



BEAUTY

11 UNDER-RATED SKIN-CARE BRANDS YOU SHOULD KNOW ABOUT NOW

A roundup of our current favorite up-and-comers in the beauty world.

STEPHANIE SALTZMAN · 2 HOURS AGO

MAKE



Why it's cool: Though it's technically a makeup brand, Make's recent launches in the skin-care realm are what put it on this list. The [Succulent Skin Gel](#), inspired by (shocker!) succulent plants, somehow manages to be simultaneously quenching and balm-like, but also lightweight and non-greasy. The multipurpose Marine Salve, which includes actual algae, is like Aquaphor on steroids.

Make is also socially conscious, donating 10 percent of its sales to the We See Beauty Foundation (which "supports women-led, worker-owned cooperative businesses") and recently ran a promotion to encourage customers to support Standing Rock and defend against the Dakota Access Pipeline.

Stand-out products to try:

Succulent Skin Gel, \$25, available at makebeauty.com.

Marine Salve, \$20, available at makebeauty.com.