

# TESTTUBE<sup>®</sup>

POWERED BY NEWBEAUTY<sup>®</sup>

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## Note From Our Chief Brand Officer

Wow, I cannot believe it's been 15 years since the launch of TestTube!

Talk about a game changer—until TT, the only way to try products was to either go into a store or get a gift-with-purchase. And, even then, those tiny samples didn't last long enough to see if they actually worked.

When we started, the idea was simple: Let's turn readers into beauty editors and give them access to the products that our editors so carefully placed in the pages of NewBeauty.

To us, "trying" always meant more than a small sample. We wanted to give our readers the opportunity to really use a product, have time to see the benefits, and, while it may sound like product poetry, fall in love. We also were dedicated to giving readers a real sense of discovery by introducing them to a mix of emerging brands, cult-classics, and yes, some of the most iconic names in beauty all in one—just like on the pages of NewBeauty.

Over the years, a lot has changed: The look and feel of the tube itself, and even the shape, have gone through an

evolution, but one thing that hasn't changed is the care and thought that goes into curating each and every one.

As we enter our 15th year, we've made a few other changes: Redesigned, sleeker packaging, and in an ongoing commitment to be more sustainable whenever possible, we now have a digital booklet and eco-friendly shipping.

We're looking forward to connecting and reconnecting with you to hear your feedback that we can continue to deliver the very best in beauty, direct to your door!



Stefanie Attenberg

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# GLO SKIN BEAUTY

## ANTI-STRESS CBD DROPS

### WHAT IT IS

Powered by 1000 milligrams of full-spectrum CBD and skin-boosting adaptogens, this luxurious serum is clinically proven to not only reduce redness and sensitivity, but also boost radiance and clarity. According to a study conducted by the brand, 90 percent of users said their skin felt calmer after one week of use.

### HOW TO USE IT

Post-cleanse, apply four to six drops to your face and neck. You can also mix it in with your favorite moisturizers, makeup products and other go-to serums for a skin-relaxing boost.

### KEY INGREDIENTS

When moisture-retaining squalane, therapeutic adaptogens—including reishi mushroom and ashwagandha—and calming cannabidiol are mixed, they form a barrier-enhancing serum that boosts any skin-care routine.

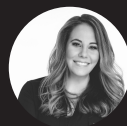
### EXPERT FEEDBACK

"We formulated Anti-Stress CBD Drops to offer soothing relief to both sensitive and sensitized skin. Powered by full-spectrum CBD and soothing adaptogens like reishi and ashwagandha, this concentrated calming serum is the perfect solution for redness, irritation and sensitivity, even post-peel."

—Anna De La Cruz, master aesthetician and head of product development

### EDITOR FEEDBACK

"These soothing and calming drops are like Zen in a dropper—you can add them to pretty much any other step in your routine for some instant skin-balancing."



—Liz Ritter, Executive Editor

\$125, [gloskinbeauty.com](https://gloskinbeauty.com)

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# U BEAUTY

## THE SUPER HYDRATOR

### WHAT IT IS

Filled to the brim with long-chain hyaluronic acid, this moisturizer delivers enough hydration to keep skin plump and luscious for a full 24 hours. Our favorite part? We saw visible skin repair within just a few days of use.

### HOW TO USE IT

Apply to both face and neck daily.

### KEY INGREDIENTS

Purified oat extract, which fights redness and irritation to help promote a glowing complexion; deeply hydrating shea butter; antioxidant-rich avocado oil; and skin-defending grapeseed oil are what makes this luxurious serum so protective against harsh environmental factors.

### EXPERT FEEDBACK

"The SUPER Hydrator is my dream moisturizer because it hydrates your skin as soon as you put it on and it keeps hydrating for up to 48 hours. This is thanks to our unique SIREN Capsule Technology, which delivers five types of hyaluronic acid while neutralizing free radicals and creating a 3-D moisture shield. Basically, it's the skin hydrator of the future."

—Tina Craig, founder

### EDITOR FEEDBACK



"Transitioning into a summer regimen includes a recalibration in my moisturizer. This one slides right in as the perfect hydrator to keep my skin plump and moisturized, and is especially ideal for temperamental combination skin (like mine). The silky-smooth texture makes it a lovely experience every morning."

—Sarah Eggenberger, Senior Editor-At-Large

\$48, UBEAUTY.com

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# DOSE & CO.

## UNFLAVORED COLLAGEN PEPTIDES

### WHAT IT IS

The most versatile product in the entire Dose & Co. range, this unflavored bovine-derived collagen powder is the perfect addition to drinks like coffee or tea, and foods like baked goods and smoothies. Nursing your hair, nails and skin back to health has never been easier.

### HOW TO USE IT

Mix two teaspoons of the powder into a beverage or food of your choice—our personal preference is adding it into a morning berry smoothie.

### KEY INGREDIENT

The only ingredient in this magic powder, sustainably sourced hydrolyzed collagen peptides, is easily digested by the body, free from both dairy and gluten, and keto-friendly.

### EXPERT FEEDBACK

"Unlike many collagen products on the market, the entire Dose & Co. range is free of artificial colors, flavors, gluten, and GMOs. Also, every serving is packed with a high dose of collagen—10 grams—so customers get results fast. You'll also find the packaging is 100-percent plastic free, so you can feel good about feeling good."

—Khloé Kardashian, brand partner and spokesperson

### EDITOR FEEDBACK

"I mix one scoop into my matcha latte every morning, and it's basically the easiest beauty treatment I've ever used!"



