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



IPR2024-00993 - Dyson
Ex. 2049 - Page 1
DYSON_0037448

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

BEAUTY POWER LIST

With half a million votes, we reveal the winners of the GLAMOUR Power List Beauty Awards 2020...

The best in show.

By Camilla Kay, Sheilla Mamona and Lottie Winter

16 September 2020

Welcome to the GLAMOUR Beauty Power List Awards 2020, celebrating the best-in-class beauty products, the brands who are embracing diversity and the inspirational beauty pros worth your follow.

The nominees were selected by the GLAMOUR beauty team and a panel of experts, each one of whom has a wealth of experience and expertise within the beauty industry. Makeup artist visionary Val Garland and celebrity makeup artist Naoko Scintu lent a helping hand in deciding the finest complexion and colour products, hair stylists Charlotte Mensah, Larry King, Josh Wood and Patrick Wilson offered their hair care knowledge to whittle down the best in show, and skin specialists Dr Ewoma Ukeleghe and Dija Ayodele – founder of the Black Skin Directory – helped decipher the best skincare solutions available to buy. Plus, we welcomed a host of in-the-know dermatologists, facialists, manicurists and our favourite beauty influencers including Cher Webb, Jamie Genevieve and Bambi Does Beauty among our panel.

Each nomination on the shortlist has already been personally recommended and approved by one of our expert panelists, but it was down to our audience to decide the overall winners. And now, after months of anticipation and hundreds of thousands of votes, the results are finally in.

So, will Chanel or Byredo win your fragrance vote? Is Estée Lauder or Fenty Beauty your No.1 for full-coverage foundation? And what about the skincare solutions, hair heroes and nail essentials you swear by?

IPR2024-00993 - Dyson
Ex. 2049 - Page 2
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037449

Keep scrolling to discover the GLAMOUR Power List Beauty Awards 2020 winners...



Makeup palette

Highlight & Contour Pro Palette, £19, NYX Professional Makeup at Look Fantastic
NYX Professional Makeup Highlight & Contour Pro Palette allows you to add depth, definition and dimension thanks to six customisable, natural looking shades that last all day long.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 3
DYSON_0037450

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Full-coverage foundation

Double Wear Stay-In-Place Makeup SPF10, £34, Estée Lauder

Not only does Estee Lauder Double Wear Stay-In-Place Makeup come in an impressive range of 61 shades, it is also totally smudge-proof and sweat-proof, providing comfortable, buildable coverage for 24 hours.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 4
DYSON_0037451

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Light-coverage foundation

Luminous Silk Foundation, £43, Giorgio Armani at John Lewis
Silky and easy to blend, this foundation contains light-reflecting particles for a dewy, second-skin effect. Plus, it contains glycerin for a hydration boost.

Buy It Now

Tinted/BB/CC cream

Complexion Rescue Tinted Hydrating Gel Cream, £30, bareMinerals
This vegan formula nourishes skin with a splash of hydration and SPF30, all the while creating a radiant, even skin tone.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 5
DYSON_0037452
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Under-eye concealer

Radiant Creamy Concealer, £24, NARS at Cult Beauty
This classic makeup bag staple is loved by beauty buffs for its failsafe, crease-proof formula able to blend out dark circles and eliminate signs of fatigue in one fell swoop.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 6
DYSON_0037453

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Spot concealer

Flawless Fusion Ultra-Longwear Concealer, £25, Laura Mercier at John Lewis
Blurring and weightless yet full-to-medium coverage and totally budge-proof, this star product is everything you could wish for in a spot concealer.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 7
DYSON_0037454

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Powder highlighter

Shimmering Skin Perfector Pressed Highlighter, £30, Becca at Cult Beauty
A buttery, ultra fine powder that contains luminescent pearls to bestow an enviable glow wherever applied. Dust onto cheekbones for a subtle lustre or glide across skin for a show-stopping radiance.

