

# PURE BEAUTY

MAKING YOU THE BEAUTY EXPERT

*The shortlist*

PURE **BEAUTY**  
**AWARDS**

LONDON 2021

*20 years*



**EXCLUSIVE**  
Glow Recipe's  
secret sauce

**THE  
REAL  
DEAL**

Online retail's  
shake-up

# FESTIVE FORECAST

A season of glamour, gifts and luxury launches

COSMETICSBUSINESS.COM  
SEPTEMBER 2021



# BEST NEW NATURAL FACE PRODUCT

## ● ananné, REGENERATIO OVERNIGHT REPAIR MASK

This intensive mask activates cell regeneration and smooths fine lines and wrinkles, leaving skin glowing in the morning. The cruelty-free, halal and vegan-friendly formula includes moringa oil and sea buckthorn oil to create a fine and even skin texture, repairing and protecting cells while encouraging skin to cleanse itself. Meanwhile, it is suitable for all skin types.



## ● Antipodes, Culture Probiotic Night Recovery Water Cream

Formulated with certified vegan ingredients from New Zealand, this cream boosts moisture levels and strengthening the skin's barrier, optimising skin recovery overnight. Designed with stressed skin in mind, it utilises Kalibiome AGE Probiotic, a natural good bacteria that helps to reduce water loss and support firmer skin, inviting users to sink into a relaxing nightly ritual that provides balance and ultimate hydration to skin.

## ● DOUVALL'S, ACNE REHAB SERUM

Specifically developed for acne-prone skin to aid healing, this organic argan oil is rich in proteins, linolic acid and natural standardised CBD. It includes vitamin E, essential fatty acids, and antioxidants to treat, strengthen and repair skin, as well as papaya ferment extract and papaya seed oil, palmarosa and lavender seed oils to hydrate, rejuvenate, soothe and help to control sebum production.

## ● Dr. Hauschka, Soothing Day Lotion

Developed to provide skin with long-lasting protection throughout the day, this moisturising lotion features premium botanical extracts and oils that stimulates the skin's natural process of oil and moisture production and reduces tautness. It is especially suitable for skin prone to redness, helping it appear less irritated, while the smooth texture also absorbs quickly, making it an ideal base for make-up.

## ● EVOLVE ORGANIC BEAUTY, BIO-RETINOL + C SKIN BOOSTER

An oil-based booster to improve the appearance of dull and tired skin, this formula blends vitamins A, C, F and E with rosehip oil, claiming to penetrate deeper into skin than water-based products. Vitamins C and A provide anti-ageing benefits, improve collagen production and hydration, while antioxidant-rich vitamin E helps to heal skin and vitamin F nourishes and replenishes.



## ● KIVENS, ULTIMATE CELLULAR PROTECTION

Providing premium care for sensitive skin, this cream is formulated without common irritants such as alcohol, perfumes, sulfates or dyes. With a transformative effect to help skin become less reactive, it repairs the skin barrier and helps to reduce fine lines and pigmentation, while protecting skin from blue light, pollution, UV radiation and other stressors, leaving skin hydrated, smooth and brighter.



## ● LIVING NATURE, advanced renewal night serum

This age-defying serum harnesses the power of natural ingredient D-Ribose to boost skin energy, renewal and regeneration. It includes hyaluronic acid to promote collagen, organic coconut oil to protect and hydrate and New Zealand manuka honey to nourish the skin. In product trials, 94% of participants described their skin as more radiant, while 82% observed an improvement in overall skin health, tone and texture.

## ● MÁDARA, VITAMIN C ILLUMINATING RECOVERY CREAM

A glow-enhancing powerhouse to brighten and improve skin tone, this Recovery Cream helps to prevent dark spots, hyperpigmentation and loss of skin firmness. Based on ascorbic acid glucoside, a stabilised form of vitamin C that is highly resistant to oxidation, it includes hyaluronic acid for hydration and seaweed extract to boost the brightening effect, leaving skin softer and smoother.

## ● NÊÔ SEPHIRI, Pure Kalahari Melon Facial Oil

Harnessing the power of kalahari melon oil, which evolved to withstand extreme ecosystems and is said to possess higher natural vitamin E levels than any other oil, this facial oil deeply hydrates and nourishes skin to slow fine lines and wrinkles. It includes 70% omega-6 linoleic acid to target skin recovery, while vitamin E provides a natural preservative to ensure long lasting skin benefits.

## ● olivanna, BAKUCHIOL MIRACLE NIGHT SERUM

Powered by collagen-boosting bakuchiol, this overnight serum works while users sleep to restructure and rejuvenate skin. Enriched with hyaluronic acid and botanicals, it delivers a triple-action effect to lift, firm and smooth. Nourishing rosehip and evening primrose oil work to boost the skin's natural barrier function, while increasing moisture levels to leave the complexion plump and lifted, with fine lines visibly reduced.