

THE ESSENTIALS TUBE

TESTTUBE[®]

POWERED BY NEWBEAUTY[®]

EDITORS LETTER

Indulging in self-care has become less of a Sunday activity and more of a daily to-do. While we've been carving out time for everything from bubble baths to at-home yoga, taking an extra moment to focus on our skin has been our number-one priority, and the March Tube is the perfect motivator to keep our routine in tip-top shape.

Having beautiful skin comes down to using the right ingredients in the right formulas. {Save} Skin Care Anti-Pollution Sleeping Mask is made with bacillus extract and shea butter for damage repair; Manna Kadar Sea Minerals Face Mist boasts cleansing copper, calcium and zinc straight from the Dead Sea; East 29th Vital Serum is full of lemon and vitamin C for noticeably brighter skin; U Beauty Resurfacing Compound promotes cellular turnover with its blend of retinol, peptides and alphahydroxy acids; Ada Lip Beauty Lip Rally utilizes nourishing oils and all-natural sugar beads for an effective exfoliation; and La Roche-Posay 10% Pure Vitamin C Serum includes neurosensine and salicylic acid for the ultimate morning pick-me-up.

Self-care also involves keeping our bodies healthy. Marvis Toothpaste puts oral health at the forefront of our routines, as it kills cavities, clears bad breath and prevents tooth decay in one step, and Cosabella Never Say Never Face Mask keeps us safe and stylish. Plus, the cotton is so soft, it prevents chafing or irritation.

Happy Testing!

The Editors at NewBeauty



TESTTUBE

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BONUS:
LA ROCHE-POSAY
10% Pure Vitamin C
Serum Sample



U BEAUTY RESURFACING COMPOUND

where to buy

THEUBEAUTY.COM

\$58, 10ml (included in your tube)

FULL SIZE: \$88, 15ml

Get **20% OFF** sitewide with code
NEWBEAUTY20. Offer expires 7/31/21.

WHAT IT IS

A skin-care lover's dream, this is a clean high-performance formula designed for all skin types to streamline daily skin-care regimens without sacrificing results, as it resurfaces, brightens and tightens all in one go. Within three to six days, expect the appearance of smaller pores and smoother, revitalized and brighter skin.

HOW TO USE

Pat your face dry after cleansing with your favorite non-exfoliating cleanser. Apply one to two pumps of Resurfacing Compound into your palm and gently massage it into the skin.

EDITOR FEEDBACK

"Believe the hype: This does-it-all product delivers better-looking, brighter and glowing skin in just a few days."

—Liz Ritter, Executive Editor

KEY INGREDIENTS

The serum-like formula uses a unique patent-pending process of encapsulation, called SIREN Capsule technology—full of stable retinol, vitamin C and E, antioxidants, hyaluronic acid, peptides and AHAs—to target and treat damaged skin cells while preserving healthy cells.

EXPERT INSIGHT

"What I like to call my skin's secret sauce, the Resurfacing Compound resurfaces, renews, brightens, tightens, equalizes and defends the skin in one simple step. I designed it to replace toner, vitamin C, hyaluronic acid, AHAs, physical exfoliants, antioxidant serums and retinol products. It has all the boosting ingredients you need and nothing you don't." —Tina Craig, Founder



MARVIS TOOTHPASTE

where to buy
COBIGELOW.COM
\$7.50 TO \$13.50

Get **15% OFF** any purchase with code
TESTTUBE15 at cobigelow.com.
Offer expires 4/30/21.

Your tube will either contain Classic Strong Mint or Jasmin Mint.

WHAT IT IS

We know a product is great if it's touted by Drew Barrymore, and this toothpaste is one of the few smile-care products that have made it into her routine. This Italian-made must-have simultaneously helps prevent tooth decay, whiten, and kills bad breath. Plus, it comes in seven different unique flavors.

HOW TO USE

Brush thoroughly for the dentist-recommended two minutes, twice per day and after meals.

