

SELF

23 of the Best-Selling Drugstore Beauty Products of All Time

You can buy every single thing on this list for less than \$200.

It's nice to decorate your bathroom vanity with fancy beauty products. But if we're keeping it real, there's nothing like a good ole drugstore item. Even as a beauty editor who has tried some of everything on the market, I've got a couple of low-cost faves that I'll never replace. And [makeup artists](#), [models](#), and actresses agree: You don't always have to spend a ton of money to get your hands on a really great product.

The shrewdest bargain beauty shopper knows that not only are drugstore finds a great bang for your buck, but many of them can be used for multiple purposes, which increases the value even more. Out of dry shampoo? Sprinkle some [baby powder](#) on those roots and you're good to go. Cash-saving genius. Not that you ever have to go long without your favorite drugstore product. If you're ever in a pinch, there's practically a [CVS](#) or Walgreens on every corner.

We asked 23 cosmetic companies to reveal their number-one all-time best sellers. These time-tested skin, hair, and makeup mainstays have you covered literally from head to toe—grab any (or all!) of them during your next corner-store run.

Black Opal True Color Stick Foundation

This stick foundation comes in 16 shades with lots of variations for deep skin tones. Plus, it's a favorite because it's also perfect for highlighting and [contouring](#).

Try it: \$10; blackopalbeauty.com

