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MIKE GARTEN

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Good Housekeeping's 2019 Beauty Awards

The best products on the market right now, according to Beauty Lab experts.



BY [APRIL FRANZINO](#)

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 [SAVE ARTICLE](#)

Our Good Housekeeping Institute beauty experts evaluated over 1,000 skincare, hair and makeup products to find which ones really work. From GH Seal stars to breakthrough innovations and the year's hottest picks — here are the top 75 our experts stand behind.



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MEET THE EXPERTS



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How We Tested

The Good Housekeeping Institute Beauty Lab's chemists, Ph.D. director, and beauty team experts evaluated thousands of skincare, hair, and makeup products using both consumer and Lab testing with state-of-the-art scientific instruments to find which products on the market really work and stand above the rest. The Good Housekeeping Beauty Awards encompass the Beauty Lab's best-tested products, GH Seal stars, breakthrough innovations, and the year's hottest new picks.

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outstanding ANTI-AGERS

**GOOD HOUSEKEEPING
SEAL STAR**



Marv Kav Multi-Benefit

**GOOD HOUSEKEEPING
SEAL STAR**



RoC Youth-Boosting

**GOOD HOUSEKEEPING
SEAL STAR**



Olay Supercharged




Mary Kay Multi-Benefit SPF Day Cream

\$32 AT MARY KAY

More than a moisturizer, Mary Kay's lightweight [day cream](#) boasts actives like antioxidants and peptides for high-level hydration, brightening, and line-fighting benefits.

TESTER NOTES Both formulas (for combination-to-oily and normal-to-dry skin) got absorbed fast and were non-greasy, users said.

LAB LOWDOWN Clinical studies showed that **80% of testers saw an increased glow and 70% perceived minimized facial lines.**




RoC Youth-Boosting Moisturizer

NOW 29% OFF

\$25 AT AMAZON

\$25 AT WALMART

\$30 AT ULTA BEAUTY

A Beauty Lab favorite, this luxe-feeling Roc cream is based on the research-verified ingredient retinol, which speeds up skin cell turnover to reduce dark spots and wrinkles starting in as little as seven days.

TESTER NOTES In clinical tests, volunteers' skin looked 32% smoother and more radiant after one week of daily use.

LAB LOWDOWN The formula **improved the look of wrinkles and dark spots by 46%** over eight weeks and kept skin moisturized for a full 24 hours, data revealed.




Olay Supercharged Serum

\$41 AT WALMART

With concentrated quantities of the powerhouse brightener niacinamide and smoothing peptides, Olay's silky serum delivers almost instant results.

LAB LOWDOWN The potent 5% niacinamide effectively **sped up skin cell regeneration**, and cheek and eye lines were visibly smoothed 10 minutes after application, evaluations found.

GOOD HOUSEKEEPING SEAL STAR & LAB TEST WINNER




GOOD HOUSEKEEPING SEAL STAR




Neutrogena Wrinkle

LAB TEST WINNER




Dermatologica Age-



NO 7 Firming Neck Treatment

\$44 AT DERMSTORE

The best in the Beauty Lab's neck cream test, No7's serum effectively tightens notoriously stubborn crepey and sagging neck skin.

TESTER NOTES "My neck was more firm," one reported, and another was impressed by the same effect on her jawline.

LAB LOWDOWN Our before-and-after digital imaging revealed *the most improvement in lifting and tightening* neck skin of all products tested over 12 weeks of daily use.

**GOOD HOUSEKEEPING
SEAL STAR**



Neutrogena Wrinkle-Smoothin Night Cream

NOW 43% OFF

\$17 AT AMAZON

\$25 AT WALMART

\$33 AT ULTA BEAUTY

Starring a special fast-acting form of retinol plus skin-plumping hyaluronic acid, this Neutrogena overnight lotion tackles all types of facial creases while you sleep.

LAB LOWDOWN In a test on 120 women, an impressive **100% had noticeable results after one week; it diminished the look of deep forehead, cheek and crow's-feet wrinkles as well as brightened skin tone in eight weeks.**

BREAKTHROUGH



L'Oreal Paris All-In-One Eye Cream

NOW 22% OFF

Pro Laser

This in-office treatment is the first to combine two types of lasers in a single



Dermalogica Age-Fighting Face Peel

\$85 AT DERMALOGICA.COM

The winner of the Beauty Lab's at-home facial peels test, this lactic acid formulation rated best with testers for evening skin tone and reducing lines, with 100% confirming that they'd use it again.

**GOOD HOUSEKEEPING
SEAL STAR**



No. 7 Line Filler

NOW 11% OFF

\$28 AT AMAZON

L'Oreal Paris All-In-One Eye Cream

NOW 22% OFF

\$20 AT AMAZON

\$16 AT WALMART

Made with softening botanical oils and depuffing caffeine, the light yet mighty cream is proven to hydrate, firm and smooth crepey eye skin and crow's-feet plus lessen the look of dark circles and bags.

Pro Laser

This in-office treatment is the first to combine two types of lasers in a single session for better results in less time. Beauty Lab Senior Chemist Sabina Wizemann reported a noticeable improvement in dark spots and pore count after one visit, with minimal downtime.

