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# Meet the Winners of the 2026 Oprah Beauty O-wards

The search for the best beauty products of the year ends here.

🔊 3 MIN

A confession: We've been testing beauty products for decades, so our reaction to many things that arrive at the Oprah Daily headquarters is "Been there, tried that." In other words, it takes a lot to get us excited about a new face serum, lipstick, or hair conditioner. But this was a banner year. Among the usual ho-hum offerings we discovered 115 honest-to-god innovations: real head-turning, you've-gotta-smell-this gems, with formulas that noticeably transformed our skin and hair, and shades and textures that awakened our eyes, cheeks, and lips. Color us impressed—and beyond thrilled to share the bounty with you.

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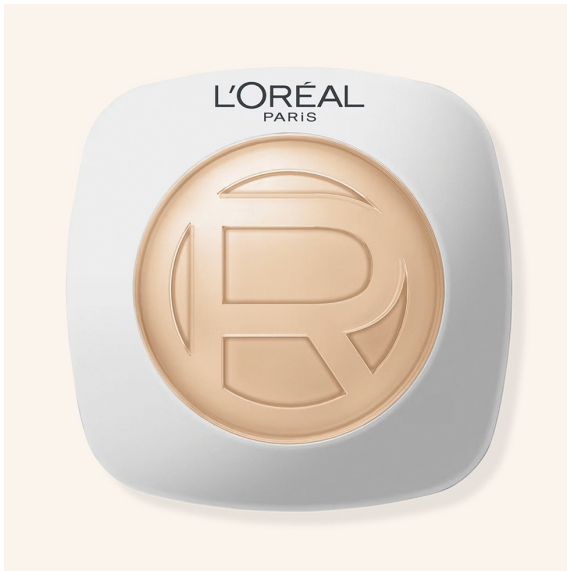
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# MAKEUP

These gorgeous standouts have earned permanent spots in our routines.

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## BEST TINTED BALM



### **L'Oréal Paris True Match Hyaluron Tinted Balm**

**\$18 AT ULTA BEAUTY**

At first glance, this compact might look like the cream-to-powder foundation you've been swiping on for years. But try it and you'll discover a breathable, hydrating balm. "Think of it as skin care, but with a tint," says beauty director Kate Sandoval Box. "It smooths and plumps my dry, mature skin like a hyaluronic acid serum and offers sheer, radiant coverage like a lightweight foundation." It comes in 12 shades and includes a mirror and applicator, "though I prefer to use a kabuki brush or even my fingers to blend," Sandoval Box says.

## BEST CONCEALER



### **Maybelline New York Lifter Serum Concealer**

**\$16 AT ULTA BEAUTY**

"This formula is comparable to higher-end options I've tried, so I'm amazed it's less than \$15," says Rivas. It effectively covers imperfections, uneven texture, and discoloration and treats skin with plumping hyaluronic acid, peptides, and caffeine. And the texture is just right: creamy, hydrating, and guaranteed not to settle into crevices or look cakey. "Bear in mind, a small dot goes a long way, offering even more bang for your buck," says Rivas. Shop it in 18 shades.

#### BEST LIQUID FOUNDATION



### **Make Up For Ever Balancing & Perfecting Foundation**

**\$49 AT SEPHORA**

We were skeptical that a foundation could work well on all skin types, all ages, and (with 40 shades) most skin colors, but this formula proved us wrong. The water-based, noncomedogenic liquid is both hydrating and mattifying, so skin doesn't get too dry or too oily as you wear it. "It offers full coverage without feeling or looking heavy. In fact, it creates a super-natural finish, the 'your skin but better' kind," Sandoval Box says.

#### BEST PENCIL EYELINER

#### BEST CONTOUR STICK



### **Haus Labs Precision Sculpt Shaping Balm**

**\$30 AT SEPHORA**

This buttery stick takes the intimidation out of defining, sculpting, and warming up your complexion. "It's the creamiest contour stick I've ever tried," says senior beauty editor Genesis Rivas. "It's almost impossible to make a mistake because you can easily diffuse and blend out the color using just your fingers." Pick from nine colors with varying undertones and build the intensity to your liking, from a soft shadow to a sharp cheekbone chisel.

#### BEST EYESHADOW STICK

## **Sarah Creal Eyes Up Creamy Kajal Longwear Liner**

**\$35 AT SEPHORA**

"As a 45-year-old woman with hooded lids who commutes through rainstorms and humidity, lifts heavy weights, and endures hormonal zigzags, all in a single day, I solemnly swear that this eyeliner does not budge," Sandoval Box says. The pencil glides along skin and deposits a flexible cream-gel pigment, and it comes in 12 gorgeous shades (black, multiple browns, golden olive, rose gold, silvery navy, and more). It also contains allantoin, a moisturizing ingredient that soothes sensitive lids.

## **Bobbi Brown Crystal Eyes Shimmer Eyeshadow Stick**

**\$34 AT ULTA BEAUTY**

Who needs the Hubble telescope? One swipe of this shadow stick imparts a galaxy of gorgeous shimmer and pearlescent specks right on your eyelids. "It's like glitter for grown-ups: fun but elevated and chic," says Rivas. "When you glide it on, it feels creamy and cooling, but then it quickly dries down and stays in place without any fallout or creasing."

### BEST MASCARA

## **Kosas Soulgazer Mascara**

**\$28 AT REVOLVE**

Boy, are we picky about mascara, because when it's great, it makes the biggest difference in our look. This formula's molded brush does

an excellent job of coating every lash without accidentally knocking into our lids or leaving messy clumps behind, and the jet-black formula makes our lashes look longer all day—"no flaking or smudging," Sandoval Box says. All that and it contains a peptide that boosts growth, too.

#### BEST CUSHION FOUNDATION

### YSL Beauty Skin Affair Cushion Foundation

**\$49 AT SEPHORA**

ALSO CONSIDER

**\$49 AT NORDSTROM**

Originally a K-beauty trend, cushion makeup is liquid foundation soaked into a sponge and housed in a compact. It comes with a powder puff sponge so you can tap the formula onto your skin in thin layers for a more natural-looking finish. Staffers of all ages raved that this one blurs skin texture effortlessly and offers a beautiful finish. "I was surprised by how much coverage I got with just one dip into the formula," says Rivas. "And because it's infused with skin care ingredients—niacinamide, amino acids, and squalane—it felt hydrating and lightweight and gave a natural-looking radiance."

BEST LIQUID EYELINER

BEST HIGHLIGHTER

## Tarte Liquid Tubing Eyeliner

**\$24 AT ULTA BEAUTY**

**\$24 AT AMAZON**

We were already big fans of tubing mascaras, so when a tubing eyeliner arrived in our office, it immediately caught our eyes—wink-wink. “The felt tip is very fine but not flimsy, which makes it easy to create sharp, smooth lines while maintaining full control,” says Rivas.

“Even better is how quickly it dissolves in warm water and, like a tubing mascara, comes off in one solid piece, so you don’t have to aggressively rub or tug your skin.”

BEST BROW PENCIL

## Jones Road Bright Skin Illuminating Drops

**\$38 AT JONES ROAD BEAUTY**

We tried countless glow-in-a-bottle formulas in search of a luminous vacation look. Some were too glittery or streaky; others were too subtle. Leave it to makeup artist Bobbi Brown to crack the code and create the perfect shade range, from a reddish-bronze for deep skin tones to a white gold for pale skin. “You can mix a few drops into skin care or foundation, but I like to apply it as a last step,” Sandoval Box says. “I blend a bit all over, then add an extra dab on my cheekbones.”

BEST PRIMER

## Anastasia Beverly Hills Archibrow Pencil

**\$30 AT ULTA BEAUTY**

**\$30 AT AMAZON**

## Iconic London Underglaze Grippy Primer

**\$34 AT ICONIC LONDON**

Jellylike and cooling, this unique primer feels refreshing when you

Get the look of full and fluffy eyebrows with this multitasker. The slanted tip is shaped like a microblading needle to create superthin strokes that resemble real hairs. The other end is a spoolie, so you can easily blend in your work, fix mistakes, and brush through your brows for a groomed finish. "It makes it so easy to fill in sparse areas without looking overly done," says Rivas.

#### BEST SETTING POWDER

spread it on before makeup. It contains hyaluronic acid, niacinamide, and a barley sprout extract to create a smooth, dewy, glassy effect. "I love how watery and bouncy it feels," Sandoval Box says. "There's a tiny bit of tackiness, which definitely helped hold my foundation in place all day, but no pilling, settling, or weird patchiness."