EDITOR FEEDBACK

"The mint flavor isn't as strong as drugstore toothpaste, but still leaves my mouth feeling fresh and clean. It's a gentle powerhouse—and so chic!"
—*Brittany Burhop Fallon*,
Beauty Director

KEY INGREDIENTS

Gentle cleansing agents and interesting flavor profiles make brushing your teeth something you look forward to.

EXPERT INSIGHT

"Marvis is a high-quality, traditional toothpaste made in the Italian way. Its concentrated and creamy formula with gentle, balanced abrasivity has high-cleaning efficacy and helps protect tooth enamel. Brush your teeth at least twice a day with a pea-sized amount of paste—its long-lasting freshness will surprise you." —*Stefania Martelli*, *president of Ludovico Martelli S.p.A., Owner and Manufacturer of Marvis*

This vegan product is
fragrance-, paraben-
and cruelty-free.



EAST 29TH VITAL SERUM

where to buy
EAST29TH.COM, \$69USD

Use code **FEELINGVITAL** for
25% OFF your first bottle of Vital
Serum. Offer expires 12/31/21.

WHAT IT IS

This serum is designed to deliver a high concentration of all-natural ingredients directly into the skin after cleansing to improve hydration, texture and tone while also firming, promoting elasticity, and smoothing wrinkles.

HOW TO USE

Post-cleanse, lightly massage a few drops of the serum onto any area of the skin, and then follow with moisturizer. To preserve the integrity and quality of ingredients, store in a cool, dark place.

EDITOR FEEDBACK

“This all-in-one serum gives my skin the daily dose of hyaluronic acid, niacinamide and AHAs it needs to keep it clear and glowy.”—*Tatiana Bido, Features Editor*

KEY INGREDIENTS

You haven't seen radiant skin until you've tried this serum, which is enriched with damage-reducing vitamins C and E, antioxidant-rich lemon rind extract, restoring niacinamide, and hydrating hyaluronic acid. Did someone say multitasking?

EXPERT INSIGHT

“The consciousness behind creating East 29th was based on the understanding that we feel with more than just our hands. East 29th's mission is to establish a conscious dialogue that connects both the physical and mental health awareness behind the clean beauty movement while embodying a mindful transition to not only being seen but also felt.”
—*Victoria Ferguson, Founder*



{SAVE} SKIN CARE ANTI-POLLUTION SLEEPING MASK

where to buy
SAVESKINCARE.COM, \$23

25% OFF all products sitewide with
code **SAVE**. Offer expires 5/1/2021.

WHAT IT IS

Prevent photoaging while you snooze with this sleeping mask, which reduces the effects of harsh elements like blue light, UV and pollution on skin while boosting hydration and evening skin tone for a more youthful look.

HOW TO USE

Before you snuggle beneath the sheets, apply an even layer on cleansed skin.

EDITOR FEEDBACK

"Toss this mask into your regular rotation when skin is looking a bit lackluster. You'll notice a serious difference in the radiance department almost overnight."

—Danielle Fontana Dooley, Senior Digital Editor

KEY INGREDIENTS

Deeply nourishing without being too heavy, shea butter is rich in antioxidants that help neutralize free radicals. It also pairs wonderfully with ectoin, the powerful barrier-boosting active that fights against dehydration, and bacillus extract, a gentle and natural exfoliant.

EXPERT INSIGHT

"Glowing skin begins with our Anti-Pollution Sleeping Mask: a multi-tasking formula that absorbs like a moisturizer and hydrates as it repairs skin's protective barrier and gently exfoliates so you can wake up with soft, soothed, healthy-looking skin. Trust me, it will become your favorite night treatment!" —Joanna Draniak-Kicinska, CEO and Founder



MANNA KADAR SEA MINERALS FACE MIST

where to buy
MANNAKADARBEAUTY.COM, \$19

Receive **25% OFF** with code
MKBXNEWBEAUTY.
Offer expires 7/31/21.

WHAT IT IS

A spritz, a mist, a spray—whatever you want to call it, this one is the ultimate pick-me-up for dull, lackluster skin. Pro tip: Apply it after moisturizer as a hydrating, glow-enhancing finisher.

HOW TO USE

Mist onto skin throughout the day to keep skin hydrated and fresh.