HALO

No. 7 Line Filler

NOW 11% OFF

\$28 AT AMAZON

Zero in on etched lines with this peptide-packed serum; 70% of users saw visible reduction in forehead wrinkles, 73% in lip area lines and 66% in creases between brows after two weeks.

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LAB TEST WINNER



\$28 Powerful Moisturizer

SHOP AT SEPHORA

SHOP AT WALMART

SHOP AT NORDSTROM

A gold standard, the Clinique lotion stands the test of time, effectively hydrating skin for hours in Lab assessment despite a featherweight feel.

LAB LOWDOWN Measurements with the Lab's Comeometer device, which gauges skin hydration levels, showed that *it increased moisture by an impressive 41%* over six hours

LAB TEST WINNER, BARGAIN BUY



Cetaphil Balancing Face Wash

NOW 30% OFF

\$16 AT AMAZON

With a powder-fresh scent and mild suds, Cetaphil topped the Lab's face wash test for cleansing thoroughly yet leaving skin soft.

TESTER NOTES Several remarked that it was gentle and great for sensitive skin. "It didn't overdry, strip or irritate," one raved.

LAB LOWDOWN Testers ranked it highest of all cleansers, with *86% saying they'd continue using it*. Plus, it scored well for rinsing off easily and making skin feel hydrated.

LAB TEST WINNER

Lancome Reviving Face Oil

\$49 AT LANCOME

Infused with a bouquet of botanical oils (rose, evening primrose, geranium), Lancôme's translucent blend was a winner of the Lab's facial oil test thanks to its subtle floral scent and hydrating effects.

TESTER NOTES The "luxurious" liquid was "soothing and calming," and it made skin look "more radiant and feel fresh and alive."

LAB LOWDOWN It *increased skin's moisture content by 11%*, nearly the highest level of all face oils evaluated, over six hours in Lab testing.

LAB TEST WINNER, BARGAIN BUY

NEW & HOT, BARGAIN BUY

NEW & HOT, BARGAIN BUY



Acure Purifying Face Scrub

\$10 AT AMAZON

\$10 AT ULTA BEAUTY

Number one in the Beauty Lab's face scrub test, Acure's formula clarifies skin with a blend of walnut shell powder and green clay.

TESTER NOTES Fans called it the best they'd ever used. "My skin looks so refreshed and smooth, I didn't need makeup," one marveled.

LAB LOWDOWN It earned a perfect score for complexion cleansing in a test of full-coverage makeup removal and rated highest with testers for clearing impurities and brightening.

POND'S Nourishing Cleanser

\$10 AT TARGET

This unique face wash in solid balm form morphs into an oil on skin and doubles as makeup remover; it left one tester's complexion feeling "supple, as if I'd applied moisturizer."

Aveeno Glow-Giving Primer

\$40 AT AMAZON

\$19 AT WALMART

\$18 AT HARMONFACEVALUES.COM

Shake up the innovative dual-phase makeup primer/serum hybrid, then pat it on skin to instantly look "luminous," one tester said, thanks to a cocktail of natural oils, vitamins and kiwifruit water.

GOOD HOUSEKEEPING SEAL STAR

NEW & HOT

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY





Olay Brightening Cream

\$27 AT AMAZON

\$12 AT WALMART

A cloud-like moisturizer with 5% niacinamide and green tea, it quickly soaks into skin, ups radiance through an eight-hour day and fades and shrinks dark spots and pores over time, Lab data confirmed.

LAB TEST WINNER



L'Oreal Paris On-The-Go Skin Fix

\$8 AT AMAZON

\$6 AT WALMART

Lab experts loved this portable silkening shea butter-and-honey balm for fast relief of uncomfortably parched, flaky skin, as a rich overnight face “mask” and on rough cuticles.

GOOD HOUSEKEEPING
SEAL STAR



Garnier Makeup Remover

NOW 11% OFF

\$4 AT AMAZON

\$6 AT WALMART

\$5 AT ULTA BEAUTY

Swipe Garnier's 2-in-1 micellar water makeup remover/face wash on skin with a cotton pad (no rinsing!).

LAB LOWDOWN The formula thoroughly cleanses and clears makeup, yet is nondrying, Beauty Lab evaluations found.

Fresh Radiance-Enhancing Face Wash

NOW 26% OFF

\$29 AT AMAZON

\$40 AT WALMART

Mary Kay Detoxifying Face Mask

\$25 AT MARY KAY

Treat your complexion to this rinse-off charcoal and clay Mary Kay mask, which is proven to nix

MADE-FOR-YOU FACE SERUM

\$195

SHOP NOW

This state-of-the-art SkinCeuticals technology allows you to get a face serum custom-made (and 1-1-1-1-1) for your skin ex

NOW 26% OFF

\$29 AT AMAZON

\$40 AT WALMART

Naturally scented with cucumber and blended with nourishing botanicals like sunflower oil, Fresh's nearly foamless wash was mildest on skin *and* best at boosting radiance.

TESTER NOTES "I have *extremely* sensitive skin and had no reactions to this," one marveled. It also left skin "brighter" and with "a glow," others said.

