronologiste Thermique Régénérant

\$52
SHOP NOW

A heat protector, shine serum, and treatment all in one, the lightweight **Kérastase Chronologiste Thermique Régénérant Blow Dry Primer** yields the sleekest blowouts this side of the salon. And the floral scent is so dreamy, it doubles as our favorite hair fragrance.

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**Hair: Crown Affair The Dry
Shampoo**



Capital One

\$265B

A historic
Community
Benefits Plan

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5/21

CROWN AFFAIR

Crown Affair The Dry Shampoo

\$36
SHOP NOW

The **Crown Affair The Dry Shampoo** is a dead ringer for a loose face powder. Shake the jar and dip the brush into the chiffon formula. Applied directly to roots, the translucent particles absorb oil and add fullness — without a hint of grittiness.

Skin: Clé de Peau Beauté Precious Gold Vitality Mask



6/21

CLÉ DE PEAU BEAUTÉ

Clé de Peau Beauté Precious Gold Vitality Mask

\$295
SHOP NOW

An indulgent infusion of 24-karat gold, ginseng extract, and amino acids, the luxurious **Clé de Peau Beauté Precious Gold Vitality Mask** enhances your skin's ability to restore its own moisture barrier — basically making it independently wealthy.

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LINDA WALKER

8/21

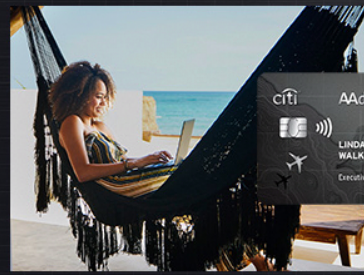
LANCÔME

Lancôme Clarifique Face Essence

\$95
SHOP NOW

Similar to a martini mixer, a few shakes of **Lancôme Clarifique Essence's** tapered bottle blend the primary ingredients (glycolic acid and grapeseed oil) to perfection, giving your skin an instant aura of refinement.

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Skin: SkinMedica TNS Advanced+ Serum



9/21

SKINMEDICA

SkinMedica® TNS® Advanced+ Serum

\$295
SHOP NOW

The growth factors in the **SkinMedica TNS Advanced+ Serum** are amazing at building elastin, which is amazing at smoothing lines and firming droop.



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Skin: La Mer The Eye Concentrate



10/21
LA MER
La Mer The Eye Concentrate

\$245
SHOP NOW

Containing omega-rich marine algae, **La Mer The Eye Concentrate**'s potion from the ocean penetrates delicate under-eye skin, diminishing the appearance of fine lines and crepiness.

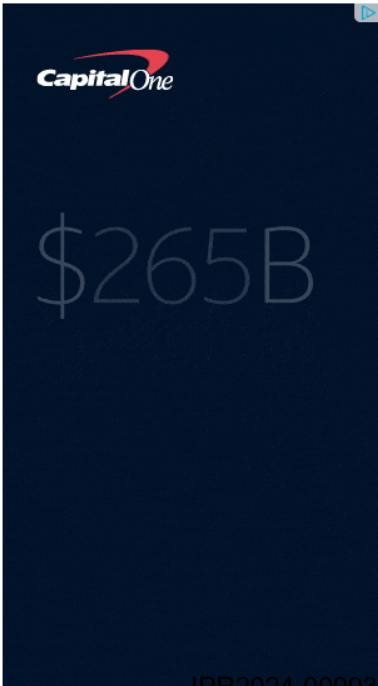
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An advertisement for Citi AAdvantage featuring a person at a desk and a Citi AAdvantage card.

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Body: Tom Ford Lost Cherry



11/21
TOM FORD
TOM FORD Lost Cherry (Eau De Parfum Spray)

\$368
SHOP NOW

This luscious scent of **Tom Ford Lost Cherry** captures the sometimes wholesome, sometimes carnal aspects of a black cherry. Glossy, juicy, and voluptuously smooth, it begs to be bitten (er, sniffed) near the curve of the neck.