Buy It Now

Powder blush

Minimalist Whipped Powder Blush, £32, Shiseido at Cult Beauty
All the longwearing benefits of a powder blush, with none of the cakiness or transfer, this whipped formula melts into skin for a fresh, natural-looking flush of colour.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 8
DYSON_0037455
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Cream blush

Lip + Cheek, £20.50, Milk Makeup
This multi-tasking must-have contains moisturising mango butter to effortlessly blend into skin and lips, creating a flush of colour - no mirror required.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 9
DYSON_0037456

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Bronzer

Hoola Matte Bronzer, £27, Benefit Cosmetics at Boots

A makeup classic, Hoola has been loved by many for years due to its matte formula that creates a believable sun-kissed finish. Plus, it's available in four shades to cater to every skin tone.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 10
DYSON_0037457

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Primer

Pure Canvas Primer Protecting SPF30, £32, Laura Mercier at Look Fantastic
Able to shield against the harmful effects of the sun's rays, while simultaneously infusing skin with Vitamins E and C, this primer deserves its spot at the top.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 11
DYSON_0037458

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Setting powder

Charlotte's Genius Magic Powder, £33, Charlotte Tilbury
This revolutionary light diffusing powder blurs the skin for an airbrushed finish, reducing the appearance of dark circles and blemishes and setting makeup perfectly in place.

Buy It Now

Liquid highlighter

IPR2024-00993 - Dyson
Ex. 2049 - Page 12
DYSON_0037459
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Backstage Face & Body Glow, £28.50, Dior at Selfridges

Buy It Now

Infused with ultra-fine pearlescent pigments, this multi-purpose highlighter is the ultimate glow in a bottle. Never glittery, it can be applied everywhere from cheekbones to collarbones as well as mixed into foundation.

Foundation applicator

Original Beautyblender, £17, Beauty Bay

The OG beauty sponge beloved by beauty pros worldwide for its superior blending powders. The tapered tip enables utmost precision, while the rounded end has larger areas covered.

Buy It Now

Lip care

Laneige Lip Sleeping Mask, £16.50, Amazon
Enriched with vitamin C and antioxidants, this hyper hydrating mask transforms cracked and dry lips into a supple and plumped pout. Plus, it smells delicious.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 14
DYSON_0037461

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Bold lip colour

Rouge Allure Velvet, £31, Chanel at John Lewis
Matte, but never dry thanks to the added jojoba oil, this lipstick delivers deep pigments that envelop lips in a nourishing veil of sophistication.

Buy It Now

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037462

Glossy lip product

Gloss Bomb Universal Lip Luminizer, £17, Fenty Beauty
A show-stopping, high-shine gloss that's universally flattering (it's a favourite of brand founder Rihanna).

Buy It Now

Sheer lip colour

Rouge Volupté Shine, £30, YSL Beauty
Described as an 'oil-in-stick', shiny lipstick that is also long wearing, this lipstick combines colour with six sensorial oils to nourish and protect.

Buy It Now

Lip liner

Lip Cheat, £17, Charlotte Tilbury

Create 'your lips but better' with a little definition or subtle volume thanks to this much-loved lip pencil. Plus, it's available in a wide array of nude shades to suit every skin tone.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 17
DYSON_0037464

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Brow definer

Brow Wiz, £23, Anastasia Beverly Hills at Beauty Bay
This ultra precise pencil allows you to recreate the finest hair-like strokes for full but believable brows.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 18
DYSON_0037465

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Brow setter

Gimme Brow+, £22.50, Benefit at Look Fantastic
Fill in, define the shape and keep brow hairs in place all day with this setting gel.

Buy It Now

Mascara

Bambi Eye False Lash Mascara, £10.99, L'Oréal Paris at Boots
Loved for its ability to instantly curl, lengthen and transform eyelashes, L'Oréal's Bambi Mascara offers a buildable velvety black formula and a wide bristle brush for maximum impact.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 19
DYSON_0037466
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Waterproof mascara

Lash Sensational Waterproof Mascara, £8.99, Maybelline at Look Fantastic
Not only do the inner bristles of the unique wand capture every lash no matter how small to best accentuate the eyes, but the formula is also totally waterproof and stays in place all day long.