#### BEST POWDER EYESHADOW

### **Versed Smooth Finish Brightening Setting Powder**

**\$18 AT VERSED**

A hydrating powder sounds like an oxymoron, but this formula threads the needle. "It's lightweight and keeps makeup in place without accentuating fine lines and texture," says Rivas. Each little jar contains two colors that you'll blend—a skin-toned hue that blurs and perfects, and a pink or peach-toned hue that revives dull-looking skin. It also contains hydrators like hyaluronic acid, aloe leaf juice, and vitamin E and doesn't look cakey or heavy or sit in fine lines and wrinkles.

### **Marc Jacobs Born Star Eyeshadow**

**\$29 AT SEPHORA**

These new eyeshadows bring out our inner artist. The metallic Mylar-esque star compacts scream fun, and the gorgeously unique 14-shade range offers a palette of possibility. "The cream-to-powder formula feels buttery as I press it onto lids, and even just one quick stroke imparts long-lasting, vibrant color," says Sandoval Box. "There's lots to play with, but so far I keep reaching for Clapback, a pink and bronze duochrome that adds depth and gleam to my lids."

## BEST SHEER LIPSTICK

### **Westman Atelier HydroBalm Tinted Lipstick**

**\$50 AT CREDO BEAUTY**

Here is a low-maintenance lipstick you'll fall in love with. It's moisturizing, cushiony, and instantly plumping, like a balm, but offers the gorgeous, buildable wash of color of a traditional lipstick. "Between the effortless glide and flexible, sheer color, this is the perfect no-fuss everyday lip that I can apply even without a mirror and feel confident it looks good," says Rivas.

## **BEST BLUSH**

### **Violette\_FR Plume Blush**

**\$34 AT SEPHORA**

Get the best of both worlds with this gorgeous blush. It has the glide and seamless blend of a cream with the long-lasting, airbrushed effect of a

powder. We're also fans of the collection's color range, which flatters a variety of skin tones. "My favorite is the vibrant purple, which looks daunting in the compact but is a gorgeous cool-toned pink on my skin," says Rivas. "There isn't a shade that's too overpowering, and the best part is it lasts all day."

#### BEST SETTING SPRAY

#### BEST MATTE LIP COLOR

### Saie CitySet Lightweight Setting Spray

**\$34 AT CREDO BEAUTY**

**\$34 AT SEPHORA**

Summer days, sweaty workouts, oily skin—we stress-tested this pick for weeks, and it always kept our makeup in place and our complexions radiant. "As someone who wears makeup to the gym—look good, lift heavier, I always say—I can trust this even during my sweatiest sessions," says Rivas. It doesn't have any alcohol or silicone, so there's no residue or film when you spritz; it's more like a refreshing, hydrating mist. Plus, it has mandarin orange extract to protect against environmental aggressors.

#### BEST LIP LINER

### Hourglass Phantom Blur Lip Balm

**\$38 AT SEPHORA**

**\$38 AT AMAZON**

A matte finish helps define your natural lip border and stays put, so it's less likely to bleed into fine lines or end up on your teeth. And this soft, satin formula will replace all other matte lipsticks for you. It's a modern take that stays incredibly soft and looks diffused. "It doesn't magnify lip lines—instead, it blurs them for a natural, polished finish," Sandoval Box says.

#### BEST LIP AND CHEEK BALM

### Urban Decay Lip Toy Brush Staining Lip Liner

**\$25 AT ULTA BEAUTY**

"Of all the winners this year, these lip liners are my favorite thing to show people because they're unlike anything we've seen before," says Sandoval Box. Remove the cap to reveal a lip brush that's already loaded with lip color—no need to wind, click, shake, or pump; the color just comes out steadily as you draw. "You can use the angled tip to sketch a feather-thin outline along the border of your lips, or place it flat to fill in lips. Either way, the stain stays put for hours, even after you eat."

### Clinique Daily Calm Lip + Cheek Color

**\$30 AT ULTA BEAUTY**

**\$30 AT AMAZON**

When your skin is supersensitive, it can be scary to try something new on it. But this gentle formula, made with soothing botanicals and licorice extract, is clinically proven to repair even the most irritable skin. "It's like my standby, Rosebud Salve, but less goopy and more healing," says Sandoval Box. "The colors are very sheer and neutral, so they complement a wide range of skin tones."

# FACE

We didn't just test these skin care formulas— we stayed loyal until the last drops.

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BEST CLEANSING BALM

BEST BRIGHTENING CLEANSER

**The Inkey List Oat Balm Cleanser**



**Alpyn Beauty Brightening  
Bubbling Cleanser**

**\$17 AT SEPHORA**

**\$17 AT AMAZON**

Nothing removes makeup and hydrates skin like an oil-rich cleansing balm, but on nights when you're exhausted, unscrewing the jar, scooping it out, and wiping it off your skin afterward can feel like climbing Everest. Thank goodness this one comes in a tube! "It's easy to grab, and the buttery formula rinses easily and leaves my skin perfectly clean and supple," Sandoval Box says. Oat kernel oil and sea buckthorn oil melt into your skin to dissolve makeup thoroughly and gently.

**\$36 AT SEPHORA**

**\$36 AT AMAZON**

A total crowd-pleaser, this formula starts off creamy and transforms into a nice, rich lather that cleanses and gently exfoliates skin and unclogs pores with a blend of glycolic and lactic acid as well as papaya and pomegranate enzymes. "The concentrations are juuust high enough to leave my skin looking and feeling clear, never tingly or irritated," Sandoval Box says.

#### BEST TONER

### **Bloomeffects Royal Tulip Hydrating Bi-Phase Tonic**

**\$39 AT ULTA BEAUTY**

Milky toners are having a moment because they hydrate while balancing the complexion, prepping it for the rest of your skin care. "This weightless formula takes the benefits even further because it soothes and nourishes irritated skin," Sandoval Box says. Shake to

combine the milk (full of calming colloidal oat and hydrating glycerin and almond oil) with the blue tonic, which contains niacinamide and antioxidants like green tea and blue gardenia; then pat onto clean skin before your serum or moisturizer.

#### BEST HYDRATING SERUM

#### BEST COLLAGEN BOOSTER

### **Cocokind Hydrating Electrolyte Rescue Serum**

**\$18 AT ULTA BEAUTY**

**\$19 AT AMAZON**

For skin that's thirstier than the Sahara, try this gentle serum. It's packed with a heavy-duty hydrating complex that includes electrolytes and five weights of hyaluronic acid, polyglutamic acid, snow mushroom, glycerin, and beta glucan. Whether your dryness comes from aging, genetics, or external factors, this is a worthy and budget-friendly complement to any routine. "It leaves your skin looking noticeably plumper and more moisturized. It also absorbs quickly without feeling sticky or tacky," says Rivas.

### **Keren Bartov Exovive Serum**

**\$195 AT KEREN BARTOV**

"I count on celebrity facialist Keren Bartov's skin care products at all times. Since I started using them, I hear 'Your skin looks amazing' almost daily. Thank you, Keren!" says creative director Adam Glassman. Her latest brainchild is this antiaging serum, which relies on exosomes, or microscopic bundles of ingredients that get your cells to work better. "I've added it to my routine for more bounce, and my fine lines and crow's-feet appear visibly reduced," Glassman says. "The keys to this line are to let each product absorb completely between each step, and to massage the skin upward as you apply."

## BEST VITAMIN C SERUM

### **InnBeauty Project Pro C Serum**

**\$64 AT SEPHORA**

"In a blind skin-swipe test, I would never guess that this was a vitamin C serum; it's just too silky and nicely citrus-scented, instead of the pungent hot dog aroma typical of C serums," Sandoval Box says. In fact, it has not one but three forms of the superhero vitamin (L-ascorbic acid, liposomal 3-O-ethyl ascorbic acid, and THD), as well as tranexamic acid, alpha-arbutin, ferulic acid, and peptides, making it incredibly potent and effective at brightening and protecting skin while fading dark spots without irritation.