Body: Ellis Brooklyn Marvelous CBD Extra Rich Body Cream



12/21
ELLIS BROOKLYN
Ellis Brooklyn Marvelous CBD Extra Rich Body Cream

\$125
SHOP NOW

Positively packed with a megadose of CBD (the nonpsychoactive cannabinoid in marijuana), the buttery emulsion of **Ellis Brooklyn Marvelous CBD Extra Rich Body Cream** helps chronically tight skin turn over a supple new leaf.



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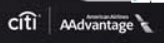
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Body: Hanni The Weighted Razor





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13/21
HANNI
Hanni The Weighted Razor

\$38
SHOP NOW

The hefty handle of **Hanni The Weighted Razor** applies the perfect amount of pressure as you shave, taking the onus off of your wrist. And because the sustainable design is made to last (and last), it takes some weight off of the planet too.

**Body: Révive Soleil Supérieur
Body Broad Spectrum SPF 50
Sunscreen PA++++**



14/21
RÉVIVE
Révive Soleil Supérieur Broad Spectrum SPF 50 Sunscreen PA++++

\$115
SHOP NOW

The extravagant **Révive Soleil Supérieur Body Broad Spectrum SPF 50 Sunscreen PA++++** makes our skin feel so insanely smooth, it's become the step we most look forward to in our morning skin-care routine (perhaps the first time this has ever been said about sunscreen

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An advertisement for Citi AAdvantage Admirals Club membership. On the left, a woman in a Citi AAdvantage uniform is interacting with a man sitting on a blue sofa in a lounge setting. In the center, a Citi AAdvantage Admirals Club Executive credit card is displayed, showing the cardholder's name 'LINDA WALKER' and the 'Admirals Club' logo. To the right of the card, the text 'ON TO EXCLUSIVE COMFORTS' is written in large, white, sans-serif capital letters. Below this, in smaller white capital letters, is 'COMPLIMENTARY ADMIRALS CLUB® MEMBERSHIP'. In the top right corner, the Citi and AAdvantage logos are visible. In the bottom right corner, there is a white button with the text 'LEARN MORE' and a right-pointing arrow. The background of the right side of the ad features a dark, stylized map of the United States.

Body: Sisley Paris Velvet
Nourishing Body Cream With
Saffron Flowers



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15/21

SISLEY

Sisley-Paris Velvet Nourishing Body Cream with Saffron Flowers

\$158
SHOP NOW

Infused with saffron flower extract — an amped-up anti-inflammatory — the decadent **Sisley Paris Velvet Nourishing Body Cream With Saffron Flowers** melts away rough patches while it extinguishes redness, turning prickly skin pliant.

Makeup: Victoria Beckham
Beauty Cell Rejuvenating
Priming Moisturizer





16/21

VICTORIA BECKHAM BEAUTY

Victoria Beckham Beauty Cell Rejuvenating Priming Moisturizer

\$60
SHOP NOW

A primer with a higher purpose, the hydrating formula of **Victoria Beckham Beauty Cell Rejuvenating Priming Moisturizer** helps speed cell turnover as it plumps and perfects, encouraging radiance from the inside out.

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Makeup: Gucci Rouge de Beauté Brillant Glow & Care Shine Lipstick

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Ex. 2040 - Page 13



17/21

GUCCI

Gucci Rouge de Beauté Brilliant Glow & Care Shine Lipstick

\$42
SHOP NOW

Sleeved in a case inspired by vintage brooches, the creamy hybrid of tint and moisture in **Gucci Rouge de Beauté Brilliant Glow & Care Shine Lipstick** feels like the rarest of finds. (Shout-out to My Cousin Rachel, a tawny pink with a rosy sheen.)

Makeup: Guerlain Terracotta The Bronzing Powder



18/21

GUERLAIN

Guerlain Terracotta The Bronzing Powder

\$56
SHOP NOW

Laced with naturally derived light reflectors and nourishing argan oil, **Guerlain Terracotta The Bronzing Powder** produces the most believable bronze under the sun — but without, you know, the sun.



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BY LAUREN DANA ELLMAN



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A couple is shown in a romantic embrace, with the man holding a Citi AAdvantage card. The card is black with the Citi logo and the text "AAdvantage", "LINDA WALKER", "Executive", and "mastercard".

