

WELCOME TO
OUR FIRST-EVER
DIGITAL BOOKLET

**THE NEW YEAR,
NEW YOU TUBE.**

T E S T T U B E[®]
POWERED BY **NEWBEAUTY[®]**

GET GLOWING

Did you know that 81 percent of people deal with dry, itchy skin between the months of November and March? As the winter gets colder, our skin—whether on our face or scalp—is in desperate need of a pick-me-up, and your TestTube is arriving at just the right time to help out.

A new year comes with new goals, and for many people, implementing an effective beauty routine into their day-to-day life is at the top of the list. All of the products needed to get started are included in this month's Tube: 111SKIN Rose Gold Eye Mask is the perfect under-eye brightener for days when getting out of bed feels impossible; Dr. Dennis Gross Skincare Stress Rescue Super Serum combats signs of stress (bye, 2020) and leaves skin looking renewed and fresh; Éminence Organic Skin Care Age Corrective Night Cream plumps and hydrates for a smoother complexion come morning; John Masters Organics Hawaiian Cocktail Lip Calm keeps dry lips looking extra plump; and Youtheory® Immune+ Daily Wellness works to keep skin glowing from the inside out.

Now that we've set the stage for an everyday routine, it's time for some fun extras. Use Christophe Robin Cleansing Mask with Lemon on wash days; Grande Cosmetics GrandePOP Liquid Blush on Zoom calls; and Hero Cosmetics Micropoint for Dark Spots when a blemish is overstaying its welcome.

Happy Testing!

The Editors at NewBeauty

Olivia Wohlner, NewBeauty's Editorial Assistant uses her Tube to display dried eucalyptus in her entryway.

How do you use yours? Show us by tagging **@NEWBEAUTY** with **#NBTESTUBE**.



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CHRISTOPHE ROBIN

CLEANSING MASK WITH LEMON

where to buy
SEPHORA, \$49

📷 Follow @christopherobinparis

WHAT IT IS

A three-in-one treatment that's suitable for dry or colored hair, this shampoo-turned-mask cleanses, nourishes and protects strands in one punch. Post-use, hair is left feeling soft, silky and refreshed.

HOW TO USE

Apply to wet hair, and little by little, add water to emulsify. For a deeper treatment, let it sit on the scalp for up to 20 minutes.

EDITOR FEEDBACK

"I love a low-lather shampoo that won't strip my color, and this one delivers much more than just clean hair."
—Brittany Burhop Fallon, beauty director

KEY INGREDIENTS

St. John's wort, the ultimate damage-repairing and stimulating ingredient, plus lemon peel extract, make this shine-enhancing product one you'll look forward to using (and smelling).

EXPERT INSIGHT

"When women color their hair frequently, it becomes very sensitive and fragile. That's why Christophe Robin worked with the best chemists to formulate a mild shampoo that would wash hair in the gentlest way, long before co-washes became a trend. The iconic Cleansing Mask with Lemon was developed in 1999 and is a three-in-one formula that gently cleanses, deeply nourishes and locks in color. I've been using this low-shampoo for years and I swear by it to offer the best and most gentle care to our salons and clients."
—Sarah Russo, director of field & education



ÉMINENCE ORGANIC SKIN CARE

MONOÏ AGE CORRECTIVE NIGHT CREAM FOR FACE & NECK

where to buy

EMINENCEORGANICS.COM

\$17, .5 OZ.

📍 Follow @eminenceorganics

WHAT IT IS

Colder weather often means drier skin, and this rich cream is arriving at the perfect time to bring parched complexions back to life with its blend of luxurious, hydrating oils.

HOW TO USE

Apply a layer of this cream over the face and neck before bed. For a lighter feel, mix it with a few drops of water and apply it directly to skin.

EDITOR FEEDBACK

“Packed with argan, jojoba, grape seed and that magical monoï oil, this works-for-everyone anti-aging cream delivers hydrating results overnight.”

—Liz Ritter, executive editor

KEY INGREDIENTS

Hydrating (and blissfully fragrant) monoï oil is the ultimate firmer and hydrator in this milky formula. The addition of argan oil, shea butter and evening primrose oil revitalize the look of tired skin and firm fine lines.

EXPERT INSIGHT

“It’s important to recognize that you naturally lose more water when you’re sleeping, through a process called transepidermal water loss. You might wake up with your skin feeling drier or extra oily, meaning your skin is trying to work overtime to stay balanced. Reach for the Monoï Age Corrective Night Cream for Face & Neck for a good, rich moisturizer with lots of oils in it that will help regulate your skin.”