## BEST DARK SPOT SERUM

## BEST LONGEVITY SERUM

### **Elm Biosciences A30 Elemental Serum**

Now 20% Off

**~~\$135~~ \$108 AT ELM BIOSCIENCES**

What to do when your dry, mature skin can't tolerate vitamin C or retinol? This new brand, cofounded by Martha Stewart and dermatologist Dhaval Bhanusali, MD, has the answer. The serum protects skin with antioxidants (one is a ginger derivative) and encourages collagen production with bakuchiol, a plant extract often described as nature's retinol. "I test so many products that I don't often finish them, but I used the entire bottle," Sandoval Box says. "The elegant, luxuriously scented formula glides right on and sinks in quickly, so it's easy to layer moisturizer, sunscreen, and makeup on top."

## BEST EXFOLIANT

### The Outset Total Clarity Dark Spot Serum

\$68 AT AMAZON

\$68 AT NORDSTROM

Because they contain harsh, irritating ingredients, many dark spot treatments don't play nicely with sensitive skin. But this serum is an exception. It uses a gentler vitamin C alternative, which the brand calls Melaneven, to help fade discoloration, as well as pumpkin enzymes and fruit AHAs to turn up brightness. It also incorporates wild butterfly ginger to protect against pollution and blue light, which can contribute to stubborn hyperpigmentation.

### GM Collin Peel Toner Exfoliant

\$70 AT AMAZON

In this powerhouse formula, a blend of lactic, salicylic, and glycolic acids exfoliates dead skin cells and refines your skin texture and tone. But unlike other chemical exfoliants, it's gentle enough for morning and evening use thanks to hydrating and soothing ingredients such as sodium hyaluronate, allantoin, and aloe vera. "It's as light as water but leaves my skin so moisturized. I apply it in the evening, which is best for my combination skin type, and I swear my skin looks and feels smoother and more radiant by morning," says Rivas.

BEST MIST

## **e.l.f. Skin Save Your E.L.F. Hypochlorous Mist**

**\$12 AT ULTA BEAUTY**

**\$12 AT AMAZON**

Why reach for a basic face mist when you can use one that tamps down redness with hypochlorous acid, an ingredient found naturally in our bodies that fights bacteria and soothes irritation? "This has become my all-purpose go-to for everything from sweaty, overheated skin to blemishes and eczema patches," Sandoval Box says.

BEST EYE SERUM

## **Dr. Diamond's Metacine EyeLift Bioremodeling Peptide Multiplex**

**\$225 AT BLUEMERCURY**

"I've never been a consistent eye cream user, but when I saw that this formula addressed nearly every concern, I knew it was time," says contributing lifestyle editor Holly Carter. "I can honestly say that after using it for a while, the fine lines under my eyes look softer." The formula works with the skin's chemistry to support collagen production and prevent collagen breakdown, all while delivering hydration, lifting, firming, de-puffing, and brightening. It's safe for the upper lids and under the eyes and comes with a cooling metal rollerball for application.

BEST PEPTIDE SERUM

BEST ALL-IN-ONE CREAM

## Remedy Science Copper Peptide Complex Advanced Firming Serum

**\$30 AT TARGET**

Peptides are the coaches of skin care because they tell your cells exactly what to do in order for your skin to look its best. This dermatologist-created formula combines copper peptides to support collagen production and boost firmness and elasticity. "It plays well with other skin care actives, including retinols, and leaves your skin looking smoother, glowier, and firmer with consistent use. And I love the affordable price point," says Rivas.

BEST LIGHTWEIGHT MOISTURIZER

## Bonjout La Cream

**\$170 AT CREDO BEAUTY**

If you dream of shopping in a French pharmacy till you drop, this cream may be just the pièce de résistance your routine is missing. Developed by a French pharmacist, it's made with an 80 percent oil, 20 percent water ratio to closely mimic the skin's natural lipid barrier. Translation: Brightening, hydrating, collagen-boosting, and strengthening ingredients can sink in more effectively. Think of it less like an everyday moisturizer and more like a daily longevity treatment.

BEST BARRIER TREATMENT

## Tatcha The Longevity Memory Cream

**\$84 AT ULTA BEAUTY**

## Mary Kay Clinical Solutions Barrier Restore 1:1:3

**\$46 AT MARY KAY**

**\$84 AT AMAZON**

The unique jelly texture of this moisturizer will immediately make you ooh and aah, but its refreshingly lightweight hydration will keep you coming back for more. As you work it into the skin, it bursts into a super-hydrating, almost serum-like texture that instantly plumps and gives an immediate glow. A peptide, bio-fermented hyaluronic acid, and a complex of Japanese wild herbs and plants improve elasticity and firmness and strengthen the skin barrier to promote graceful aging. "It's the perfect summertime daily moisturizer that doesn't clog pores or feel heavy," says Rivas.

Your skin barrier is your first line of defense against environmental stressors. When it's compromised, you're vulnerable to irritation in the form of itchiness, redness, dryness, or sensitivity. This cream is a reinforcement for your barrier, feeding it with a Goldilocks blend of hydrating fatty acids, protective ceramides, and strengthening cholesterol to help get things back on track and keep skin balanced.

BEST LIP TREATMENT

BEST HEALING MASK

### **Neutrogena Collagen Lip Plumping Treatment**

**\$18 AT ULTA BEAUTY**

**\$18 AT AMAZON**

### **Aunu Mānuka Mask**

**\$76 AT AUNU BEAUTY**

There's honey, and then there's medical-grade manuka honey from New Zealand, which is so

It was love at first swipe when our editors tried this drugstore lip treatment. “A plumping treatment that doesn’t burn—hallelujah!” says Rivas. The formula is packed with peptides to preserve and support collagen, and the hyaluronic acid hydrates. “Yes, it immediately makes my lips look ultra juicy, but what really keeps me coming back is how moisturizing and cushiony it is.”

trusted that it’s used in hospitals for wound care. This mask is 100 percent manuka, which has humectant, antioxidant, and antimicrobial properties. You will absolutely look and smell like Winnie-the-Pooh after a binge, but it’s “well worth it for how calm, clear, and soft my skin is,” says Sandoval Box.

#### BEST PIMPLE PATCH

### **Hero Cosmetics Mighty Shield Invisible Blemish Protectant**

**\$15 AT AMAZON**

The frustration of a surprise breakout is nullified with this liquid pimple patch. Apply a small dot onto your blemish (clean and dry the area first) and use the pointed applicator to smooth it into a thin veil. Within a minute, it dries completely clear and protects it from dirt, bacteria, and oils. “This is a game changer because it’s so easy to layer makeup on top,” says Rivas. “I can rest easy knowing a pimple is protected from irritants that might make it worse.”

# BODY

Get smoother, firmer, and glowier from your neck down to  
your toes.

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BEST BODY MILK

BEST BODY BUTTER

## Fenty Skin Butta Drop Hydrating Body Milk

**\$36 AT SEPHORA**

"As someone who lives and dies by body butter, I've always felt that body milks were simply too light for my dry skin," says Rivas. "This new version from Fenty Beauty converted me." A combo of nourishing Kalahari melon, baobab, and coconut oils helps skin stay soft and lustrous—and the hydration lasts long after the milk absorbs into your skin, Rivas says. Choose from six scents, like floral-forward Amber Bouquet or sweet Vanilla Dream.

BEST BODY WASH FOR DRY SKIN

## RMS Beauty Kakadu Body Butter

**\$49 AT CREDO BEAUTY**

**\$49 AT AMAZON**

**\$49 AT ULTA BEAUTY**

If you long for the rich moisture of body butter but are wary of anything too heavy or greasy, you'll love this pick. Its whipped texture is lightweight and absorbs quickly without leaving behind a sticky residue. The star ingredient is Kakadu plum, a vitamin C-rich powerhouse known for brightening, while shea butter and jojoba oil help moisturize, smooth, and soften. "My skin was instantly silky with the prettiest hint of shimmer," says Carter. "And the scent is subtle, yet fresh."

BEST LONGEVITY LOTION

## Dove Serum+ Radiance Oil Body Wash

**\$13 AT AMAZON**

This luxurious body wash pumps into your hands as an oil (made of 50 percent hydrating glycerin),

## Joonbyrd Future Romance Body Glaze

**\$62 AT JOONBYRD**

Of the hundreds of products we tested, this lotion kept everyone coming back for another whiff

then transforms into a rich lather as you glide it onto your skin. “It rinses away effortlessly, so my skin isn’t left greasy but stays moisturized and luminous all day,” says Sandoval Box. “Dove, please keep this around for the long haul!”

because the tropical scent is just that delicious. But it’s the sophisticated formula that makes this body lotion a true winner. “The ingredients are what I’d normally reserve for my face,” says Sandoval Box. Antioxidants, peptides, and stress-soothing botanicals protect, strengthen, and calm skin—all while making it look smooth and radiant.