Buy It Now

Pencil eyeliner

Eye Kohl, £15, MAC at Look Fantastic

This liner glides effortlessly onto skin, and can applied with the utmost precision or else smudged in for a smoky effect. Plus, the pigment payoff is second to none.

Buy It Now

Liquid eyeliner

Emotionproof Liner, £32, Tom Ford at John Lewis
Where luxury meets practicality, this long wearing eye liner provides 24hours of emotion-proof, weather-proof and transfer-resistant pigment. Available in a selection of muted shades, it's perfect for everyday makeup.

Buy It Now

Powder eyeshadow

Eyeshadow, £15, Urban Decay
Urban Decay is known for its eyeshadow palettes, but its standalone shades are just as powerful. Smooth to apply and packed with colour, these eyeshadows are a staple in any beauty enthusiast's collection.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 22
DYSON_0037469
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Cream eyeshadow

ColorStay Crème Eye Shadow, £6.99, Revlon at Feel Unique

Easy to apply with the sweep of a finger, these creamy shadows are perfect for a subtle wash of colour as well as a bold, buildable finish.

Buy It Now

Brush range

Everyday Essentials Brush Set, £19.99, Real Techniques By Sam & Nic at Look Fantastic
If anyone knows what makes a good makeup brush, it's artists Sam and Nic Chapman. Their own range offers soft, fluffy brushes as well as blending sponges to help you create your best makeup yet.

Buy It Now

Eyelash curlers

Eyelash Curler, £14.50, Laura Mercier at Space NK
This sturdy stainless-steel curler with its curved rubbed pads perfectly shapes eyelashes without tugging at the delicate hairs.

Buy It Now

Best newcomer: makeup

Victoria Beckham Beauty
Victoria's dedication to superior formulas, a carefully curated range of products and a commitment to sustainability makes her beauty brand stand out from the pack.

Best newcomer: hair

Drunk Elephant

Loved for its efficacious skincare products, Drunk Elephant's foray into haircare was bound to be a hit. With targeted haircare solutions including scalp scrubs, tangle sprays and glossing shampoos that are packed in its signature fun packaging, it's a surefire winner.

IPR2024-00993 - Dyson
Ex. 2049 - Page 26
DYSON_0037473

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Best newcomer: skincare

Honest Beauty

Jessica Alba fans have been calling for her clean beauty range to launch in the UK for years and in 2020, their wishes came true. The selection includes a range of vetted and verified ingredients that ensure friendly formulas and targeted solutions.

IPR2024-00993 - Dyson
Ex. 2049 - Page 27
DYSON_0037474

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Organic brand

Neom Organics
Made in the UK, all of Neom's sophisticated scents and mood-boosting candles are vegetarian, cruelty-free and organically and sustainably sourced.

Responsible/sustainable brand

Lush
From its range of 'naked' products, to the sustainable sourcing of ingredients and anti-animal testing policies, Lush has always blazed a trail when it comes to sustainability and responsible brand practices.

IPR2024-00993 - Dyson
Ex. 2049 - Page 28
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037475

Inclusive brand

Fenty Beauty by Rihanna

When Rihanna launched Fenty Beauty, she did it with the aim to disrupt the industry and to create a brand where everyone would feel included. From her vast range of shades, to her understanding of the unique skin concerns of often underrepresented skin tones, it's safe to say she has succeeded in her goal.

IPR2024-00993 - Dyson
Ex. 2049 - Page 29
DYSON_0037476

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Vegan brand

Milk Makeup
Passionately 100% vegan, Milk Makeup is committed to high-performance products, cruelty-free ingredients and effortless but powerful payoff.

Moisturiser for oily skin

Effaclar Mat Mattifying Moisturiser, £17, La Roche-Posay at Boots

This La Roche-Posay Effaclar Mat Mattifying Moisturiser is a go-to for shine control as a hydrator, mattifier and pores minimiser yet it's still gentle enough for the most sensitive skin.