—Natalie Pergar, lead skin-care trainer



GRANDE COSMETICS

GRANDEPOP PLUMPING LIQUID BLUSH

where to buy
GRANDECOSMETICS.COM, \$25

Use code **NBGLOWUP50** to receive 50% off your purchase of GrandePOP Plumping Liquid Blush or GrandeGLOW Plumping Liquid Highlighter! Offer expires 3/31/21.*

*One-time use per customer.
Cannot be combined with any other offers.

WHAT IT IS

The perfect pop of color for dry, winter skin, this plumping blush gives cheeks the oomph they deserve. Plus, the shade selection makes the product suitable for year-round wear.

HOW TO USE

Dab this liquid blush onto the apples of your cheeks and blend upwards toward your hairline. Within one to two minutes, skin will feel tight and lifted.

EDITOR FEEDBACK

"In the middle of winter, I'm always looking to spice up my skin with a dewy glow. Grande's Plumping Liquid Blush not only illuminates my cheekbones, but makes my entire face look lifted, too." —Olivia Wohlner, editorial assistant

KEY INGREDIENTS

Included in the ingredient lineup is Vin-upLift®, a patented ingredient complex naturally derived from Swiss grapes that visibly plumps, lifts and hydrates skin, as well as Gatuline® Radiance, a concentrated floral extract designed to brighten, calm and illuminate skin.

EXPERT INSIGHT

"Beyond the beautiful color payoff, what I love most about this two-in-one product is the gentle cooling sensation it creates upon application. You can feel the Vin-upLift® working its magic." —Alicia Grande, founder & CEO

*Shades vary per Tube.



DR DENNIS GROSS SKINCARE

B3 ADAPTIVE SUPERFOOD STRESS RESCUE SUPER SERUM

where to buy
SEPHORA.COM, \$37

Receive 15% off the purchase of one B3 Adaptive SuperFood Stress Rescue Super Serum (1oz) on [DrDennisGross.com](https://www.DrDennisGross.com) using code **NBSTRESS15**. Offer expires 3/1/21.*

*Limit 1 offer per customer. While supplies last.

WHAT IT IS

A silky serum worth the vanity space, this blend of superfoods and adaptogens targets signs of stress-induced aging and gives skin a much-needed nutrient boost.

HOW TO USE

Both morning and night, massage this serum into clean, dry skin.

EDITOR FEEDBACK

“Powered by niacinamide, this do-it-all serum both corrects and prevents redness, dullness, uneven skin texture, and fine lines and wrinkles. It’s so lightweight that I can use it morning and night, and it never feels like there is anything on my skin.”
—Tatiana Bido, features editor

KEY INGREDIENTS

High in antioxidants, superfoods, adaptogens and vitamins, this serum includes an evenly distributed mix of niacinamide, ashwagandha and goji berry. If your skin hasn’t felt bright and toned before, now is the time to start incorporating these ingredients.

EXPERT INSIGHT

“Stress reduces the circulation to the skin resulting in less oxygen, nutrients and antioxidants the skin receives. Adaptogens and superfoods applied topically reverse this and increase blood flow to the skin immediately reversing the signs of stress: redness, dry patches, dullness, flare-ups, tired eyes and fine lines and wrinkles.”
—Dr. Dennis Gross, board-certified dermatologist and cofounder of Dr Dennis Gross Skincare



HERO COSMETICS

MICROPOINT FOR DARK SPOTS

where to buy
HEROCOSMETICS.COM, \$13

15% OFF your purchase using
code **TESTTUBE**. Offer expires
3/1/ 2021 at 11:59PM EST.

WHAT IT IS

Fight back against blemishes with this scar-dissolving patch, which uses 173 micropoints to distribute its long list of brightening ingredients into the skin's dermis.

HOW TO USE

After extracting a blemish, let it recover for about one to two days. Then, apply the patch directly on top of the area.

EDITOR FEEDBACK

"I reach for this after the demise of every pimple to avoid acne scars. It instantly protects and brightens hyperpigmentation."
—Lara Eurdolian, guest editor

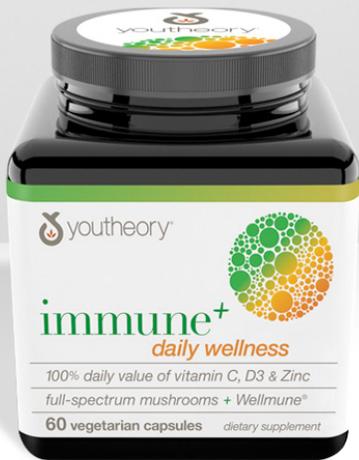
KEY INGREDIENTS

Each patch is infused with vitamin C to brighten, sodium hyaluronate to promote moisture, niacinamide to smooth, and tranexamic acid to target dark spots.