LAB LOWDOWN A rare 100% of testers, including those with sensitivity, said it didn't irritate.

**GOOD HOUSEKEEPING
SEAL STAR, LAB TEST
WINNER, BARGAIN BUY**

Face Mask

\$25 AT MARY KAY

Treat your complexion to this rinse-off charcoal and clay Mary Kay mask, which is proven to nix grease and clarify.

LAB LOWDOWN The formula reduces skin's oil 89% and shine 84% in 15 minutes, Lab data evaluation showed.

\$195

SHOP NOW

This state-of-the-art SkinCeuticals technology allows you to get a face serum custom-made (and labeled!) for your skin on the spot at a dermatologist's office.

LAB LOWDOWN "The service combines pro assessment with an advanced algorithm to tailor specific concentrations of science-backed ingredients like glycolic acid and retinol to an individual's skin needs. These are then mixed by a machine in a base for your skin type," says Beauty Lab Senior Chemist Sabina Wizemann. "It's superior to all other personalized skincare on the market."

Palmer's Affordable Face Oil

NOW 40% OFF

\$9 AT AMAZON

\$9 AT WALMART

The lowest-priced of the face oils the Good Housekeeping Beauty Lab

\$9 AT AMAZON

\$9 AT WALMART

The lowest-priced of the face oils the Good Housekeeping Beauty Lab tested, Palmer's 10-botanical-oil blend (with argan, apricot and almond oils) was also a hero skin hydrator.

TESTER NOTES Skin had a "healthy glow" and "...the lines are gone!" two said.

LAB LOWDOWN In testing using the Beauty Lab's Comeometer device, which gauges skin hydration levels, it measured an 8% skin-moisture uptick without feeling heavy.

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miracle MAKEUP

**LAB TEST WINNER,
BARGAIN BUY**



LAB TEST WINNER



**GOOD HOUSEKEEPING
SEAL STAR, BARGAIN BUY**



LAB TEST WINNER,
BARGAIN BUY



**Maybelline All-Star
Mascara**

NOW 24% OFF

\$9 AT AMAZON

\$7 AT WALMART

\$12 AT ULTA BEAUTY

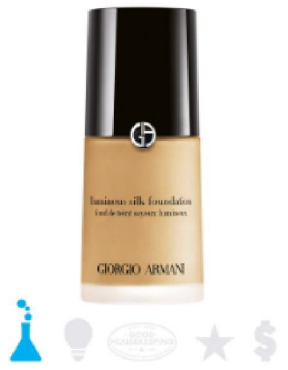
The top of the Lab's mascara test, this buildable Maybelline New York magic wand won for giving lashes natural-looking definition.

TESTER NOTES Eyelashes looked "thick and lush" and "long," and it "lasted through Zumba sessions without smudging or flaking."

LAB LOWDOWN The formula scored highest at separating lashes, brushing on smoothly and not clumping.

LAB TEST WINNER

LAB TEST WINNER



**GIORGIO ARMANI
First-Place Foundation**

\$63 AT AMAZON

This luxurious satin-finish Armani Beauty base proved worthy of its best-seller status (and high-end price): It earned the top rating in the Beauty Lab's test of label-masked foundations for gliding on feeling like—true to its name—silk.

LAB LOWDOWN Professional-makeup-artist evaluators gave the "good for all skin types" formula, in a selection of 30 shades, the highest overall score. They found that it had the smoothest texture and was best for spreading on and blending into skin.

LAB TEST WINNER,
BARGAIN BUY

GOOD HOUSEKEEPING
SEAL STAR, BARGAIN BUY



**L'Oreal Paris
Budgeproof Brow
Definer**

\$18 AT AMAZON

\$15 AT WALMART

\$18 AT ULTA BEAUTY

To fake full, well-shaped brows that stay put, look no further than L'Oréal Paris's water-resistant tinted gel, in five shades with a dual-sided blending brush.

LAB LOWDOWN In a 100-woman test, 85% said their brows looked thicker and 93% said it wore well for a full day, data showed.

LAB TEST WINNER

La Roche-Posay Waterproof Mascara

SHOP AT AMAZON

Even H2O won't mess with La Roche-Posay, the Beauty Lab's winning waterproof mascara.

TESTER NOTES "The first one that didn't smudge through crying, sweating or rubbing," with "volume so noticeable, I could skip eyeliner."

LAB LOWDOWN It scored high for not running or smearing in the Lab's splash test, which involves vigorous repeated exposure to warm water.

Physicians Formula Longwear Eyeliner

\$15 AT AMAZON

Physicians Formula's retractable liner hit the mark for best pencil, drawing bold lines that lasted at the most affordable price.

TESTER NOTES It delivered "really rich color" that "glided on easily and stayed all day," several said. "I got many compliments!"

LAB LOWDOWN *100% of testers reported that the liner didn't fade during wear*, better staying power than all others evaluated.

Bare Escentuals Powder Foundation

NOW 20% OFF

\$20 AT AMAZON

One of the trailblazers of mineral makeup, BareMinerals lived up to its legacy, out-performing all other powder foundations in the Lab's test, providing versatile coverage that's buildable from sheer to full in 30 shades.