#### BEST BODY SCRUB

### Naturium The Glow Getter Multi-Oil Body Scrub

**\$20 AT ULTA BEAUTY**

ALSO CONSIDER

**\$20 AT AMAZON**

Reach for this winner during your next “everything” shower and thank us later.

Unlike so many other scrubs we’ve tried, the exfoliating sugar crystals are gentle on your skin and don’t separate from the product’s soothing plant oils to make a gloopy mess inside the container. The vanilla-meets-coconut scent is also delicious. “It’s my new favorite shower treat,” says associate market editor Justine Anthony.

BEST BODY WASH FOR ACNE

BEST BODY WASH FOR SENSITIVE SKIN

## Method Skin Clarifying Body Wash Tonic

**\$12 AT ULTA BEAUTY**

**\$10 AT AMAZON**

Let's face it: We've all had a blemish pop up uninvited on our back, chest, or butt. Skip the spot treatment and use this zit-zapping body wash. It contains salicylic, azelaic, and lactic acids to minimize pores, help eliminate acne-causing bacteria, and even out skin tone. It's also gentle enough for sensitive skin, less than \$12, and available at any drugstore. Check, check, and check.

BEST DARK SPOT TREATMENT

## Aveeno Sensitive Skin Scents Daily Moisturizing Body Wash

**\$10 AT AMAZON**

Exciting news: It isn't fragrance-free! Aveeno analyzed 3,000 raw fragrance materials, tossing aside anything containing known allergens, harsh essential oils, or potentially toxic chemicals to create a small library of hypoallergenic scents. Then they added a few to their long-famous body wash. "Shea Butter Berry smells of sweet raspberries and tropical flowers, while Cocoa Butter Vanilla is warm and cozy," Sandoval Box says. "Both still soothe skin with prebiotic oat and have no dyes."

BEST NECK TREATMENT

## Eucerin Radiant Tone Body Cream

**\$24 AT AMAZON**

This budget-friendly body lotion contains a proprietary ingredient called thiamidol, which is clinically proven to increase radiance and make skin more even-toned in just two weeks with consistent use. It's

## Olay Regenerist Face & Neck Lifting Treatment

**\$35 AT AMAZON**

Give the delicate skin of your neck some TLC with this targeted treatment, which contains collagen peptides to firm and NAD+ to energize cells to work better. (It works on your jawline and

combined in this formula with lactic acid and hyaluronic acid to keep skin smooth and hydrated. “It’s thicker than a lotion, but it seeps into my skin quickly and doesn’t feel greasy—even in hot, sticky weather,” says Anthony.

décolleté, too.) The cooling rollerball applicator makes each swipe feel like a mini massage, so you’ll actually look forward to using it.

#### BEST DEODORANT

### Cyklar Mandelic Acid Brightening Deodorant Gel

**\$20 AT SEPHORA**

ALSO CONSIDER

**\$20 AT AMAZON**

Between the glass packaging, gold cap, and luxurious scents, Cyklar has managed to make deodorant sexy. Even better? Mandelic acid keeps odor at bay, while azelaic acid and licorice root brighten uneven skin tone under your arms (which can happen with shaving and friction). “You know a beauty product is good when your husband steals it,” says Rivas.

#### BEST ANTIPERSPIRANT

#### BEST BODY KIT

**Degree Clinical 5X Ultra Dry  
Spray Antiperspirant**

**Sluff Sluff-it-Kit**

**\$48 AT SLUFF**

**\$10 AT AMAZON**

For days when you need some extra security, spray on this hardworking antiperspirant. “I’m a sweaty girl, but this keeps my underarms feeling dry and smelling fresh,” says Rivas. We love that it works in even the most extreme conditions, is easily found at your local drugstore, and has a budget-friendly price.

#### BEST BODY OIL

### **Salt & Stone Santal & Vetiver Body Oil**

**\$42 AT SEPHORA**

“I use so much body oil, I’m pretty sure even the leather seats of my car stay moisturized,” says Carter. “What I love about this one is its warm, earthy scent with notes of vetiver, sandalwood, and amber—I look forward to it after my evening shower.” It nourishes and softens like a dream, too, with macadamia oil, squalane, and seaweed

Growing up, former beauty editor Christina Han learned the art of body exfoliation at Korean bathhouses. Her new brand, Sluff, aims to help you replicate that experience in your shower. First, lather up with the charcoal soap (“I like that it detoxifies skin without being gritty, which has the potential to cause microtears in the skin barrier,” says Sandoval Box), then massage your body with the nubbly textured mitt for an even, all-over exfoliation. Rinse and follow up with the eucalyptus-infused body lotion.

#### BEST HAND CREAM

### **Lanolips 12 Hour Overnight Hand Mask**

**\$15 AT LANOLIPS**

Skin regenerates overnight, so it’s best to fuel the restorative process with hydrating formulas that soak in while you sleep. While lanolin is the star of the show in this hand cream, ceramides and hyaluronic acid amp up the moisture as vitamin C adds antioxidant protection. (Take that, sunspots!) “A lot of hand creams are too thick

extracts. "I also love using it in the morning when I want my skin to have a little sheen," adds Carter.

and tacky for me. This one is smooth and easy to apply," says senior wellness director Jennie Tung. "It felt rich and hydrating on contact, soaked right in, and left my hands feeling dewy but not greasy."

# MENOPAUSE

Real relief from hot flashes, dry-as-the-desert skin, and aching joints.

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BEST COOLING MOISTURIZER

**Belif Aqua Bomb Frozen Cream**

[SHOP AT AMAZON](#)

Dealing with internal heat waves that hit when you least expect them? This hydrating gel moisturizer is like topical AC, and it plumps skin, too. “It’s invigorating as you apply it because it contains capsules that burst as you rub it in to deliver soothing coolness,” says Rivas. “Pro tip: Aim a handheld fan where you apply the formula”—we recommend face, neck, and chest —“to experience true icy bliss.”

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BEST FIRMING SERUM

**Re-Q Pro-Longevity Face Serum**

[\\$249 AT DORIS DAY MD](#)

You know how a team can limp tired and defeated into the locker room at halftime but, after some fuel and a pep talk, run back out fresh and energized? That’s what this new, one-of-a-kind formula does for fibroblasts—the skin cells responsible for making collagen that decline with age. “The brand’s dermatologist describes it as hitting the reset button on exhausted cells, allowing them to self-repair, which leads to firmer, more lifted skin,” Sandoval Box says. “It’s not an instant makeover, but the science is so compelling that I’ve added it into my daily routine.”

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BEST RETINOID

## Cassatt Beauty La Pommade Retinoid Skin Ointment

**\$74 AT CASSATT BEAUTY**

"Many of us can't tolerate strong actives like retinoids anymore, but this is one even extra-dry, mature skin types can consider," says Sandoval Box. The waterless, occlusive balm is made with the gentlest type of retinoid (retinyl esters) as well as calming or barrier-bolstering ingredients like ceramides, black cumin seed oil, golden seaweed, and arnica. Ease in with a pea-size amount spread evenly on skin one to three nights a week.

BEST BODY TREATMENT

BEST SOAK

## Alloy M4<sup>®</sup> Body Treatment Rx

**\$195 AT ALLOY**

Meet the first-of-its-kind body

## Flewd Cramp-Deleting Soak

**\$11 AT FLEWD**

Perimenopause and menopause

cream containing estriol, a topical form of estrogen available by prescription. To get it, you fill out an assessment on the Alloy website, a doctor reviews it and writes a prescription, and the cream is shipped to your door. In as little as eight weeks, the peptide-rich formula is clinically proven to smooth, firm, and reduce the look of crepiness. "I've been using it on my neck, chest, elbows, and knees—all the areas that look a bit weary," says Tung. "It feels really rich and cooling, and not at all sticky."

#### BEST COOLING MIST

### **Secret Clinical Cool Down Face & Body Deodorant Spray**

**\$13 AT TARGET**

With this spray, you get a cooling blast and a deodorant in one. "I've

bring a whole new world of aches and pains. This powerful soak of magnesium, omega-6 GLA, OEA aminos, and vitamins B1 and B6 relaxes muscle spasms and calms your mind. "My lower back was seized up from stress, so, per the label, I filled a tub with warm—not hot—water, poured in the pouch, and soaked for 15 minutes," Tung says. "At minute 10, something strange happened: My body started to feel like it was pulsating and floating, almost like the water was hugging me. Afterward, my back was amazingly unclenched."