EXPERT INSIGHT

"Our unique pyramid-shaped microneedles are designed with an ultra-fine tip to tackle dark spots where we need it most, flooding the skin with an intense infusion of brighteners."

—Ju Rhyu, CEO



YOUTHEORY® IMMUNE+ DAILY WELLNESS

where to buy

YOUTHEORY.COM, \$32.49

20% OFF using code **TESTTUBE20**.
Offer expires 3/30/21.

WHAT IT IS

When taken every day, Youtheory's vegetarian capsules provide powerful immune support and maintain upper respiratory health with help from six organic mushroom extracts, vitamins C and D3, and zinc.

HOW TO USE

For immune maintenance, take three capsules daily. For immediate support, take three capsules twice daily.

EDITOR FEEDBACK

"I always keep these capsules next to my coffee maker so I don't forget to take my morning dose. I notice a huge difference in my overall well-being when I'm consistent about my supplement routine."—Danielle Fontana Dooley, senior digital editor

KEY INGREDIENTS

Made from a mix of medicinal mushrooms, Wellmune® Baker's Yeast Beta Glucan is the foundation for this immune supporter. Also in the mix: vitamin C, vitamin D3 and zinc—three must-haves for supporting healthy immune function.

EXPERT INSIGHT

"As the CEO and founder of a leading global supplement brand, we know how important it is to make sure our bodies' immune systems are running optimally. We started researching high-quality immune ingredient formulations over a year ago, and have created a product that not only contains 100 percent of the daily recommended dose of vitamins C and D and zinc, but also an innovative mushroom blend that has been clinically proven to support healthy immune function." —Darren Rude, CEO and founder

FUN FACT

This scent is exclusively sold in Hawaii and for a limited-time on johnmasters.com.



JOHN MASTERS ORGANICS

HAWAIIAN COCKTAIL LIP CALM

where to buy

JOHNMASTERS.COM, \$8

Receive **20% OFF** your first order with code **NEWBEAUTY**.

Offer expires 08/30/2021

WHAT IT IS

Chapped lips are chronic as the weather gets colder, but Lip Calm is the number-one key to avoidance. With a luscious blend of papaya, coconut and guava, your pout will never look (or feel) more moisturized.

HOW TO USE

Spread evenly on lips as needed.

EDITOR FEEDBACK

"A fast lip-healer—minus the flight—this straight-from-Hawaii product provides instant relief, plus a punch of papaya flavor." —Liz Ritter, executive editor

KEY INGREDIENTS

Jojoba, olive and borage oils make up the base for this silky formula. Together, they deeply condition the lips and combat any signs of aging. Pro tip: Swipe this balm on top of your lipstick to add a glossy sheen.

EXPERT INSIGHT

"John Masters believed and built his brand based on the idea that the ingredients you put on your body are just as important as the ones you put in your body, especially when it comes to your lips! Our Lip Calm is one of the first all-natural, clean and organic lip balms." —Alanna Liles, manager, digital marketing & e-commerce



111SKIN

ROSE GOLD ILLUMINATING EYE MASK

where to buy
111SKIN.COM, \$15 PER MASK

📷 FOLLOW @111SKIN

WHAT IT IS

Providing radiance to the under-eye area, this mask is infused with awakening and illuminating ingredients that encourage a natural, well-rested glow. The gold and rose extracts purportedly help dark circles appear brighter, even after only one application.

HOW TO USE

Cleanse the skin before applying this mask under the eyes, and then leave on for 20 minutes.

EDITOR FEEDBACK

"Tired? Exhausted? I feel it too. Good news, your eyes do not need to share the same sentiments. This eye mask eradicates puffiness and smooths fine lines. Wear it for 20 minutes while sipping your first cup of coffee."

—Sarah Eggenberger, editor-at-large

KEY INGREDIENTS

Rose has always been a trending, do-it-all ingredient, and this eye mask shows us why. It not only protects the skin barrier and ensures water retention, but it also works perfectly with the anti-aging colloidal gold and pigmentation-reducing pomegranate included in the formula.

EXPERT INSIGHT

"Having sold over £15 million of our Rose Gold Brightening Treatment Masks, customers were requesting a targeted treatment—similar to our hydrogel sensation—that addresses the dullness, dark circles and dehydration we often experience around the eyes. From there, the Rose Gold Illuminating Eye Mask was born."

—Dr Yannis Alexandrides, founder

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