

NEWBEAUTY®



10th Annual Beauty Awards

We tested more than 9,000
products + procedures...
these are the 208 very BEST!

Eunsung v. HydraFacial

IPR2024-01491

HydraFacial Ex. 2020

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AWARD-WINNING BEAUTY PRODUCTS BY CODY LIDTKE



10th Annual Beauty Awards

Welcome to our 10th Annual Beauty Awards!

To celebrate a decade of winning products, we're going bigger than ever and introducing a fresh new look, a new seal and new categories that we hope you love as much as we do. This year, there are 208 game-changing products and treatments to discover, so put on a face mask, kick your feet up and dive in.

DISCOVER THE BEST →

Edited by Brittany Burhop Fallon
Photography by Cody Lidtke

THE AWARDS →

PROCESS



In the great big world of beauty where minimalistic packaging is favored on Instagram and shorter ingredient lists are becoming common shopping criteria, we continue to be awestruck at the sheer volume of products hitting the market every single day.

And if we find it overwhelming, we can only imagine how you feel. To this point, it's no surprise the beauty question we hear most from family, friends, and you, our savvy readers, is, "Tell me, what actually works?"

To find out, we combed through 9,990 products over six months in search of the formulas that solved our biggest beauty problems and lived up to their claims while making us look and feel like a million bucks. We sweat through hot yoga with a different waterproof mascara on each eye and a different deodorant on each armpit. We gave sheet masks the slip test during edit meetings and cleared our schedules to debate sunscreen textures and serum ingredients. We sprayed more dry shampoo and hairspray than should be allowed (and our scalps paid for it, but the scalp treatments we tested next saved the day).

In the end, we hope the impressive winners that won us over and fill these pages will help make your life a little bit easier and happier. Because after all, beauty should be fun!

PEOPLEIMAGES/GETTY IMAGES

CLEAN BEAUTY

CLEAN BEAUTY

This year, we're introducing our first-ever Clean Beauty badge, developed with guidance from some of the brightest minds in the business. But, rather than creating one big "clean" category where the winners are chosen for being the best of the best in clean beauty specifically, we believe clean products should stand on their own and be judged against every other product in their respective categories. Therefore, you'll see our Clean Beauty badge sprinkled throughout the following pages, on every topical product that fits the bill, which means it's free of the potentially harmful ingredients listed below. And because the research and science surrounding cosmetic ingredients continues to evolve, this list will evolve each year as well.

FREE FROM:

- Aluminum Chlorohydrate
- Aluminum Powder
- BHA and BHT
- Bismuth Oxychloride
- Butoxyethanol
- Chemical UV Blockers
- Coal Tar-Derived FD&C Pigments
- Ethanolamines
- Formaldehyde Donors
- Hydroquinone
- Mercury and Mercury Compounds
- Methylisothiazolinone and Methylchloroisothiazolinone
- Parabens
- Phthalates
- Polyethylene Glycols, or PEGs
- Resorcinol
- Sodium Laurel Sulfate and Sodium Laureth Sulfate
- Synthetic Fragrance (products may only contain natural and naturally derived fragrances)
- Talc
- Toluene
- Triclosan

CULT-CLASSIC

CULT-CLASSIC

We love a good cult-classic beauty product: the ones that continue to outperform others in their categories year after year despite some seriously stiff competition. This year, we're honoring our favorite holy grails—products that have been on the market for more than five years—with the debut of our new Cult-Classic badge. Because, let's face it, newness is great, but, sometimes, tried-and-true can be even better.

THE BEST ————— > IN-OFFICE

TREATMENTS



FLORIAN SCHWARTZ/TRUNK ARCHIVE

CULT-CLASSIC

THE BEST

LASER FOR GLOWY SKIN

It's no surprise Jennifer Aniston credits **Clear + Brilliant** for her youthful glow—the fractional laser treatment can help minimize fine lines, large pores and discoloration in 20 minutes or less. clearandbrilliant.com

CULT-CLASSIC

THE BEST

FACIAL

A customized treatment that cleanses, extracts and hydrates, **HydraFacial** has become a household name for its ability to deep-clean clogged pores while flooding skin with moisture. hydrafacial.com

THE BEST

FILLER FOR LAUGH LINES

When the lines around the mouth that result from a cheery disposition aren't making someone feel so cheery, **Restylane Refyne** can soften them without altering their natural facial expressions. restylaneusa.com