#### BEST BODY WIPES FOR HOT FLASHES

### **Nécessaire The Body Wipe-Eucalyptus**

**\$30 AT SEPHORA**

**\$30 AT AMAZON**

always run hot, so I love that this spray helps me feel more comfortable and smell great," says Carter. "Summer in New York City is no joke, and I've been keeping it on standby in my purse." It's also hydrating and soothing, has notes of lavender and aloe, and it's safe to use on your face when you need relief right now.

Reach for these refreshing wipes after a hot flash. They're infused with niacinamide, omegas 6 and 9, and gentle surfactants to help you freshen up on the fly. And the soothing scent of eucalyptus water, oil, and extract makes the experience feel spa-like. "They're also great after the gym," says Carter. "I love that they're individually wrapped so they don't dry out."

#### BEST VULVA MOISTURIZER

#### BEST HORMONAL ACNE TREATMENT

### **Alubri Vulva Balm**

Now 10% Off

**~~\$25~~ \$22 AT AMAZON**

You don't have to live with dryness and discomfort down there. If you don't use a vaginal estrogen cream, try this fragrance- and hormone-free balm, which delivers instant, soothing hydration for hormone-related dryness and sensitivity. It's formulated with fruit extracts, calming allantoin, and a nourishing oil complex and helps restore not just comfort but balance to the vulvar ecosystem.

### **MMSkincare Balance<sup>2</sup> Acne Correcting Serum**

Now 15% Off

**~~\$85~~ \$72 AT MM SKINCARE**

Even if you never had acne in your teens or 20s, hormonal breakouts can pop up during perimenopause.

This effective serum from dermatologist Ellen Marmur, MD, helps treat existing blemishes while preventing new ones. A blend of botanicals, salicylic acid, and niacinamide works to calm inflammation and redness, minimize the look of pores, and leave skin feeling balanced, not dry or stripped.



# K-BEAUTY

From PDRN masks to NAD+ mists, the hits keep coming from Korea.

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BEST K-BEAUTY SHAMPOO AND CONDITIONER

BEST EXFOLIATING SERUM

## Unove Damage Repair Shampoo & Conditioner

**\$22 AT SEPHORA**

Once Korean chemists cemented their status as the top skin care innovators globally, did they think, Let's crack the code on next-level hair care, too? Based on these deeply hydrating and strengthening formulas, we'd say yes. "The shampoo lathers nicely and has a floral-y musk scent, but more than that, my hair stays clean and smooth for days," Sandoval Box says. The formulas work for all hair types and contain keratin, a bond repair complex, panthenol, and moisturizing oils.

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## Dr. Melaxin Peel Shot Exfoliating Cactox Serum

**\$18 AT AMAZON**

File this serum under "a little gross but deeply satisfying." As you massage it onto dry skin, you can feel and see it dissolving and then pulling dirt, oils, and dead skin cells from your pores. All of the Dr. Melaxin peel shots are viral sensations, but this one is our favorite because it has gentle exfoliating acids, peptides, and cactus extract to de-puff. "When I have stubborn blackheads and whiteheads, it works like magic," says Rivas.

## SHOP CONDITIONER

### BEST SHEET MASK

#### Bano PDRN 100 Collagen Gel Mask

**\$19 AT AMAZON**

PDRN (derived from salmon sperm or plants) might be the most talked-about ingredient that's made its way to the U.S. from South Korea. It's great at telling your skin cells to make collagen, calm inflammation, and work harder overall. Developed by Seoul-based board-certified dermatologist Jae Yong Ban, MD, PhD, this gel mask packs a serious PDRN punch along with other hydrators to give you that glass-skin effect. "Ideally, you want to wear the mask until it turns clear, which takes about four hours, so I put it on before I go to sleep. My skin looks significantly smoother and more radiant after each use," says Rivas.

### BEST SCALP DETOX

### BEST K-BEAUTY MIST

#### Haruharu Wonder Black Rice Mist

Now 20% Off

**~~\$22~~ \$18 AT YESSTYLE**

"Most mists I've tried are hydrating like water, but once they dry, my skin doesn't feel much different. This mist is literally a moisturizer in a spray bottle," says Rivas. What's more, it contains barrier-soothing skin care like ceramides and probiotics and features NAD+, a buzzy topical ingredient that supports cellular energy so your skin cells function at their optimal level. "If you have combination or oily skin or just prefer lighter creams, it's hydrating enough to be a daily moisturizer," says Rivas.

### BEST EYE PATCHES

### Dr. Groot Exfoliating Water

**\$33 AT AMAZON**

Caring for your scalp should be a priority because it's where hair growth starts, but it shouldn't feel like a chore. This pre-shampoo treatment works in just 10 seconds, then you rinse it out and wash normally. It contains salicylic acid, menthol, rosemary oil, and niacinamide to quickly and effectively dissolve buildup for a deeper clean and support healthy hair growth. "It's become my favorite part of my wash-day routine," says Rivas. "I live for the minty clean feel and love that it doesn't strip away my hair's softness and shine."

### Beauty of Joseon Revive Under Eye Patch

**\$20 AT AMAZON**

These powerhouse hydrogel patches contain ginseng, retinal, peptides, and bakuchiol (a plant-based retinol alternative) to wake up the undereye area. "I'm not sure where these have been my entire adult life, but I'm certainly happy to make their acquaintance," says Glassman. "I love that I can do things around the house with them on because they have a firm grip and don't slip off. I see an instant glow and reduction in the appearance of puffy undereyes."

BEST K-BEAUTY EYE CREAM

## Dr. Althea Retinol Eye Cream

\$20 AT YESSTYLE

This serum works overtime to de-puff, lift, and firm without compromising the delicate skin under the eyes. The key is that the blend of retinol and bakuchiol is balanced by soothing centella and madecassoside. "I'm able to use it nightly without irritation, and I love the gua sha roller applicator, which makes it easy to smooth on the product where I need it and instantly de-puff," says Rivas.

# ICONS REIMAGINED

Can you improve upon perfection? These genius updates are all the proof we need.

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BEST ICONIC MOISTURIZER

**Charlotte Tilbury Charlotte's Magic Cream**

**\$105 AT SEPHORA**

This winner had a celebrity fan base well before it launched in 2013 because makeup artist Charlotte Tilbury used it on her star clients and runway models. Their skin barriers were dry and sensitive from constant photo shoots and travel, and her cream instantly smoothed and plumped their complexions, creating a perfect canvas for makeup. This year, she updated the formula, adding a blend of over 100 peptides and tripling the concentration of the original's signature "cushion + lift mesh tech" to boost hydration, firmness, and elasticity. "I've noticed a huge difference in my skin's moisture level and the longevity of my makeup," Sandoval Box says.

BEST GLOWY FOUNDATION OF ALL TIME

**Armani Luminous Silk Foundation**

**\$69 AT SEPHORA**

For years, makeup artists and beauty editors have coveted this luxury formula because it feels so light but makes skin look flawless and radiant. "It seems like that would be impossible, but it really does create a natural glow without being makeup-y or settling into fine lines," Sandoval Box says. "I like to layer it over primer and blend it using a dense kabuki brush, which works especially well for 40-and-up skin." This year, the brand souped up the formula with hydrating glycerin and brightening niacinamide and fine-tuned the shade range, adding new ones and tweaking existing ones to match more of us. The verdict? It's still superb.

BEST FRAGRANCE COLLECTION

## GAP Fragrances

\$52 AT GAP

At some point in the '90s, you may have stood at a table at the Gap, thoughtfully sniffing Dream, Grass, Heaven, and Om to choose your signature scent. Now you can do it again. "The new versions are similar, especially the warm, jasmine-y Dream. But instead of picking just one, the idea is to layer them based on how you're feeling," says Sandoval Box, who often blends Dream and Om, a grounding, downtown-y scent of wood and incense. Heaven soothes with solar vanilla and musk, while Harmony (a new scent) energizes with apricot and gardenia. All five eaux de parfum have clean, modern ingredients and a 20 percent concentration so they linger for hours.