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Makeup: Byredo Eyeshadow 5 Colours



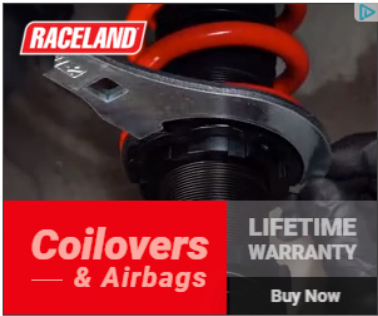
19/21

BYREDO
Byredo Eyeshadow 5 Colours

\$70
SHOP NOW

The posh **Byredo Eyeshadow 5 Colours** is a sight to behold — even before you open the compact. Shaped like a gilded oyster shell, each case houses a spectrum of five powders. We love the renegade shades inching from orange to emerald in *Sciomancer* and the quieter progression of violet to denim in *Syren*.

Makeup: Hermès Rose Hermès Silky Blush Powder



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20/21
HERMÈS
Rose Hermès Silky Blush Powder

\$77
SHOP NOW

Available in a bouquet of rose hues ranging from the palest pink to the deepest damask, these exquisitely silky **Hermès Rose Hermès Silky Blush Powders** allow you to build your ideal blush: sheer and fragile or bold and vibrant.

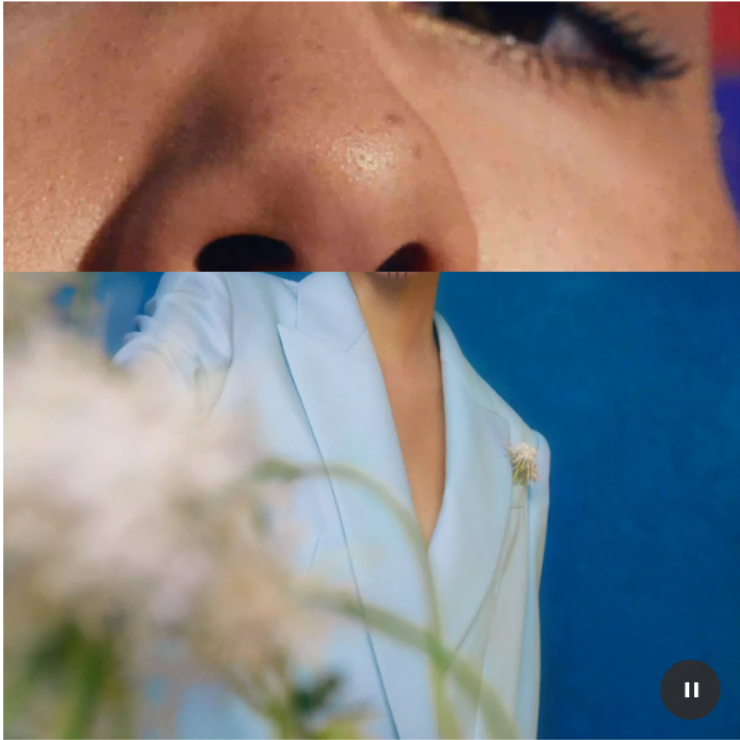
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21/21

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The August Allure Beauty Box Is All About Fresh, Clean Summer...

You'll get a best-selling niche "skin scent," a dramatic tubing mascara from KVD Beauty, and so much more!

BY ALLURE EDITORS

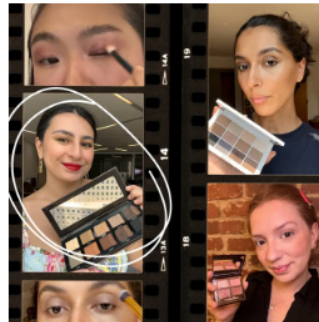


SKIN

20 Black-Owned Skin-Care Brands That'll Elevate Your Routine

We found complexion-perking finds for basically every skin type.

BY ANNIE BLAY



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The category is versatile.

BY JENNIFER HUSSEIN



SKIN

12 Best Face Mists for Instant Hydration Whenever, Wherever

It's spritz o'clock.

BY DEANNA PAI

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Ex. 2040 - Page 17

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