Buy It Now

Moisturiser for dry skin

Facial Moisturising Lotion, £13, CeraVe at Look Fantastic

To quench thirsty skin, you don't have to look too far from Cerave's Facial Moisturising Lotion. It's hydrating enough for irritation-prone dry skin without being greasy and comedogenic. The formula is packed with active ingredients including hyaluronic acid, giving up to 24 hours of nourishment.

Buy It Now

Moisturiser for normal skin

Sensibio Light Soothing Cream, £15, Bioderma at Feel Unique

For immediate comfort, and to reduce the feeling of overheating and tightness, this Bioderma Sensibio Light Soothing Cream is a perfect choice for normal to combo skin. Its silky texture leaves skin feeling hydrated, soft and supple.

Buy It Now

Moisturiser for sensitive skin

Moisturising Cream, £16, CeraVe at Boots

This lightweight and milky Cerave Moisturising Cream formula provides around the clock hydration with ingredients like hyaluronic acid leaving skin feeling balanced and ultra-healthy.

Buy It Now

Detoxing face mask

Australian Pink Clay Porefining Face Mask, £41.95, Sand & Sky at Beauty Bay

With a 4-in-1 deep treatment this mask detoxifies and cleanses the skin, refines pores, and brightens complexion in only 10 minutes! This Australian Pink Clay Porefining Face Mask is the ideal bedtime treatment, free of nasties.

Buy It Now

Radiance face mask

Glycolic Peel, £22, Caudalie at Cult Beauty

A brightening, resurfacing treatment that serves as a gentle exfoliant to refine the skin's texture. Applying once a week will enhance your natural glow for a more radiant complexion.

Buy It Now

Hydrating face mask

Hydraphase Intense Masque, £18, La Roche-Posay

The La Roche-Posay Hydraphase Intense Masque relieves dehydrated skin from sensitivity and tightness, reviving your complexion and reducing the appearance of fine lines, all in one go.

Buy It Now

Sheet mask

Moisture Bomb Tissue Mask in Pomegranate + Hyaluronic Acid, £2.99, Garnier at Boots

This Garnier Moisture Bomb Tissue Mask provides a wonderful pampering experience. It's hydrating and its revitalising benefits will reveal smoother, bouncier, healthier looking skin in just 15 minutes.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 36
DYSON_0037483

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Eye cream

Bubblewrap Eye + Lip Plumping Cream, £23, Glossier
A 2-in-1 cream to moisturise, plump and protect the skin's most delicate areas, thanks to a combination of natural hydrators such as hyaluronic acid, squalane and avocado oil.

Buy It Now

Eye treatment

Retinol Youth Renewal Eye Serum, £70, Murad at Cult Beauty
Murad's Retinol Youth Renewal Eye Serum delivers hydration and a fast-acting retinol to smooth, firm and strengthen the delicate eye contour area.

Buy It Now

Eye makeup remover

Express 2 In 1 Eye Make-Up Remover, £3.49, Garnier at Look Fantastic

For an effective cleanse before bed this Garnier Skin Naturals 2-in-1 Eye Make-Up Remover is excellent as it's formulated to gently lift away even waterproof make-up, without rubbing, over-drying or tugging on the skin.

Buy It Now

SPF for face

Anthelios SPF50+ Invisible Fluid, £17.50, La Roche-Posay at Look Fantastic

Use this white-cast free La Roche-Posay Anthelios Ultra-Light Invisible Fluid SPF50+ Sun Cream to keep even the most sensitive skin protected and nourished, developed to create a powerful barrier against UV rays, reducing the risk of burning and irritation.

Buy It Now

Spot treatment

EradiKate Blemish Treatment, £22, Kate Somerville at Cult Beauty

Buy It Now

The Kate Somerville EradiKate Blemish Treatment has been clinically proven to diminish blemishes in just one hour. This spot treatment effectively clears skin, unclogs pores, controls oils and prevents future blemishes.

Serum: repair

Advanced Night Repair Synchronized Multi-Recovery Complex, £82, Estée Lauder at Feel Unique

This cult Estée Lauder Advanced Night Repair Synchronized Multi-Recovery Complex works hard to fight signs of ageing. This deep and fast-penetrating serum reduces the appearance of fine lines

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037487

leaving skin looking more radiant, firmer and toned.