TESTER NOTES "You can't make a powder much better than this," one marveled. "It's great for taking away redness," another remarked.

LAB LOWDOWN The matte- finish powder earned points on par with liquid formulas for smoothness and effortless uniform dispersion on skin.

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY



LAB TEST WINNER



LAB TEST WINNER





COVERGIRL 3-in-1 Base

\$14 AT AMAZON

Swirled with skincare ingredients like brightening vitamin B3 and softening vitamin E, this cream foundation goes on like face moisturizer and can double as cover-up, our Lab expert says.



IT Cosmetics Full-Cover Concealer

\$28 AT IT COSMETICS

Find the perfect match for your skin tone among this dense cream's huge range of 48 hues; it scored a rare 100 for flawless coverage of all types of skin issues in the Lab's concealer test.



ESTEE LAUDER Smooth Cover-Up

\$30 AT ESTEEAUDER.COM

Tied for tops in Lab testing, the silky light-weight liquid evens out skin tone effectively and rated best for texture, easy application and spreadability.

LAB TEST WINNER, BARGAIN BUY



NYX PROFESSIONAL MAKEUP Steal Concealer

NOW 29% OFF

\$4 AT AMAZON

\$9 AT WALMART

\$6 AT ULTA BEAUTY

This easy-to-apply NYX formula, in six shades, was the most budget-friendly of the Beauty Lab's

LAB TEST WINNER



GIORGIO ARMANI Eyes to Kill Proliner Eyeliner

\$36 AT NORDSTROM

The user favorite of the Beauty Lab's eyeliner test, this Armani Beauty liquid formula glides on effortlessly and stays on all day.

TESTER NOTES "I didn't need to touch it up at all throughout the day," one marveled. "I shv away from

\$6 AT ULTA BEAUTY

This easy-to-apply NYX formula, in six shades, was the most budget-friendly of the Beauty Lab's concealers test winners.

LAB LOWDOWN Ideal for lighter coverage (sheer to medium), this ranked well for dispensing, applying and spreading, in a wide variety of color options.

formula glides on effortlessly and stays on all day.

TESTER NOTES "I didn't need to touch it up at all throughout the day," one marveled. "I shy away from liquid eyeliners because they're hard to apply, but this was the first I've used that went on effortlessly," another said.

LAB LOWDOWN It scored well in Lab evaluations for creating smooth lines that didn't move once set.

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superstar LIPS, NAILS, CHEEKS

LAB TEST WINNER



LAB TEST WINNER



GOOD HOUSEKEEPING
SEAL STAR, BARGAIN BUY



Bobbi Brown Long-Lasting Makeup

\$38 AT SEPHORA

\$47 AT WALMART

\$41 AT NORDSTROM

Worth the splurge, Bobbi Brown Cosmetics' extra-rich full-coverage lipcolor won "gold" in the Beauty Lab's long-wear lipstick test.

TESTER NOTES Users rated it highest post-application and were most likely to continue using it after testing. "The color lasted five hours, through eating lunch, drinking beverages with straws and even biting nails!" one marveled. "I forgot I had it on," another commented.

LAB LOWDOWN It was best at not smearing and retaining vibrant color in the Lab's evaluation of transfer to cups after sipping a hot drink.

BREAKTHROUGH, BARGAIN BUY



YSL Nondrying Matte Lipstick

\$45 AT YSL BEAUTY

For a shine-free finish that won't parch lips, kiss up to one of YSL Beauty's 17 jojoba oil-infused shades.

TESTER NOTES They "got many compliments" on the "beautiful" and "flawless" color. "The coverage was so full, I didn't need lip liner like I normally do," a fan said.

LAB LOWDOWN The lipstick earned the highest score for not drying out lips and performed well for even and vivid color, including through the Beauty Lab's hot-drink transfer test.

BREAKTHROUGH



COVERGIRL Sculpting Blush

NOW 23% OFF

\$5 AT AMAZON

\$13 AT WALMART

In an array of 18 wearable shades from nudes to pinks, peaches and plums, the classic velvety CoverGirl powder defines cheeks in one sweep for less than a latte.

LAB LOWDOWN The blush is proven to be easy to apply and blend on skin and impart a soft, natural look.

NEW & HOT





The Sign Tribe Revolutionary Polish Remover

\$15 AT ULTA BEAUTY

Dissolve lacquer sans irritating chemicals with The Sign Tribe's innovative cream.

LAB LOWDOWN "The formula has a special solvent that's non-sensitizing to skin plus conditioners like botanical oils," says Beauty Lab Senior Chemist Sabina Wizemann. It had a pleasant scent, removed up to four layers of polish effectively and even made nails look more hydrated in Lab assessment.



Exceptional Nail Service

FIND A SALON

Nail your manis and pedis with CND's new no-damage, fast-removal pro gel nail polish service, available in a rainbow of 65 colors.

TESTER NOTES *100% of testers gave it a perfect score* for drying quickly, and several said it left nails "healthy" and "stronger" after it was removed.