—Brittany Burhop Fallon,  
Beauty Director

\$25, [doseandco.com](https://doseandco.com)

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# HELLO

## ANTIBACTERIAL HAND SANITIZER SPRAY

### WHAT IT IS

With hand sanitizers slowly piling up in our purse, we need to narrow them down to one that does it all. Hello's spray comes in four bright, unique scents and is made from plant-derived alcohol, allowing us to say goodbye to dry, cracked hands and hello to soft, clean and fresh ones.

### HOW TO USE IT

Spray enough of the sanitizer onto your hands to completely cover all surfaces before rubbing your palms together. Once dry, you're ready to take on the day!

### KEY INGREDIENTS

All four scents are made with 62% ethyl alcohol to kill germs right at the source, natural fragrances, and hydrating, biodegradable ingredients to soothe skin. Our personal favorite, the lavender and eucalyptus fragrance, smells like a relaxing spa day.

### EXPERT FEEDBACK

"Hand sanitizers can be very drying. Hello's Antibacterial Hand Sanitizers are formulated to be effective and delightful to use, like all hello products. We used natural fragrances and plant-derived alcohol to make hand sanitizing a fun experience."

—Connie Gregson, head of R&D at Hello Products

### EDITOR FEEDBACK

"These discreet, deliciously scented sprays—my favorite is the lavender eucalyptus—make staying healthy easier than ever."

—Danielle Fontana Dooley,  
Senior Digital Editor



\$4, [hello-products.com](https://hello-products.com)



# DAVIDS

## PREMIUM NATURAL TOOTHPASTE HERBAL CITRUS PEPPERMINT

### WHAT IT IS

If you think about it, toothpaste is one of our most-used products, so why are we still buying chemical-filled tubes? Davids Herbal Citrus Peppermint Toothpaste not only tastes deliciously fresh, but is also formulated with naturally sourced ingredients—think herbal oil, mint and citrus—to clean the mouth and prevent harmful plaque.

### HOW TO USE IT

The American Dental Association recommends brushing your teeth twice a day for two minutes, or as directed by your dentist or doctor.

### KEY INGREDIENTS

The ingredients in this toothpaste might sound uninteresting, but their effectiveness is amazing. Included in the mix: vegetable glycerin for moistening the mouth, calcium carbonate for lightly exfoliating the teeth, hydrated silica to polish and protect, and birch-derived xylitol, an all-natural sweetener.

### EXPERT FEEDBACK

"Davids is focused on sustaining the environment through the packaging we use, sustaining the U.S. economy and American jobs by using the highest-possible content of American-made ingredients and packaging, and sustaining you and your health by using only naturally sourced ingredients. We take a more holistic approach to sustainability."

—Eric Buss, founder

### EDITOR FEEDBACK



"A natural toothpaste that tastes good? Usually unheard of, but that's what makes Davids my go-to. The ingredients are safe, the packaging is sustainable and this particular minty-citrus flavor is a favorite that gives me a refreshing wakeup call every morning."

—Tatiana Bido, Features Editor

\$10, [davidsonusa.com](https://davidsonusa.com)



# FLOSS

## LIP ADVOCATE

### WHAT IT IS

For days when you're looking for a sheer tint instead of a bright pop of color, Floss Beauty's Lip Advocate will be your go-to. With four different universally flattering colors, you are sure to find your pout's perfect match.

### HOW TO USE IT

Swipe this on top of an opaque lip color to add a boost of sheen, or apply it to bare lips for a soft wash of color.

### KEY INGREDIENT

Shea butter, known for its deeply hydrating properties, is the main base of this tint and keeps lips moisturized and plump all day.

### EXPERT FEEDBACK

"It's one of my favorite products we created because it's my go-to for a quick wash of color. Best of all, it's super hydrating and keeps my lips soft throughout the day."

—Bianca Cammuso, head of product development

*\*Shades vary per tube\**

### EDITOR FEEDBACK

"I'm always hesitant to apply bright colors on my lips, so Floss's Lip Advocate is perfect for me. Not only does it moisturize, but it also supplies the perfect light hue."

—Olivia Wohlner,  
Editorial Assistant



\$18, [flossitup.com](https://flossitup.com)

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**TT15**—valid through  
06/30/21.



# DAILY CONCEPTS

## EXFOLIATING DUAL TEXTURE SCRUBBER

### WHAT IT IS

When your skin needs a little bit of extra love, reach for this full-body exfoliator, which works its skin-smoothing magic in the shower with just a tiny squeeze of body wash.

### HOW TO USE IT

Wet the two-sided scrubber and apply a pinch of body wash or cleanser. Then, work it in circular motions on whatever parts of your body feel rough or dry.

### KEY INGREDIENTS

Made with a natural cotton base layer, nylon exfoliating loops and a soy-based foam material, this scrubber has been dermatologist-tested for smooth, professional results you can get right in your own bathroom.

### EXPERT FEEDBACK

"I created The Dual Texture Scrubber having two things in mind. I wanted to have the user immerse in their thoughts, while we took care of their skin in the shower. This is the perfect scrubber with two textures and a handle that can flip between sides. One for exfoliation and one for sensitive areas of your body, yet both will do the best cleansing job! Plus, a smart technology in our label, that fades when it's time to replace your scrubber. Basically, this product is multifunctional and helps with the task of showering the world with love!"

— Emilio Smeke, CEO

### EDITOR FEEDBACK



"This is the little shower scrubber that could. The cloth handle makes it easy to hold, and it has two sides—each with its own texture—so you can decide how much exfoliation you need. One side is a gentle cleanse; the other is for a mild exfoliation. I also love that the sponge has a smart label that fades and tells you when it's time to get a new one."

—Amber Milt, Senior Director  
of Video and Multimedia

\$5, [dailyconcepts.com](https://dailyconcepts.com)





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