Buy It Now

Serum: hydrating

Minéral 89 Fortifying And Plumping Daily Booster + Hyaluronic Acid, £25, Vichy at Boots

The Vichy Mineral 89 is formulated with 11 ingredients suitable for the dry and sensitive skin. It combines Vichy Thermal Mineralizing Water, along with hyaluronic acid to plump and strengthen the skin barrier and protect it from pollution.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 41
DYSON_0037488

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Serum: brightening

Banana Bright Vitamin C Serum, £53, Ole Henriksen at Boots

This hero serum combines vitamin C, exfoliating acids and banana powder-inspired pigments to instantly brighten and help defend skin against pollution, plus hyaluronic acid, to boost hydration and reinforce the skin's moisture barrier too.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 42
DYSON_0037489

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Facial oil

100% Squalane Oil, £27, Biossance at Cult Beauty
This ultra-moisturising formula of the Biossance 100% Squalane Oil encourages the natural cell renewal processes within the skin while sealing in essential hydration for long lasting suppleness.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 43
DYSON_0037490
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Physical exfoliant

Honey & Orange Facial Scrub, £18, Neal's Yard Remedies
A revitalising, deep-cleansing, microbead free exfoliator like the Neal's Yard Remedies Honey & Orange Facial Scrub is essential because it removes everyday impurities and leaves your skin soft, smooth and it's gentle enough for all skin types.

Buy It Now

Chemical exfoliant

Glow Tonic, £18, Pixi at Look Fantastic

This Pixi Glow Tonic is a light and nourishing chemical exfoliant that gently buffs away impurities and dead skin. It's powered by glycolic acid and aloe vera to stimulate cell renewal and reduce the appearance of pores.

Buy It Now

Face tool

Facial Toning Device, £167, NuFace at Current Body

The NuFACE Mini Facial Toning Device is a portable device that utilises micro-current technology to help lift and re-contour the appearance of skin. A safe, go-to tool for an at-home, needle-free facelift experience.

Buy It Now

Oil/balm cleanser

Pro-Collagen Cleansing Balm, £44, Elemis at Look Fantastic

For a luxurious and pampering experience that dissolves make up, dirt and oil from your skin, the Elemis Pro-Collagen Cleansing Balm is the one. It's enriched with a nourishing blend of oils and anti-ageing padina pavonica which work together to deeply cleanse, smooth and hydrate.

Buy It Now

Micellar water

Micellar Cleansing Water, £4.99, Garnier at Look Fantastic
For effortless make-up removal without rubbing or rinsing the Garnier Micellar Cleansing water really does the job. It gently cleanses skin to draw out dirt and impurities without over-drying it and it's suitable for all skin types.

Buy It Now

Self tan for face

Self Tanning Drops, £19.95, Isle Of Paradise at Look Fantastic
The Isle of Paradise Self Tanning Drops are tanning royalty. They can be used as part of your skincare

routine, formulated using coconut, chia seed and avocado oils for deep hydration, transforming your moisturiser into a custom self-tan. The more drops you use, the deeper the glow!

Buy It Now

Toner/essence/mist

Gylcolic Acid 7% Toning Solution, £6.80, The Ordinary

The Ordinary's Glycolic Acid 7% Toning Solution is a hero mild exfoliant that is used to improve skin radiance. As it's formulated with amino acids, aloe vera, ginseng and Tasmanian pepperberry, with continuous use, you'll notice improvement in the appearance of your skin's texture.

Buy It Now

Retinol

Retinol Ceramide Capsules, £42, Elizabeth Arden at Feel Unique
The Elizabeth Arden Retinol Ceramide Capsules makes adding retinol to your skincare routine easier and more effective. The lightweight and semi-translucent formula works as a wrinkle smoother, moisture-boosting and pore minimising. It's an all-round luxurious experience.