LAB LOWDOWN The two-step treatment didn't damage testers' nails and improved their condition on average, the Beauty Lab's test confirmed, and it took only 60 seconds to remove (versus up to 15 minutes for other gels).



Shiseido Multi-Use Tint

\$25 AT SHISEIDO.COM

These weightless, bouncy cream colors can be used as eyeshadow, over lipcolor or as highlighter on cheekbones and more. Tester's take: "Foolproof application with fingers, and the subtle shimmer enlivened my face."

NEW & HOT



NEW & HOT



NEW & HOT





Marc Jacobs Genius Lip Gloss

NOW 48% OFF

**\$14 AT
MARCJACOBSCOSMETICS.COM**

A first-of-its-kind formula that solves every gloss issue: Housed in a twist-up stick, “it swipes on and feels conditioning like a lip balm with no gooeey mess or stickiness,” a tester enthused.

**LAB TEST WINNER ,
BARGAIN BUY**



No7 Bargain Longwear Lipstick

\$10 AT EBAY

This creamy No7 lipstick—the most affordable of the Beauty Lab’s longwear lipstick test winners—lived up to its name, staying put for several hours in Lab evaluations.

TESTER NOTE “The lipstick stayed so bright



Elizabeth Arden Fresh Cheek Color

**\$26 AT
ELIZABETHARDEN.COM**

Made with cool tech — literally — this blush’s water-gel texture feels slightly chilly on contact and melds into skin, leaving a sheer wash of color that “makes me look awake and revived,” a fan said.

NEW & HOT, BARGAIN BUY



Almay LipColor Enhancer

\$5 AT AMAZON

\$10 AT WALMART

\$9 AT JCPENNEY

Give your lipsticks new life with Almay’s sheer golden topcoat for lips: Apply over any shade to add a subtle gleam, or on top of lip



CHANEL Standout Liquid Lip

SHOP AT AMAZON

This unique lip “powder” delivers bold powder pigment with the slip of soft cream. “The squeeze tube’s sponge tip glides it on in seconds, and the formula gives lips a diffused, stain- like effect that feels like satin,” our Beauty Lab expert says.

NEW & HOT, BARGAIN BUY



Revlon Next-Gen Highlighter

\$11 AT AMAZON

Not your basic highlighter, this unique Revlon cream has a fun Jello-like texture that melds into skin to give a fresh-faced glow.

TESTER NOTE “The rose gold shade I tried made my skin looked sun-lit and revived in seconds and

Beauty Lab's longwear lipstick test winners—lived up to its name, staying put for several hours in Lab evaluations.

TESTER NOTE “The lipstick stayed so bright throughout the entire day and didn’t come off at all,” one enthused. “Huge fan!”

LAB LOWDOWN It tied for best with two high-end brands for color that stayed vibrant through the Lab’s test of transfer after sipping a hot drink and scored high with testers for smooth application.

\$9 AT JCPENNEY

Give your lipsticks new life with Almay’s sheer golden topcoat for lips: Apply over any shade to add a subtle gleam, or on top of lip balm or alone for a subtly luminous neutral look.

TESTER NOTE “The hint of shimmer added a flattering dimension to all the lipsticks I tried it with, from nude shades to bold fuchsias,” one fan said.

has a fun Jello-like texture that melds into skin to give a fresh-faced glow.

TESTER NOTE “The rose gold shade I tried made my skin looked sun-lit and revived in seconds, and the subdued shimmer didn’t appear fake like some highlighters can,” one remarked.

**LAB TEST WINNER,
BARGAIN BUY**



**Essie Perfect 10 Nail
Polish**

NOW 17% OFF

\$11 AT AMAZON

\$11 AT WALMART

\$13 AT ULTA BEAUTY

The classic Essie formula nailed the Good Housekeeping Beauty Lab’s polish test, producing the shiniest finish and fast-drying full color of all formulas tested. It resisted chipping, was easiest to remove and didn’t stain

named the Good Housekeeping Beauty Lab's polish test, producing the shiniest finish and fast-drying full color of all formulas tested. It resisted chipping, was easiest to remove and didn't stain nails.

LAB LOWDOWN Our scientists' measurements revealed that the polish alone dried in six minutes on average and delivered the highest gloss score of the category.

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brilliant BODY

**GOOD HOUSEKEEPING
SEAL STAR, BARGAIN BUY**



**LAB TEST WINNER,
BARGAIN BUY**



**LAB TEST WINNER,
BARGAIN BUY**





Olay Refreshing Body Wash

SHOP AT AMAZON

Lather up with this lush, creamy Olay cleanser that leaves a soft fruity-floral scent on skin.

LAB LOWDOWN The body wash produces a silky lather and contains cleansing agents that are milder than those in regular bar soap, Beauty Lab evaluation confirmed.



Dove Ultra Hydrating Body Lotion

\$75 AT AMAZON

Dove topped the Beauty Lab's body lotion test with one of the highest skin moisturization scores ever recorded in Lab history.

TESTER NOTES 100% said that it left their skin looking hydrated, without flaking or ashiness. "My skin stayed smooth all day, even after washing several times."