THE BEST

MUSCLE TONER

Since gaining FDA-clearance last year, **CoolTone** has taken on the hard task of toning the abs, butt and thighs using magnetic muscle stimulation that results in next to no downtime. cooltone.com

CULT-CLASSIC

THE BEST

NONSURGICAL SKIN TIGHTENER

One look at Christie Brinkley's contoured jawline and you'll get an idea of just how effective **Ultherapy's** ultrasound-based skin tightening is—no needles, stitches or time off work required. ultherapy.com

CULT-CLASSIC

THE BEST

NEUROTOXIN

For 30 years, **Botox Cosmetic** has temporarily smoothed stubborn expression lines on the faces of CEOs, soccer moms (and dads), Hollywood A-listers, and everyone in between—and isn't stopping now. botoxcosmetic.com

BEAUTY MADE EASY

A credit card for beauty, health and wellness, **CareCredit** offers special financing on your favorite treatments and procedures with convenient monthly payments and no worries. carecredit.com

CULT-CLASSIC

THE BEST

FILLER FOR HAND REJUVENATION

A good hand cream can restore moisture, but when it comes to volume loss, fillers are the way to go. Our favorite? **Radiesse**, which makes veins and crepiness less visible while boosting collagen over time. radiesse.com

THE BEST

FILLER FOR PLUMPER LIPS

Natural-looking lip injections are not impossible to achieve thanks to **Juvederm Volbella**, a hyaluronic acid filler that subtly plumps a thin pout and smooths out lines where lipstick tends to settle. juvederm.com

THE BEST

PEEL

The potent resurfacing acids—trichloroacetic, lactic and alpha-lipoic—in **PCA Skin Ultra Peel** help sun damage and fine lines hit the road so healthier skin can surface. pcaskin.com

THE BEST

MICRONEEDLING TREATMENT

Lutronic Genius takes radio-frequency microneedling to the next level with its high-tech, precise energy delivery, which stimulates collagen to eradicate wrinkles and enhance skin texture and firmness. us.aesthetic.lutronic.com

AWARD WINNER
2020
NEWBEAUTY

MAE AND CLAUDETTE JOHNSON



CLEAR BEAUTY

THE BEST GENTLE CLEANSER

A gentle cream designed for compromised skin, **Sente Daily Soothing Cleanser** gets rid of debris without any sulfates, fragrances, irritation or overdrying. \$34, sentelabs.com



CLEAR BEAUTY

THE BEST RESCUE MASK

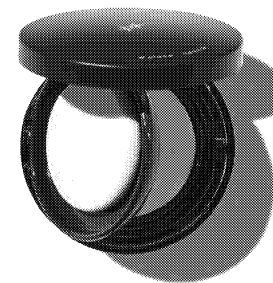
First Aid Beauty Arnica Relief & Rescue Mask keeps complexions calm, cool and collected with intense hydration and healing ingredients. \$32, sephora.com



CLEAR BEAUTY CULT CLASSIC

THE BEST SCAR TREATMENT

Medical-grade **Scaraway 100% Silicone Scar Gel** goes on clear and helps flatten and soften bothersome surgical scars—it even works on acne scars and isn't the least bit greasy under makeup. \$12, target.com



CLEAR BEAUTY

THE BEST SUNSCREEN

Protecting tender skin from the sun is essential, and **skinbetter science sunbottle TONE SMART SPF 68 Sunscreen Compact** not only delivers 100-percent mineral coverage, but also a sheer hint of color. \$55, skinbetter.com



CLEAR BEAUTY

THE BEST REPAIR CREAM

A must-have post chemical peel and laser, **NeoCutis Aftercare** hydrates uber-sensitive skin with glycerin and boosts collagen production with growth factors for a super speedy recovery. \$89, skinelite.com



CLEAR BEAUTY

THE BEST POST-INJECTION TREATMENT

Apply arnica-infused **Alastin Inhance Post-Injection Serum** after fillers—four times a day until the tube runs out—to minimize bruising and swelling, and refresh skin with the cooling tip. \$55, alastin.com



CLEAR BEAUTY CULT CLASSIC

THE BEST SOOTHING SPRAY

No medicine cabinet is complete without **Avene Thermal Spring Water**, which instantly soothes dry, itchy skin, making it an essential to keep on hand after a peel. \$14, avenusa.com



CLEAR BEAUTY

THE BEST REDNESS REDUCER

Recommended by derms, **Skinfix Redness Recovery+ Antioxidant Redness Treatment Overnight Mask** comforts post-treatment skin with its potent gel-cream formula full of honey, peptides and green tea. \$50, skinfix.com