Buy It Now

Beauty bar

Bamboo Charcoal Detoxifying Soap Bar, £10, Herbivore at Cult Beauty
This Herbivore Bamboo Charcoal Detoxifying Soap Bar is ideal for blemish-prone, oily skin types. Designed to remove daily dirt build-up and impurities from deep within your pores, this minimal packaging, clarifying, cleansing bar is an eco-warrior's dream.

Buy It Now

Foaming cleanser

Foaming Cleanser, £11.25, CeraVe at Look Fantastic

For those who occasionally skip out the second cleanse this CeraVe Foaming Cleanser is a gentle enough makeup remover suitable for oily and sensitive skin, yet still effective for sweeping away dirt with one wash. Also an all-round potent blend of three essential ceramides to replenish vital hydration.

Buy It Now

New star: fragrance

Wisteria & Lavender Cologne, £50 for 30ml, Jo Malone London

With a top note of lavender, heart note of wisteria and base note of white musk, this luxurious blend of aromas creates an elegant and memorable sensorial experience that lasts all day.

Buy It Now

Fashion scent

Mémoire d'une Odeur, £92 for 100ml eau de parfum, Gucci at John Lewis
This Gucci Mémoire d'une Odeur is a gender transcending elixir structured with a mix of scents and emotions: airy, musky, transparent and authentic, and its defined by a note of Roman chamomile with a floral undertone.

Buy It Now

Classic scent in the making

You, £45 for 50ml eau de parfum, Glossier

With a new cult following this Glossier You perfume is heavy on warm, creamy base notes (musk, ambrette, and ambrox) that transforms and smells a little different on everyone. The top notes are earthy and spicy yet fresh and clean without being overpowering.

Buy It Now

Cult fragrance

No5, £113 for 100ml eau de parfum, Chanel at John Lewis
Chanel N°5 is the very essence of power and femininity. A timeless floral scent that features bright citrus top notes and with aldehydes to create a unique touch and the smooth hit of vanilla that leaves a sensual trail linger.

Buy It Now

Body wash

Geranium Leaf Body Cleanser, £33, Aësop at Beauty Bay
This zingy invigorating wash delivers an immersive shower moment and you'll also emerge clean and refreshed.

Buy It Now

SPF for body

Anthelios SPF50+ Invisible Spray, £20, La Roche-Posay

A favourite of beauty editors and sun lovers everywhere. This lightweight formula protects and smooths into skin with zero residue, plus the portable bottle makes it easy to top up on protection.

Buy It Now

Bath product

Reviving Epsom Salt, £4.99, Westlab at Boots

In need of a self-care soak? This is the budget-friendly way to boost your bath-time bliss.

Buy It Now

Body tanner

Self Tan Express Bronzing Gel, £26.40, St Tropez at Look Fantastic

Those in the know on the best route to bronze voted this vegan gel top marks for its customisable formula, delivering sun-kissed gold to deep bronze tones depending on how long you leave it to develop.

Buy It Now

Body exfoliator

Flake Away Body Polish, £8, Soap & Glory at Boots

Want super smooth skin? Scrub up with this polishing beauty for strokable results.

Buy It Now

Body moisturiser

Daily Moisturising Body Lotion, £4.66, Aveeno at Amazon

This nourishing lotion and longtime cult favourite still can't be beaten according to your votes. It's also a wallet-friendly beauty treat.

Buy It Now

Hand cream

Shea Butter Hand Cream, £21.50, L'Occitane
This rich, buttery cream makes light work of worn, dry hands and sinks in to soothe and nourish skin after all that handwashing. We've also been known to use it on feet too!

Buy It Now

Base coat: nails

Gel Rehab, £15, Nails Inc at Cult Beauty
This treatment and base coat is a hydration and strengthening hit for nails. A lifeline for all gel mani addicts, it promises one coat recovery in 30 minutes.

Buy It Now

Top coat: nails

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037507

Gel Couture Top Coat, £9.99, Essie at Boots
If you want your polish with a high shine, long-lasting finish, this fast drying, anti-chip top coat is the one for you. Best reapplied every few days to keep your colour fresh.