LAB LOWDOWN *Skin hydration increased by a near-record 57%* over six hours post-application, calculations showed. The easy-to-spread fragrance-free lotion also rated highest with testers for leaving skin feeling soft all day long.



Banana Boat Skin-Smoothing Sunscreen

SHOP AT AMAZON

Banana Boat's light lotion, with a beachy, slightly sweet scent, shone in the Beauty Lab's sunscreen test for being absorbed well and not drying out skin or feeling tacky.

TESTER NOTES "It went on like a moisturizer—no sticky or slick feeling," one reported. "My skin felt hydrated in the sun and heat," another said.

LAB LOWDOWN The SPF protected skin and received near-perfect marks for flawless application in Lab analysis.

NEW & HOT, BARGAIN BUY



Secret Ingenious Deodorant

LAB TEST WINNER, BARGAIN BUY



Aveeno Healing Hand Cream

LAB TEST WINNER, BARGAIN BUY



Neutrogena Easy-On Sunscreen Spray



Secret Ingenious Deodorant

\$9 AT TARGET

Like a night cream for your underarms infused with skin-conditioning ingredients and a calming lavender scent, Secret's smart new antiperspirant lets you soak up protection from sweat and odor as you doze.

TESTER NOTE "I was skeptical that it would work through the next day, but it kept me feeling and smelling fresh, with no worry about residue or marks," our Lab expert tester said.



Aveeno Healing Hand Cream

NOW 12% OFF

\$90 AT AMAZON

Transform hands from parched and cracked to silky and soft with Lab test winner Aveeno's glycerin-rich, fragrance-free hydrator.

TESTER NOTES Many praised its nongreasy feel. "My hands were less chapped," one said.

LAB LOWDOWN The formulation *raised skin's moisture levels by 31%* in

Lab testing with the Corneometer device, which measures hydration, and it scored highest with testers for making hands look smooth.



Neutrogena Easy-On Sunscreen Spray

\$40 AT AMAZON

Great for touch-ups, the Neutrogena mist went on quickly and didn't leave white residue on skin or stain clothes in tests.

LAB LOW-DOWN It ranked near perfect for effectively protecting skin from the sun.

NEW & HOT, BARGAIN BUY



Jergens Fast Skin Perfector

\$55 AT AMAZON

A shea butter body lotion that takes its cue from makeup, it contains sheer

NEW & HOT, BARGAIN BUY



Curel Itch Relief Lotion

\$13 AT AMAZON

\$15 AT WALMART

NEW & HOT, BARGAIN BUY



Sally Hansen Body Bronzer

\$7 AT AMAZON

\$8 AT WALMART

Jergens Fast Skin Perfector

\$55 AT AMAZON

A shea butter body lotion that takes its cue from makeup, it contains sheer rosy pigments that instantly brighten skin and even tone. "Pastiness disappears," one user raved.

Curel Itch Relief Lotion

\$13 AT AMAZON

\$15 AT WALMART

This inventive body moisturizer, made with calming oat extract and nourishing ceramides, has special technology that helps it soak into wet skin post-shower. "My flaky, irritated limbs felt soothed," a tester said.

Sally Hansen Body Bronzer

\$7 AT AMAZON

\$8 AT WALMART

Fake sun-kissed skin in seconds thanks to this subtly shimmery body bronzer with a twist: a handy roller-ball applicator that glides it onto legs, arms and more with "zero effort or mess," plus color that "doesn't transfer."

GOOD HOUSEKEEPING SEAL STAR, LAB TEST WINNER, BARGAIN BUY



Eucerin Moisturizing Hand Cream

NOW 10% OFF

\$19 AT AMAZON

\$28 AT WALMART

For heavy-duty repair, reach for Eucerin's glycerin-rich cream, the most moisturizing of all evaluated in the Beauty Lab's hand creams test.

TESTER NOTES A number commented that it was easy to apply and to spread. "This left my hands actually feeling moisturized," one marveled. "It particularly

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY



Bio-Oil Multipurpose Body Oil

NOW 11% OFF

\$29 AT AMAZON

\$30 AT WALMART

\$15 AT ULTA BEAUTY

Not your basic body oil, fast-absorbing Bio-Oil, a blend of natural oils and retinol, is a true treatment, helping improve the look of old and new scars and stretch marks, uneven skin tone and dehydration on both face and body.

LAB LOWDOWN A study on scars up to three years old showed 62%

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY



Aquaphor Lip & Beyond Balm

\$18 AT AMAZON

\$26 AT WALMART

\$21 AT FARMANDFLEET.COM

Aquaphor's iconic all-purpose ointment with nourishing glycerin and panthenol is proven to heal skin from head to toe.

LAB LOWDOWN The ingredients help protect skin's barrier and prevent water loss, Beauty Lab data evaluation showed. Clinical studies found that the salve was effective for healing wounds, and 91 of

TESTER NOTES A number commented that it was easy to apply and to spread. "This left my hands actually feeling moisturized," one marveled. "It particularly helped with my cuticles," another revealed.

LAB LOWDOWN n Lab tests using the Corneo-meter device, which measures skin's moisture levels, it increased hydration a near-record 51%.

of old and new scars and stretch marks, uneven skin tone and dehydration on both face and body.