EDITOR FEEDBACK

"Staring at a screen all day is the ultimate exhaustor, so a spritz of this refreshing spray helps me reset and refresh in seconds—it's like an immediate spa treatment!"
—*Olivia Wohlner, Editorial Assistant*

KEY INGREDIENTS

The source of the richest mineral content in the world, the Dead Sea houses ingredients like potassium, zinc, calcium and copper, all of which are blended into this beautiful bottle to help cleanse and heal the skin.

EXPERT INSIGHT

"In addition to being a great setting spray, Sea Mineral Face Mist soothes the driest of skin. Apply the mist prior to applying makeup for ultimate hydration or use throughout the day whenever skin is feeling dry." —*Manna Kadar, founder and CEO*

Your tube will either include Wake Up & Glow Face Mist or Ready, Set, Renew Face Mist.



ADA LIP BEAUTY LIP RALLY

where to buy

[ADALIPBEAUTY.COM](https://www.adalipbeauty.com), \$14

15% OFF your first order with code
TTBEAUTY15. Offer expires 7/31/2021.

WHAT IT IS

Banish dry lips with this nourishing, exfoliating, vegan lip scrub. Formulated with natural oils and sugars, this beauty staple knows how to get the job done right.

HOW TO USE

Gently swipe the stick back and forth across the lips two to three times. To ensure all layers of your pout are deeply exfoliated, use your ring finger to rub it in with circular motions immediately after application. It's time for a smooch!

EDITOR FEEDBACK

"If you do not get dry lips than you are a unicorn. This two-in-one exfoliator and hydrator immediately helps with dry, chapped lips. I love to use it in the morning as a prep for wearing lip color for all day zoom calls."—Sarah Eggenberger, *Editor-at-Large*

KEY INGREDIENTS

You can't go wrong with cocoa seed butter, jojoba oil and shea oil: some of the most nourishing ingredients in the skin-care game. The addition of all-natural sugar beads gives the product its oomph and blends seamlessly with the rich oils.

EXPERT INSIGHT

"Living in New York has really changed this southern girl's view on what winter means. My lips were dry and peeling every cold season. I wanted to create something simple, yet effective in exfoliating and delivering the hydration my lips needed. Being allergic to a myriad of day-to-day toiletries, like even regular toothpaste, I wanted the formula to be as clean and natural as possible. It's this principle that extends to Ada Lip Beauty's whole product line."—Ada Hsieh, *Founder*

Please understand that this mask is not a replacement for medical-grade Personal Protective Equipment, and is not intended to replace other recommended measures to stop the community spread of COVID-19. Please continue to practice social distancing, wash your hands, and refrain from touching your face.



COSABELLA NEVER SAY NEVER FACE MASK

where to buy
COSABELLA.COM, \$18

Receive **20% OFF** sitewide using the unique code on your Mask Packaging. Offer expires 7/1/21.

WHAT IT IS

Now that masks have become both a safety and fashion staple, having one that enhances your look is essential. This mask has covered elastic ear straps and a filter pouch opening for simplicity and style.

HOW TO USE

Wash by hand or using a delicate cycle. Lay flat to dry.

EDITOR FEEDBACK

"There's no reason that safe can't be sexy, and chic can't be comfortable. But style aside, these masks are made of the same wearable, soft and stretchy material that the brand's lingerie is famous for. So, if you have to cover your face, let this Italian company help you do it in the most feminine and flirty way."—*Amber Milt, Contributing Editor*

KEY INGREDIENTS

Crafted with polyamide, elastane and cotton, the breathable material is the number-one thing we love about this mask.

EXPERT INSIGHT

"As our dedicated production team has turned its attention to using our resources to create masks, we're proud to launch our Cosabella Face Masks. As we shift to a new normal, we want to make sure that you and your loved ones are always protected. The masks have been created with our highest quality, sustainable fabric to be gentle on your skin, with the same incomparable construction we deliver with our lingerie." —*Guido Campello, CEO and Creative Director*

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30
minutes

+25% MORE
Muscle

on average*

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