BEST ICONIC BATH OIL

BEST FOUNDATION RELAUNCH

## Avon Skin So Soft Bath Oil

**\$25 AT AMAZON**

One bottle of this moisturizing bath oil sells every minute. This year it turned 65, but rather than retiring, it's getting a glow-up with new aqua-hued packaging. Not to worry, though—the skin-softening, jojoba-rich formula and signature herbal scent remain exactly as fans remember. “I glide a few drops along my legs when they’re still damp from the shower to lock in hydration and leave them gleamy,” says Sandoval Box.

## Estée Lauder Double Wear Stay-in-Place Foundation

**\$52 AT ULTA BEAUTY**

**~~\$52~~ \$47 AT AMAZON**

It's been a top-selling foundation since it launched in the '90s, and now there's a new—and much improved!—formula. All of the 70 shades are thinner, more blendable, and more buildable than ever before. “This makes it so versatile,” says Sandoval Box. “Most days, I apply one layer to even out my skin nicely. But for a photo-ready day, I'll add a second layer to get the coverage level of the OG.

And I love the new finish: It's a modern matte that controls oil but doesn't cancel your natural glow or make your face look flat.”

# HAIR

Tried them, loved them, can't live without them.

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BEST LEAVE-IN CONDITIONER

BEST MASK

## Virtue Labs Strength & Shield Leave-In Conditioner

**\$38 AT DERMSTORE**

**\$38 AT SEPHORA**

This multitasking mist does far more than detangle. It strengthens fragile strands, shields against heat and UV damage, tames frizz, and leaves hair softer. "I've turned to this brand for years to restore and maintain my hair strength, so I already knew how well its signature ingredient—keratin proteins derived from and bioidentical to human hair—worked," says Sandoval Box. "I love that I can get it in a mist, which I find easier and less messy to apply than cream, and that it

## Highbrow Hippie Instant Silk Vitality Mask

**\$68 AT AMAZON**

"Julia Roberts called this an 'excellent formula,' and I concur," Glassman says. "It's a lightweight hair mask that leaves your hair bouncy and full without weighing it down. I like to use it twice a month as an overnight treatment, and this summer, I've been applying it on my damp hair after the shower, leaving it in all day, and then rinsing." The blend of bamboo leaf extract, camellia japonica seed oil, and oryza sativa bran oil delivers loads of moisture and shine.

doesn't weigh down or make my strands greasy."

BEST LUXE-FOR-LESS SHAMPOO AND  
CONDITIONER

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BEST EDGE TREATMENT

**Suave Hydra Gloss Shampoo and  
Conditioner**

**\$5 AT CVS**

Let's not bury the lede here: This duo costs \$10, and "it works just as well as the other shampoos and conditioners in my shower," Sandoval Box says. The sulfate-free formulas contain glycolic acid and camellia flower oil to cleanse, smooth frizz, and reveal a healthy shine on every hair type.

**SHOP CONDITIONER**

**Carol's Daughter Lisa's Kitchen  
Edge Treatment Balm**

**\$13 AT CAROL'S DAUGHTER**

With tight ponytails, slicked back buns, braids, weaves, and seriously laid edges in rotation, our hairlines go through a lot. This balm-to-oil find treats and protects delicate edges with a nourishing blend of green coffee butter, nettle leaf, lavender, and soursop. Use it on its own whenever your edges feel parched, or layer it under your edge control for a conditioning buffer. "The minoxidil hair regrowth foam I use on my hairline is drying, so applying this instantly makes it feel so much softer and keeps it healthy," says Carter. "It also has the loveliest scent."

BEST SHINE SPRAY

**Chris McMillan The Glassy Smooth Hair Oil**

**\$58 AT SEPHORA**

This hair oil mist absorbs instantly, feels amazingly lightweight, and offers heat protection up to 450°F. "It's a great way to smooth and freshen up your hair at the end of the day before going out," Glassman says. "A little goes a long way, which is why the delivery system is so brilliant; it gives you just enough to create McMillan's signature glass finish."

BEST LEAVE-IN TREATMENT

BEST TREATMENT FOR SPLIT ENDS

**Nexxus KERAPHIX Liquid  
Crystallizer Reconstructive  
Leave-In Treatment**

**\$30 AT ULTA BEAUTY**

~~\$30~~ **\$24 AT AMAZON**

~~\$25~~ **\$22 AT WALMART**

**Redken Acidic Bonding  
Concentrate Hair Bandage Balm**

**\$48 AT ULTA BEAUTY**

Haircut in a jar? Kinda! While no product can permanently mend split ends, this comes impressively close. The bond-building balm helps seal the look of frayed ends,

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Think of this serum as hair boot camp in a bottle. Using a bond repair system, its mission is to strengthen damaged hair, counteract the effects of coloring and heat styling, and leave hair soft and smooth. It's also light enough for fine hair. "The biggest benefit I found after just one use was how much easier it was to style my color-treated, often heat-styled hair, which was so silky I couldn't stop running my fingers through it," Sandoval Box says. "Also, it takes seconds to distribute through damp or dry hair—no need to rinse out."

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BEST SHAMPOO AND CONDITIONER FOR THIN &  
FINE HAIR

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**Kitsch Rice Water Protein  
Shampoo and Conditioner**

**\$14 AT ULTA BEAUTY**

smooths roughness, and protects against future damage so hair looks sleeker and freshly trimmed. "Ideally, you warm a pea-size amount between your palms and glide it down the ends of damp hair so you not only fix the splits but protect them from further heat damage," says Sandoval Box. "But I reach for this most when I'm restyling my dry hair with a curling iron and see that the ends look ragged. The balm seals them without leaving a stiff, greasy finish."

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BEST DRY SHAMPOO

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**Mane Fresh Fluff Dry Shampoo  
Foam**

**\$26 AT SEPHORA**

These formulas harness the power of rice water, which is known to strengthen hair and foster growth.

The shampoo and conditioner specifically use hydrolyzed rice proteins, which are clinically proven to increase volume on fine and thin hair and boost shine in just five washes. “The affordable price point is what grabbed my attention, but after putting it to the test, my hair feels significantly smoother after every wash,” says Rivas.

[SHOP CONDITIONER](#)

You’ve never met a dry shampoo like this. It looks and feels like a mousse, but as you work it in, it absorbs oil and delivers a va-va-voluminous finish. “I was worried the foam would wet my strands and ruin my blowout, but after working a golf ball-size amount through my roots, it dried down instantly,” Rivas says. “It also got rid of the separated, greasy look of my day-three hair and lifted my roots, leaving no white residue on my dark hair.”

### **John Frieda Volume Lift Pushed Up Dry Texture Spray**

[\\$14 AT AMAZON](#)

“There’s a special thing hairstylists do at the end of a blowout where they tousle your strands, massage your part, and separate the waves a bit. This spray does the same,” Sandoval Box says. “It makes my first-day hair more lived-in and less pageant-y while still keeping it looking and feeling clean and shiny.” You can also use it to add texture and grip for braiding and

### **Color Wow Money Laundering Hydrating Shampoo and Glossing Conditioner**

[\\$30 AT SEPHORA](#)

Celeb stylist Chris Appleton (who works with Kim K and J.Lo) joined forces with Color Wow founder Gail Federici and Joseph Cincotta, PhD (the duo behind some of the most iconic hair products of the past few decades), to create formulas that leave every hair type soft, smooth, glossy, and fresh. The sulfate-free, hydrating shampoo thoroughly

updos. Shake the can, then aim it at both roots and midlengths.

cleanses strands and rinses off completely, so no sheen-blocking residue remains. The conditioner uses castor and safflower oils plus a special ceramide to moisturize and smooth the outer cuticle layer of each strand. "I like that this combo creates a mirrorlike shine by making hair cleaner and healthier, not by putting a silicone on top of it," Sandoval Box says.

[SHOP CONDITIONER](#)

## Cécred Volumizing Mousse

[\\$32 AT ULTA BEAUTY](#)

This volumizing mousse gives you body, lift, frizz control, and heat protection in one fluffy dollop. "I wasn't a fan of mousse until I tried this one—it makes my curls pop in the best way," says fashion commerce editor Raena Loper. "It's now a permanent addition to my wash-and-go routine." It's also great for diffusing curls, blowing out your hair, or styling weaves and wigs. "I used it on my braids and extensions, and even on my niece's hair. The best part is that a little goes a long way, which is great for girls with thick, curly hair like me,"

says Loper.