LAB LOWDOWN A study on scars up to three years old showed 62% improvement in color and 42% in width and height after twice-daily application for 12 weeks. After eight weeks of use on stretch marks, 90% of testers reported reduced pigmentation and up to 82% saw a reduction in size.

ingredients help protect skin's barrier and prevent water loss, Beauty Lab data evaluation showed. Clinical studies found that the salve was effective for healing wounds, and 91 of consumer testers agreed that it repaired extremely dry, cracked skin.

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sensational HAIR SAVERS

**LAB TEST WINNER,
BARGAIN BUY**



**Garnier Volumizing
Shampoo &
Conditioner**

\$25 AT AMAZON

\$19 AT WALMART

**LAB TEST WINNER,
BARGAIN BUY**



**TRESemme Color-
Protecting Shampoo &
Conditioner**

NOW 22% OFF

\$34 AT AMAZON

**BREAKTHROUGH,
BARGAIN BUY**



**Head+Shoulders Dual
Hair Mask**

\$35 AT AMAZON

This next-level Head & Shoulders mask treats hair



Garnier Volumizing Shampoo & Conditioner

\$25 AT AMAZON

\$19 AT WALMART

Get bigger, bouncier hair with this Garnier pair, which tied for best in the Lab's volumizing shampoo and conditioner test.

TESTER NOTE "My hair felt fuller after just one use."

LAB LOWDOWN These came in highest for noticeably upping hair's volume.



TRESemme Color-Protecting Shampoo & Conditioner

NOW 22% OFF

\$34 AT AMAZON

\$7 AT WALMART

The Tresemmé duo passed the Beauty Lab's test of color-preserving formulas with, well, flying colors.

TESTER NOTE "Like expensive salon products."

LAB LOWDOWN Post-use, hair sample color faded least after 20 washes and 10 hours of UV exposure.



Head+Shoulders Dual Hair Mask

\$35 AT AMAZON

This next-level Head & Shoulders mask treats hair and scalp, softening strands with coconut oil and fighting flakes with the active pyrithione zinc.

TESTER NOTES Many praised its scalp-itch relief "Flakes disappeared" and "hair was softer than it's ever been."

LAB LOWDOWN It scored high for reducing scalp and hair dryness in tests on women with textured strands.

LAB TEST WINNER



Goldwell Frizz-Fighting Serum

NOW 30% OFF

\$24 AT AMAZON

\$20 AT WALMART

Goldwell's dry oil-like

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY



Clairol Hair Color Touch-Up

\$22 AT AMAZON

Extend the time between salon visits or DIY dye jobs with Clairol's permanent color root fix kit, in a 28-hue range

GOOD HOUSEKEEPING SEAL STAR, BARGAIN BUY



Garnier Detangling Leave-In Conditioner

\$10 AT AMAZON

This milky Garnier mist melts through knots and nourishes hair with botanicals like oat and rice extracts and aloe juice

NOW 30% OFF

\$24 AT AMAZON

\$20 AT WALMART

Goldwell's dry oil-like serum was a strong smoother and the top shine booster in the Lab's anti-frizz styler test.

TESTER NOTES "It actually works—and wasn't greasy!" Hair was "very shiny" and "never frizzy over many uses."

LAB LOWDOWN The oil blocked frizz on hair samples in the Lab's test and tied for #1 at keeping users' hair frizz-free all day.

\$22 AT AMAZON

Extend the time between salon visits or DIY dye jobs with Clairol's permanent color root fix kit, in a 28-hue range.

LAB LOWDOWN With a brush for easy application, it blended seamlessly with users' current color and gave 100% gray coverage, testing showed.

\$10 AT AMAZON

This milky Garnier mist melts through knots and nourishes hair with botanicals like oat and rice extracts and aloe juice.

TESTER NOTE "It was feather-light, and I could comb damp hair with almost no effort."

NEW & HOT, BARGAIN BUY



Pantene Salon-Style Deep Treatment

\$7 AT AMAZON

Pantene's pro-style ampoules contain concentrated lipids to repair hair.

TESTER NOTE "I used the full tube on my dye- and hot tool-damaged hair — it felt stronger and even looked healthier once dry."

NEW & HOT, BARGAIN BUY



Nexxus Speedy Smoother

\$8 AT TARGET

These handy hair wipes are infused with argan oil for instant frizz taming anytime. Testers loved that they were "so small, they could be tucked in a pocket" and "discreetly tamed fly-aways during the day."

BREAKTHROUGH, BARGAIN BUY



Smart Hairbrush

SHOP NOW

This inventive brush, with a bendy head that hugs head contours for less tugging, earned a rare near-perfect score in Lab testing for gently detangling wet or dry hair of all textures. "By far the best brush I've ever used on myself or my clients," a pro stylist tester raved.

TESTER NOTE “I used the full tube on my dye- and hot tool-damaged hair — it felt stronger and even looked healthier once dry.”

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BREAKTHROUGH



Kenra Stellar Dry Shampoo

\$22 AT AMAZON

\$12 AT WALMART

A novel powder-free dry shampoo in a light water-based foam form, it absorbed oil and volumized strands for an average of three days without leaving the look or feel of residue on hair, Lab testing found.

