



PHOTOGRAPHED BY Jonathan Kambeurris

BEAUTY

2013 **redbook** **makeup** most valuable products

THE 42 SMARTEST NEW BUYS OF THE YEAR

What makes a face cream, lipstick, or hairspray stand out above all the rest? When 22 serious beauty professionals fall in love with it. After months of testing hundreds of new formulas, our experts discovered 42 breakthroughs that'll make your routine faster, easier, better.

BY GINA WAY



MAKEUP

1 / Best bronzer
Physicians Formula Argan Wear Ultra-Nourishing Argan Oil Bronzer, \$14.95
This glistening powder—which is hypoallergenic and paraben-free—did more than just deliver believable sun-kissed color; it doubles as a highlighter, too. “I dusted the shimmering gold on cheekbones and eyelids to create a sexy sheen,” said makeup artist Anthea King. Hoda Kotb swirled it all along her shoulders and arms. “Kathie Lee Gifford and I lives in sleeveless dresses on our

show, so this added the perfect glistening effect,” she said.
2 / Best foundation
DiorSkin Star Foundation, \$50
Like a mini photo studio, this has light-reflecting pigments to blur lines and spots, along with color-correcting ones to balance red, yellow, or sallow tones. “I applied it with a damp sponge and it looked like my own skin—if it were naturally poreless and luminous,” said makeup artist Ashunta Sheriff. “I get tons of compliments, and the effect held up through

a 12-hour day. Plus, one drop covers your entire face, so the bottle lasts you a while.”
3 / Best multitasker
Revlon PhotoReady BareMinerals BareSkin Insta-Fix Makeup, \$11.99
“An indispensable addition to my makeup kit,” declared King. “It’s portable, inexpensive, and works equally well as a concealer or foundation. I used it on under-eye

work on all complexions.” Our tip: Dab it on with the sponge that comes in the compact—a brush can cake on too much.
5 / Best blush
Tata Harper Volumizing Lip & Cheek Tint, \$35
An all-natural cream blush is good; one that’s packed with soothing lavender and antioxidant green tea is great. And most important, “It glided onto my skin beautifully and gave me the loveliest dewy glow,” said Gohara. Dermatologist Macrene Alexiades, who used Very Charming, a rosy pink.

MEET OUR EXPERT JUDGES

Hoda Kotb
Cohost of Today With Kathie Lee and Hoda and author of *Ten Years Later: Six People Transformed Their Lives*

MAKEUP ARTISTS

GIYA BASS
Works with Tina Fey and Allison Williams

HAIRSTYLISTS & COLORISTS

ASHUNTA SHERIFF
Works with Mollie Sims and Taraji P. Henson

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HAIR

1 / Best shampoo & conditioner
Pantene Pro-V Full & Strong Body Building Shampoo and Flexible Conditioner, \$4 each
“I recently chopped off most of my fine hair and was worried it would fall flat, but this system gave it so much control, I skipped my usual volumizing spray,” said Marmor. “Chi noticed that.” It helped my thick hair stay smooth, lush, and shiny for days.”

2 / Best deep-treatment
Dove Quench Absolute Intensive Restoration Mask, \$5.99
“I flat-iron my curls every day, so this gave a beating,” said Gohara. “But this made my hair noticeably softer and healthier after just two uses.” Hairstylist Ursula Stephen explained that “the formula is so rich, you only need a quarter-size amount, even if you have long hair. And although it’s designed for thick textures, it’ll help repair dry, ragged ends on all hair types.”

3 / Best shine booster
Nexxus New York Salon Care Oil Infinité Nourishing Oil, \$17.99
“This made my hair glossy but not weighed-down,” said hairstylist Ashley Streicher of the blend of oils that includes buriti, sweet almond, and macadamia. Stephen added, “It controlled frizz really nicely on textured hair.”

FRAGRANCE

1 / Best dark polish
F1 Infinite Shine Gel Effects Lacquer in Raisin’n’ The Bar, \$12.50
“The deep burgundy hue is the exact color of red wine—so sophisticated,” said manicurist Jin Soon Choi. “It’s gorgeous on all skin tones, and the flexible brush made it easy to paint on quickly.” Kotb, who deemed the shade “the perfect pedi color,” also took notice. “And that was before putting on a topcoat.”