BEST SCALP SCRUB

## Hindsgaul Hair The Scalp Scrub Shampoo

\$54 AT REVOLVE

The bodacious '80s hairstyles of the *Stranger Things* cast were the handiwork of Sarah Hindsgaul, the pro who created this scalp scrub and shampoo in one. Sea salt removes buildup and dead skin, while the formula lathers for a deep clean. "It's the best scalp scrub I have ever used," Glassman says. "I use it weekly to stimulate my scalp and leave my hair fresh, soft, weightless, and easy to style."

BEST STYLING OIL

BEST HAIRSPRAY

## Iles Formula Invisible Styling Oil

\$50 AT ILES FORMULA

If you've sworn off hair oils because they feel greasy, give this one a shot. Created by a hairstylist who found that heavier oils can dull blonde, color-treated, and highly processed hair, it delivers weightless nourishment without sacrificing shine. Its barely-there

## SexyHair Big Spray & Play Lighter

\$23 AT ULTA BEAUTY

Crunchy hairspray is a thing of the past. This lightweight formula helps smooth and hold your style without feeling sticky or hard. You can mist it over a blowout and still run your fingers through your strands, or apply a few layers to get a stronger hold on an updo—it's perfect for all

feel also makes it excellent for fine hair. After testing more hair oils than we can count, we can attest that this is one of the most lightweight formulas we've ever tried.

#### BEST HEAT-PROTECTANT SPRAY

### **Lolavie Speed Dry**

**\$30 AT CREDO BEAUTY**

**\$30 AT ULTA BEAUTY**

A heat protectant that speeds up drying time? Say no more. "I love the fine mist and how weightless it feels; it doesn't weigh down my strands or make them look greasy," says Rivas. In addition to the formula's amino acid technology, which cuts down the drying time, a combo of rice, baobab, and amaranth extracts protects hair from environmental aggressors and enhances shine. You can use it on damp or dry hair.

textures. "I love that it offers that hold without leaving my hair stiff and untouchable," says Rivas. A light spritz is all I need to soften flyaways and frizz."

#### BEST SMOOTHING CREAM

### **Shea Moisture Silk Press in a Bottle**

**\$16 AT ULTA BEAUTY**

**~~\$14~~ \$11 AT AMAZON**

Think of this leave-in cream as insurance for your precious blowout. It gives you heat protection and hair-strengthening moisture without compromising your natural curl pattern, and even better, it keeps your blowout smoother for longer. "I have natural curls and coils that I want to protect from damage. If I straighten my hair, I want it to stay straight for as long as possible so I don't have to reapply heat," says Loper. "I was impressed by how well this held up, even in the humidity."



# HAIR COLOR

Is there a beauty category with more pain points? These winners conquer all of them.

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## BEST OVERNIGHT SERUM

### **Arey Good Night, Grey**

**\$58 AT CREDO BEAUTY**

We used to think going gray was inevitable, but it's more complicated than that. All sorts of things can speed up or slow down the process, especially stress. This formula helps to prevent stress-related damage and encourages pigment production to help delay gray while you sleep. "It's a worth-it addition," Sandoval Box says. "Plus, it's oil-free, so I wake up and my style still looks good—there's no need to wash it out."

## BEST ROOT TOUCH-UP

### **Laura Geller Root Touch-Up**

**\$34 AT LAURA GELLER**

**\$34 AT AMAZON**

Praise the beauty gods! Makeup artist Laura Geller has a new solution for hiding gray roots, "and it's the best I've ever tried," Sandoval Box says. Use the built-in sponge to dab on the creamy tint, then layer the powder tint on top to lock it in. You can focus on small areas like brows and the hairline or cover your roots entirely. "I've tried sprays, gels, and sticks, and this eclipses them all," says Tung. "The color goes on effortlessly and stays without getting greasy or heavy. Lifesaver."

## BEST SHAMPOO FOR BLONDE AND GRAY HAIR

## Schwarzkopf Professional BlondMe Bond Repair Brightening Shampoo

**\$26 AT AMAZON**

This sulfate-free clarifying formula perks up and protects your color whether you're a natural blonde, highlighted blonde, or silver foxette. "It doesn't have a purple tint, so it won't change the tone of your color; instead, it removes the dull buildup and strengthens strands with bond builders," Sandoval Box says. "Use it once a week or even every other week."

BEST HAIR MASK FOR GRAY HAIR

BEST DRY SHAMPOO FOR DARK HAIR

### Sisley Paris Hair Rituel Beautifying Hair Care Mask for Blonde, White & Grey Hair

**\$130 AT DERMSTORE**

Gray hair's biggest enemy? Those sneaky yellow tones. This luxurious purple treatment helps neutralize them while defending against UV and environmental damage, all as it strengthens and revitalizes strands. And it's not just for silver hair: White, blonde, and platinum shades can all benefit from its brightening boost once or twice a week.

### Batiste Hint of Color Black Dry Shampoo

**\$11 AT ULTA BEAUTY**

"I have dark hair, so I know firsthand the struggle of dry shampoos that leave a white, chalky residue. And just when you think you've blended it all in, there's still a section that looks dusted with powder," says Rivas. Enter this dry shampoo with a hint of color—a genius solution for maintaining a fresh, clean, and voluminous blowout without having to worry about a white cast. It's also a great hack for concealing rogue grays.

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## CURLS

When you find the perfect formula for your texture, it's straight-up magic.

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BEST STYLING CREAM

BEST GEL FOR COILY HAIR

### Rizos Curls 6-in-1 Styling Cream

**\$25 AT ULTA BEAUTY**

### The Doux Block Party Anti- Humidity Defining Gel

**\$17 AT SALLY BEAUTY**

"I'm used to having a full lineup of curl products to define my wavy hair, but this has become my entire routine," says Rivas. "It makes my waves look curly and bouncy while offering a heap of additional benefits, such as heat protection, frizz-taming, split end repair, and moisture." The formula is packed with good-for-you vitamins, amino acids, hyaluronic acid, and mango butter.

#### BEST LEAVE-IN

### **Pattern Beauty Repair360 Leave-in Foam**

**\$45 AT ULTA BEAUTY**

This foam works overtime to deliver both styling and healthy-hair benefits. Amino acids and vegan protein shield strands from up to 450°F heat and revitalize hair that's damaged by heat or chemicals. Plus, it helps define and perk up curls. "Mine stayed bouncy and

**\$17 AT TARGET**

If you have very curly hair, this styling gel might be the only one you need. With firm hold, it not only defines and shapes curls but also locks out humidity while keeping frizz in check. "I was very impressed by how it immediately soaked in and clumped my curls," says community manager Shelby Copeland. "There was no flaking, and my curls lasted just about a week."

#### BEST GEL FOR WAVES AND CURLS

### **Odele Curl Defining Gel**

**\$12 AT ULTA BEAUTY**

Curly girlies know the struggle of finding a gel that defines and holds your style without making it look stiff. This needle in a haystack contains smoothing and hydrating amaranth seed extract, panthenol, and rice protein—and it's only \$12(!). "I've recommended it to all of my wavy and super-coily friends,

defined after breaking the cast,” says Loper, adding that “my curls usually last four to five days before I have to shampoo, but with this, my hair still looked good after a week.”

#### BEST SHAMPOO AND CONDITIONER

and they convert after a single use,” says Rivas. It gives just enough hold and lasts all day without sacrificing shine or a soft look and feel.

#### BEST WAVE SPRAY

### **Oribe Eternal Curls Shampoo & Conditioner**

**\$102 AT DERMSTORE**

Hair types 2 through 4 tend to be drier textures, and this duo provides the nourishment and hydration they need to thrive in all their curly glory. This duo contains repairing amino acids and conditioning polymers that fight frizz and make hair silky smooth. “My strands feel the difference,” Rivas says. “They’re softer, less frizzy, and bouncy. They also have the luxurious citrus-meets-floral scent that Oribe is known for, and—thankfully—it lingers.”

### **JVN Complete Air Dry Volumizing Wave Spray**

**\$28 AT SEPHORA**

You want your fine, wavy hair to give off sexy, windswept, beachy vibes, not '90s electrocuted crunch.

This lightweight styler is your solution. It tames frizz and adds soft definition without drying hair to a crisp. It’s also silicone-free and provides UV protection. “Salt sprays offer so much beachy volume but leave my hair wrecked and super dry after a while. This is salt-free and offers the same oomph,” Sandoval Box says.

