

NEWBEAUTY®



10th Annual Beauty Awards

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



THE BEST
VOLUMIZING MOUSSE

Nothing like the crunchy formulas from the '80s, **ColorProof SuperPlump Whipped Bodifying Mousse** is rich and concentrated yet ultra-light so lifeless hair gets a major volume boost. \$28, shop.colorproof.com



THE BEST
HEAT PROTECTANT

Living Proof Perfect hair Day Heat Styling Spray's sheer, silicone-free mist feels super light but acts like a hefty coat of armor on hair, shielding it from 450-degree hot tools. \$28, sephora.com



THE BEST
TEXTURE SPRAY

Infused with collagen for even more bodifying benefits, **Big Sexy Hair Fun Raiser Volumizing Dry Texture Spray** revives dull, do-nothing strands in seconds for an effortlessly tousled look. \$22, ulta.com



THE BEST
CURL DEFINER

Those with Type 3B to 4C hair will especially love the no-crunch hold of **SheaMoisture Coconut Custard Make It Last Wash N' Go Defining Gel-Oil**, which defines and conditions curls with shea butter and coconut oil. \$12, target.com



CLEAN BEAUTY
THE BEST
AIR-DRY STYLER

Whether you're running late to work or just want to give your hair a break from hot styling tools, work **Odele Air Dry Styler** through towel-dried strands for frizz-free shine and a controlled finish. \$12, target.com



THE BEST
HAIRSPRAY

Go-to **TRESemmé TRES TWO Extra Hold Hair Spray** now comes in an **Unscented** version for those who aren't fans of that classic hairspray smell, but its nonsticky feel and all-day hold haven't changed a bit. \$5, target.com



THE BEST
FRIZZ FIGHTER

Three things we love about **The One by Frederic Fekkai The Tamed One Anti-Frizz Balm**: a little goes a long way, it tames frizz without a greasy residue and it smells incredible (like all Fekkai products do). \$28, theonebyfekkai.com



CLEAN BEAUTY
THE BEST
SALT SPRAY

The mineral-rich pink Himalayan salt in **Innersense Organic Beauty I Create Waves** gives hair vacation-quality texture without drying it out. Our only complaint is that we want it in a bigger size! \$26, innersensebeauty.com



CLEAN BEAUTY
THE BEST
THICKENING SPRAY

When fine hair falls flat, **Better Not Younger Lift Me Up Hair Thickener** lives up to its name, lifting at the root for a denser look. Just spray on damp hair where your hair naturally parts and style as usual. \$34, betternotyounger.com



ARTHUR BELEBEAU/TRUNK ARCHIVE