2 / Best sheer lipstick
Lancôme Shine Lover Vibrant Shine Lipstick, \$25
“Since all 19 colors are transparent, they make it easy to pull off something bold. No matter which one you choose, you really can’t go wrong, because they flatter all skin tones,” said makeup artist Brigitte Reiss-Andersen. She’s been wearing French Sourire, “a hot pink that’s not overwhelming. And the application is a breeze.”

3 / Best full-coverage lipstick
NARS Audacious Lipstick, \$32
“I put this on early in the morning before a photo shoot, and my lips still had color when I got home late that evening,” said makeup artist Giya Bass of the long-wear formula, which has shea butter and natural oils to moisturize. “It goes on nice and stays put—not at all drying,” added colorist Rita Hazan. For Kotb, the magnetic top was the cherry on the cake. “It keeps the tube from coming open in my bag,” she said. “My husband must have shades (it comes in 40 colors) is plus, Marie.” “It’s hard to wear Swirl red.”

LIPS

4 / Best lip balm
Yes To Coconut Cooling Lip Oil, \$5
“I thought an oil would be a sloppy mess, but this was the most nourishing balm I’ve ever used,” raved Tenover. “I’ve used Tenover’s colorless balm, Nadine Abramczyk. My lips felt hydrated for hours, and the slanted lip makes it a cinch to put on.” Karof’s Daughter founder Lisa Price gave props to the 99-percent-natural formula and the subtle coconut scent. “The balm stayed put for nearly four hours, without a touch-up.”

SKIN

1 / Best anti-aging night cream
Olay Regenerist Luminous Overnight Mask, \$28
“It’s labeled an overnight mask, but it’s fantastic as a nightly moisturizer,” noted dermatologist Julie Karen. “It has a potent anti-aging complex with niacinamide and mulberry root extract fade spots and balance skin tone; antioxidant vitamin E strengthens skin’s outer layer; and provitamin B₅ and glycerin really hydrate.”

SKIN

2 / Best face wash
Simple Skincare Micellar Cleansing Water, \$6.99
Microscopic oil droplets in this water-like cleanser magically latch on to dirt and makeup and lift them off skin without having to rinse—just dampen a cotton pad with it and swipe all over your face. “My skin felt completely clean but also moisturized,” said Abramczyk, adding, “As a mom of two little kids, I need something this fast!”

SKIN

3 / Best exfoliator
Prox by Olay Nightly Purifying Micro-Peel, \$39.99
Our judges were amazed that this blend of glycolic, citric, and lactic acids—which claims results equal to one professional peel—lived up to the hype. Designed to be used for five consecutive nights, “It left my skin soft, glowy, and more even-toned after the five days, with zero irritation,” said Bodge.

SKIN

4 / Best daytime moisturizer
Philosophy No Reason to Hide Instant Skin-Tone Perfecting Moisturizer, \$45
“I was so impressed by this. I know use it every day,” Karen gushed about this lightweight lotion. “It has salicylic acid to clear pores, niacinamide and vitamin C to brighten skin, good mineral sunscreens, and it’s paraben-free.” Reiss-Andersen praised the sheer tint, “which adds a healthy glow but also wears nicely under makeup.”

SKIN

5 / Best eye cream
Elizabeth Arden Future Perfect by Ceramide Eye Gel, \$40
“Ceramides are like little soldiers that help your skin block out aggressors and keep moisture in,” explained Gohara of this gel. “It sinks right in, so I was able to apply concealer on top almost immediately. It also has silicone to fill in lines plus light reflectors, so even without makeup, the skin around my eyes looked more luminous.”

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HAIR

6 / Best hair spray
Rusk Working Spray, \$19
The competition was stiff in this category, but the winner was not. “This hairspray performs like a strong-hold formula, but with no crunch or flakes,” noted Hazan. “I spritzed it on dry hair in the morning and my style held up through racing around in the rain all day. Even after layering it on for several days between showers, my hair never felt gunky.”

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HAIR

8 / Best de-frizzer
JoM Frizz Fix Case Miraculous Recovery Repairing Creme Serum, \$9.99
“I worked a pea-size drop through my damp curls before air-drying them, and they stayed frizz-free through an outdoor photo shoot on a drizzly

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