#### BEST MASK

## TRESemmé Bouncy Curls Multitasking Hair Mask

\$8 AT AMAZON

The ultimate curl multitasker—that's how we'd describe this mask.

Powered by the beauty world's latest darling, peptides, it hydrates hair without weighing it down, improves elasticity, and helps keep cuticles smooth and frizz-free. "You can use it as a prewash, rinse-off, or leave-in treatment, but I like it as a daily styler because it's so lightweight," says Rivas. "My waves look and feel more hydrated, defined, and bouncy. Plus, it smells divine."

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# HAIR GROWTH

These breakthrough formulas offer noticeable, measurable, proven results.

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BEST SHAMPOO AND CONDITIONER FOR SCALP  
HEALTH

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BEST PEPTIDE SERUM

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## Nioxin Age Defense Shampoo and Conditioner

**\$29 AT ULTA BEAUTY**

Every gardener worth her salt knows that you won't grow much if your soil sucks. These formulas, made for all hair textures, are designed to create the optimal environment for an aging scalp: The shampoo removes impurities and buildup with salicylic acid, stimulates the follicles with caffeine, and feeds the skin with niacinamide. The conditioner also contains caffeine and niacinamide, plus hyaluronic acid to moisturize strands. "Between the gentle exfoliation and the minty scent, it leaves me feeling refreshed and thoroughly clean," Sandoval Box says.

**SHOP CONDITIONER**

BEST HAIR GROWTH CAPSULE

## OGX Pro-Growth + Peptide Scalp Serum

**\$10 AT AMAZON**

"I challenged myself to use this scalp serum religiously for one month. It's a click pen, so it was easy to distribute little drops along my hairline every night," says Sandoval Box. "A trichologist captured images of my scalp before and after, and we saw that not only did I have more at the end, but my existing strands were wider. The peptide-based formula plus my consistency had paid off, and the price is unbeatable."

BEST TREATMENT

## OMI Hair Growth Peptides Nourish

**\$86 AT OMI WELLBEAUTY**

We're fans of OMI's original hair-growth capsules and have the results to prove it. This new version is formulated for people experiencing hair loss due to rapid weight loss. It still has the peptides that strengthen follicles to reduce shedding, but it also has a patented pea sprout extract to stimulate the growth phase, organic bamboo extract to improve elasticity, and minerals and vitamins to replenish key nutrients we may be missing from our diet (specifically iron, zinc, copper, biotin, vitamin D, and B vitamins). "It's the same price as the original, and it's only two medium-size pills a day," says Sandoval Box.

## Kerativ Redensify Treatment Serum

**\$65 AT KERATIV**

Tackle shedding, thinning, and widening parts with this scalp serum. It combines redensyl and kopexil (ingredients that reduce shedding and support healthy hair growth) with caffeine, zinc PCA, adenosine, and pumpkin seed oil, which nourish and fortify strands. With consistent use, you'll see a difference in just three months. "The applicator makes it super easy to apply the serum in targeted sections, and it's lightweight and fast-absorbing, so it won't ruin your hairstyle or look greasy," says Rivas.

# SCENTS

From fragrances to hair perfume, these finds will delight your senses.

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BEST EMPOWERING SCENT

BEST GOURMANDS

## Miu Miu Miutine Intense

\$180 AT SEPHORA

Spritz this on when you need a shot of confidence. At first whiff, the floral bouquet uplifts and energizes, but as it settles, deeper, juicier gourmand notes of blackberry and vanilla bourbon emerge. "This scent reminds me that there's strength in softness, because even though it's sweet and feminine, it has a captivating complexity that pulls you in for more," says Rivas.

## Viktor&Rolf BonBon

\$100 AT ULTA BEAUTY

"My new favorite party trick is to ask people to smell these scents and guess what they are. The answers are always on the tip of everyone's tongue because they conjure nostalgic treats we all love," says Sandoval Box. "Spoiler alert: Berry Jelly smells like a raspberry gummy bear; Caramel Crunch is like warm caramel popcorn; and Cola Fizz is a Diet Coke with lemon—it's uncanny and somehow totally works." On skin, each addictive scent dries down to wearable, elegant notes of peony (Berry Jelly), vanilla (Caramel Crunch), or white musk (Cola Fizz).

### BEST BEDTIME SCENT

## This Works Own Time

\$115 AT THIS WORKS

Nothing says sweet dreams like a quiet mind and a calm body. A spritz of this soothing fragrance before bed can help you achieve both. It was created in collaboration with a renowned

neuroscientist and contains aromatic essential oils that trigger the parasympathetic nervous system, so you unwind more with every breath. "It acts as a form of aromatherapy that signals to my brain and body that it's time to relax," says Rivas.

BEST SCENTED BODY WASH

### Dries Van Noten Liquid Soap

\$90 AT BERGDORF GOODMAN

Few products elevate the everyday like these beautiful body washes. Each formula transforms showering into a self-care ritual, combining mild surfactants with fragrances that linger long after you step out. [Soie & Amber](#) is warm and rich, [Basil & Hinoki](#) feels crisp and verdant, and [Pepper & Rose](#) balances florals with an alluring musk. "Soie & Amber is my favorite," says Carter. "The scent is so captivating that I had to stop myself from using too much in a single shower." Each comes in an elegant glass bottle that's refillable and recyclable.

BEST NEW COLLECTION

BEST FLORAL

### LAFCO New York Fine Fragrance Collection

\$98 AT LAFCO

### Liis Flower Glyph

\$175 AT REVOLVE



Lafco is best known for candles, but that's about to change. "The candles have been a perennial favorite of mine for years, and now they've come up with fine fragrances inspired by their top sellers—so clever," says Glassman. There are six special scents: Tropic Waters (beachy and light), First Bloom (a fresh floral), Midnight Aura (with wild raspberry and prickly pear), Fireside Light (woody mix of vanilla and cognac), Golden Morning (soothing chamomile and honey), and Bare Summer (cardamom, myrtle, and warm sand). For Glassman, two stand out: "Bare Summer is like sun in a bottle, and Golden Morning comforts your senses."

BEST HAIR PARFUM

**Madame Grey Pour Cheveux  
Strip-Tease**

**\$100 AT VIOLET GREY**

"This hair parfum will bring all the boys to the yard. It's sensual and

"This is the perfect floral for someone who doesn't usually wear florals: me!" says Glassman. Unexpected notes of ink (yes, ink), honeysuckle, jasmine sambac, blueberry, and Mirabelle plum create a fragrance that's fruity, floral, and distinctive. "It's sexy, slightly sweet, never overpowering, yet wonderfully complex," adds Glassman. "I like that it's a clean, fresh unisex scent that feels neither too feminine nor too masculine, and it lingers in a lovely way."

BEST SCENTED BODY BUTTER

**Sol de Janeiro Rosa Charmosa  
Dewy Cream**

**\$48 AT SEPHORA**

**\$48 AT AMAZON**

intoxicating, and it lingers, so others will surely catch a whiff as you walk by," Glassman says. "I suggest spraying it onto a brush or comb and distributing it through your hair." The specific notes are kept under lock and key, but we're picking up a bold white floral, like gardenia, mixed with sexy musks.

Sol De Janeiro is known for scents that transport you to the tropics. You can skip your fragrance when you apply this whipped formula because the notes of rose, passion fruit, and honey caramel are sublime on their own. "It's the ultimate multitasker because it hydrates and boosts skin softness—shout out to those peptides and rosewater—but it also leaves behind a delicious scent that doubles as my perfume," says Rivas.

#### BEST BODY MIST

### **Being Frenshe Matcha Me Hair, Body & Linen Mist**

**\$17 AT TARGET**

"I first tested this new tea-inspired scent on my sheets hoping that the combination of matcha, coconut milk, sandalwood, and vanilla would ease me into a focused, meditative state," says Sandoval Box. "Soon enough, I was spritzing it in my shower, on my yoga 'fit, through my hair, and on my wrists."

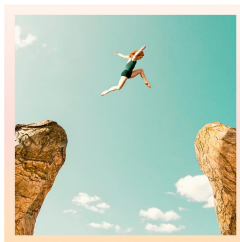
The essential oil blend isn't overpowering, so you can spray with abandon.

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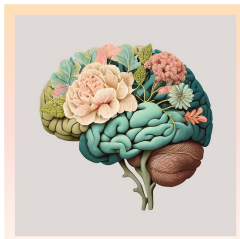
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