Buy It Now

Cuticle product

Instant Cuticle Remover, £5.25, Sally Hansen at Amazon
It's the details that count and if you plan to DIY your nail prep, this cuticle remover makes light work of excess growth for a pro finish. Click bulk buy!

Buy It Now

Nail tool

Pushy And Nail Cleaner, £16, Tweezerman at Beauty Bay
When it comes to manis and pedis at home, this nifty 2-in-1 tool to clean nails and push back cuticles is a pro pick for any nail kit.

Buy It Now

Colour range

Nail Polish, £15, Nails Inc
With a juicy array of colours from nudes to neons and shades of noir, these easy-to-apply polishes boast one of the best brushes around for easy, self application.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 63
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037510

Long-lasting polish

Infinite Shine 2, £15.50, OPI at John Lewis

Want your polish to go the distance? This long wear formula will get you through hardcore handiwork and still keep shining for up to 11 days straight. No wonder it's a winner.

Buy It Now

Hair curling tool

Airwrap Complete, £449.99, Dyson at John Lewis

This surely has to be the ultimate hair flip? The engineering feat that is the Coanda effect, uses a super speed air stream to whip hair round the barrel and create every type of curl, from loose beach waves to big bouncy curls. It's so mesmerising we could watch on repeat.

Buy It Now

Hair straightening tool

Platinum+ Professional Styler, £189, GHD at Look Fantastic

The kings/queens of straight take the accolade with this smart straightener that adjusts the temperature to your hair type, to deliver the style wins with minimal heat damage.

Buy It Now

Shampoo & conditioner for colour-treated hair

Reflection Bain Chromatique Shampoo and Reflection Fondant Chromatique Conditioner, £45.70 for set, Kérastase at Beauty Flash

You've invested in your hair colour so it makes sense to invest in aftercare. The most called on maintenance team is this luxe cleanse and condition duo, that protects against colour aggressors and boosts hair's radiance and shine.

Buy It Now

Shampoo & conditioner for curly hair

Bb Curl Shampoo, £24.50 and Conditioner, £26.50, both Bumble And Bumble
Calling all curl bosses out there. This was voted the hands down winner for cleansing and moisturizing curls to keep their bounce and energy in play.

Buy It Now

Shampoo & conditioner for fine hair

Volumifique Bain Volume Thickening Effect Shampoo and Gelée Volume Thickening Effect Gel Treatment, £43.30 for set, both Kérastase at Look Fantastic

This tried and tested range has been a long time favourite for anyone in need of a little oomph! The thickening and volumising effect has an almost magical lightness that raises hair – and a smile.

Buy It Now

Shampoo & conditioner for dry hair

Bb Hairdresser's Invisible Oil Shampoo, £24.50 and Conditioner, £26.50, both Bumble And Bumble at Look Fantastic

The best miracle worker for dry hair? Your go-to products boast the power to transform dry frizzy hair into smooth silky strands, thanks to argan and coconut oil loaded formula. *Clicks add to cart.

Buy It Now

Afro/textured hair product

Shea Butter For Natural Hair Moisturizing Curl Activator Cream, £7.99, Cantu at Look Fantastic
Call it curl power! This shea butter enriched cream won top spot for its ability to define and enhance your natural coil or curl pattern.

Buy It Now

Heat/UV protection

Bb Hairdresser's Invisible Oil Heat/UV Protective Primer, £21, Bumble And Bumble at Look Fantastic
This pre-styler is dry, coarse or frizzy hair's best friend. Featuring a six-oil blend, it works wonders to tame, detangle, nourish and protect and makes light work of styling.

Buy It Now

Dry shampoo

Original Dry Shampoo, £2.99, Batiste at Boots
Sometimes the original just is the best! And you agree that this spray is your hair saviour and go-to spritz to refresh roots.

Buy It Now

Mask/treatment

No3 Hair Perfector, £26, Olaplex at Cult Beauty
You don't need to go to the salon to restore and revive your hair. This at-home treatment visibly reduces breakage and strengthens hair, improving the way it looks as well as the way it feels.