BREAKTHROUGH



Dyson Cutting-Edge Styling Tool

\$550 AT AMAZON

Like a blowout in a box, this state-of-the-art blowdryer/curler/smoothing iron hybrid uses strong targeted airflow to shape strands. “It gives salon-level styling using lower heat, which can minimize damage,” says Beauty Lab Director Birnur Aral, Ph.D.

LAB TEST WINNER



Kerastase Thickening Shampoo & Conditioner

\$40 AT KERASTASE

A salon splurge that’s worth it, Kérastase’s indulgent duo tied for best in the Beauty Lab’s volumizing shampoos and conditioners test for plumping strands using skincare ingredients like peptides and hyaluronic acid.

TESTER NOTES Testers “loved” this fine-hair “Holy Grail” that “truly worked” for “all-day body.” “I have at least 10 bottles of ‘bodifying’ shampoo, and this is the best I’ve found for my super-straight hair,” a fan raved. “It never felt weighed down and didn’t go limp midday,” said another.

LAB LOWDOWN These won for thickening strands and making styles fuller compared with regular shampoo and conditioner.

go limp midday,” said another.

LAB LOWDOWN These won for thickening strands and making styles fuller compared with regular shampoo and conditioner, data revealed, and also earned top points for weightlessness.

**LAB TEST WINNER,
BARGAIN BUY**



**Herbal Essences
Hydrating Conditioner**

\$9 AT AMAZON

\$7 AT WALMART

Herbal Essences' infusions, made with coconut extract and aloe, boasted the highest level of conditioning in the Beauty Lab's test of hydrating shampoos and conditioners.

TESTER NOTES "My dry hair was much more moisturized," one marveled.

LAB LOWDOWN When used with the matching shampoo, this performed best in a test with the Lab's Instron machine to gauge combing force through wet hair, proving strong conditioning

**GOOD HOUSEKEEPING
SEAL STAR, BARGAIN BUY**



**Clairol
Groundbreaking
Haircolor**

\$8 AT AMAZON

\$5 AT WALMART

Clairol's game-changing color kit solves the biggest dye gripes with a gentler, less chemical-scented, conditioning formula.

TESTER NOTE "Easy to apply and left hair extremely soft, even without conditioner."

LAB LOWDOWN In Lab evaluation, testers found that the color gave a natural look and good gray coverage, 79% said it left hair soft and shiny and 90% said it didn't cause irritation.

**NEW & HOT, BARGAIN
BUY**



**Suave Double-Duty
Curl Styler**

\$5 AT TARGET

This time (and money!)-saving 2-in-1 Suave styler combines the hold of a gel with the smoothing of a serum for curl and wave shaping sans crunchiness.

TESTER NOTE "I applied this on my damp hair before drying, and loved how well it defined and boosted my curls—and the subtly sweet scent," one said.

used with the matching shampoo, this performed best in a test with the Lab's Instron machine to gauge combing force through wet hair, proving strong conditioning benefits.

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**LAB TEST WINNER,
BARGAIN BUY**



**Dove Hydrating
Shampoo**

\$10 AT WALMART

Refreshing Dove was by far the tester favorite in the Beauty Lab's test of moisturizing shampoos.

TESTER NOTES *100% said they'd keep using it.*

"Wondrous effects my hair was silky and flowing."

LAB LOWDOWN With the matching conditioner, it was best at leaving hair clean and easy to style.

**NEW & HOT, BARGAIN
BUY**



**Not Your Mother's
Light-As-Air Shaping
Mousse**

SHOP AT AMAZON

This airy, feather-light Not Your Mother's styling foam made with coconut water helps enhance hair's natural shape and bend.

TESTER NOTE "I'm not a regular mousse user, but this converted me," a user revealed. "My hair felt bouncy and fuller, and there was zero sticky or stiff residue."



APRIL FRANZINO

BEAUTY DIRECTOR

April (she/her) is the beauty director at *Good Housekeeping*, *Prevention* and *Woman's Day*, where she oversees all beauty content. She has over 15 years of experience under her belt, starting her career as an assistant beauty editor at GH in 2007, and working in the beauty departments of *SELF* and *Fitness* magazines.

WATCH NEXT

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5 Ways to Be the Ultimate Holiday Host

A minted. your house will be a warm and cozy place to spend the holidays.

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5 Ways to Be the Ultimate Holiday Host

A party at your house will be comparable to none.

By: KATIE CALAUTTI



You know successful holiday parties are all about presence, not perfection, and that guests won't remember how clean your baseboards were or how you arranged the garnish on your main course. Instead, they'll smile recalling the warm environment you curated, filled with great food, great conversation and gratitude.

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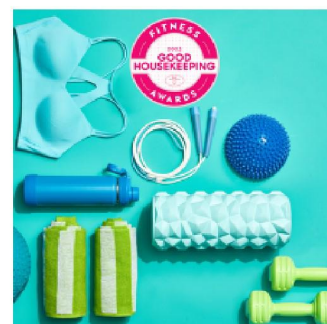
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