Buy It Now

Shine product

Hair & Body Shine Mist, £25, Ouai at Cult Beauty

The glow-up that your hair and body has been asking for in a can. Infused with diamond dust, this luxe mist showers hair and limbs with light-scattering pigment for an instantly glam, glow-from-within finish.

Buy It Now

Volumiser

Cool Girl Barely There Texture Mist, £25, Hair By Sam McKnight at Cult Beauty
This fresh and botanical scented texture mist will bring you all the volume so you can achieve that professional yet sexy and effortless beach girl hair.

Buy It Now

IPR2024-00993 - Dyson
Ex. 2049 - Page 73
DYSON_0037520
HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Hair dryer

Supersonic, £299.99, Dyson at Currys
Dyson has made hair drying no longer feel like a chore. The Supersonic comes with four attachments that are easy to secure and cater to different types of hair with intelligent heat control to help protect your shine in superfast drying time.

Buy It Now

Scalp product

Scalp & Body Scrub, £32, Ouai at Cult Beauty
This multi tasking scrub is the perfect reset for your scalp and body, leaving both feeling detoxed and refreshed. You can get a deep cleanse and a gentle foam and exfoliation in one, leaving you pampered head to toe.

Buy It Now

Colour product

Magic Retouch Instant Root Concealer Spray, £8.99, L'Oréal Paris at Superdrug

Root regrowth has left the chat. These Magic Retouch Root Concealers are great for covering grey hairs or regrowth, all you have to do is spray, leaving the colour seamlessly blended, shiny and with no faff.

Buy It Now

Hair artist/influencer

IPR2024-00993 - Dyson
Ex. 2049 - Page 76
DYSON_0037523

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Jen Atkin

The hands that have been trusted to style the likes of the Kardashian klan, the Hadid sisters, Gwen Stefani, you name it. Jen is also the founder of the hair brand Ouai and luckily for us she shares all her hair and skincare hacks on social.

Skin influencer

Emma Hoareau

If you're looking for someone that really knows skin, Emma Hoareau is that someone. She will keep you updated with the latest ingredients, most innovative gadgets and give honest and thorough reviews on what we actually need in our bathroom cabinets.

IPR2024-00993 - Dyson
Ex. 2049 - Page 78
DYSON_0037525

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Makeup artist/influencer

Jamie Genevieve

Jamie Genevieve's make-up looks are enviously beautiful, creative, intricate, colourful and always well thought-out. If you're looking for some beauty look inspo, hers is the page to follow.

IPR2024-00993 - Dyson
Ex. 2049 - Page 79
DYSON_0037526

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

IPR2024-00993 - Dyson
Ex. 2049 - Page 80
DYSON_0037527

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

Nail artist/influencer

Imarni

Imarni has given #ManiMondays a new meaning. From French manicures to the most delicate gradient-effect glass nails, intricate patterns and jewellery nail accessories, you're bound to find all the nail inspo you need, for any occasion.

Most inspirational founder

Rihanna – Fenty Beauty
The woman who revolutionised the beauty industry one foundation shade at a time has come to stay. As Fenty Beauty expands, it has created so much space for an inclusive future within the industry and its founder Rihanna has set the tone to what it takes to run a successful and inclusive beauty business.

Topics **Beauty Power List Awards** **Makeup** **Skincare** **Hair** **Nails** **Perfume** **Beauty**

Read More

POWER LIST

6 nail care winners from the GLAMOUR Beauty Power List Awards 2023 that belong in every DIY nail kit

By Emma-Jade Stoddart

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY
DYSON_0037529

POWER LIST

6 winning brands that top the GLAMOUR Beauty Power List Awards 2023 for making a real difference

By Emma-Jade Stoddart

BEAUTY

Your definitive guide to the best mascaras *ever* – out of the hundreds that we've tried & tested

By Denise Primbet

POWER LIST

22 skincare winners that claim their place in the GLAMOUR Beauty Power List Awards 2023

By Emma-Jade Stoddart

HIGHLY CONFIDENTIAL
OUTSIDE COUNSEL EYES ONLY

DYSON_0037530