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SPRING HAS SPRUNG

Spring has sprung, which means it's time for a seasonal reset on all things wellness and beauty.

When the seasons change, so do our skin's needs, which means we need a sure-fire routine to help us look and feel our best. Daily Concept's Daily Leaves of Life Facial Silicone Scrubber uses 100-percent silicone bristles to take cleaning your face to a whole new level.

Once you're feeling clean and fresh, look no further than The Nue Co.'s THE PILL Serum, to exfoliate, hydrate and revitalize your skin in

one step. Round out your routine and make sure your eyes are lively and refreshed by applying some of NeoStrata's Brightening Eye Cream or Peter Thomas Roth's Instant FIRMx Eye Temporary Eye Tightener, and then seal the deal with the luxurious Tattoo Forever Eye Masks from Dieux Skin.

Once your skin feels rejuvenated, it's time for makeup and hair. Perfect your foundation application with Anisa Beauty's best-selling Travel Pinnacle Foundation Brush, and then bring your cheeks and eyes to life with Be a 10's Be Cheeky Blush and

Grande Cosmetics' GrandeDRAMA Intense Thickening Mascara with Castor Oil. We can all agree, nothing feels better than a good hair day, and Eufora's ElixirONE and Davines' LOVE Smoothing Instant Mask will make bad hair days a thing of the past.

Happy Testing!

The Editors at NewBeauty

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at NewBeauty

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@peterthomasrothofficial

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PETER THOMAS ROTH

INSTANT FIRMx® EYE TEMPORARY EYE TIGHTENER

WHAT IT IS

A TikTok sensation, Peter Thomas Roth Instant FIRMx® Eye Temporary Eye Tightener is a quick-fix eye treatment that helps to instantly tighten, firm and smooth the look of under-eye bags, fine lines and wrinkles for a temporary effect.

HOW TO USE IT

After cleansing with a non-oily cleanser, shake the tube and squeeze out a pea-size amount of product onto fingers or a clean, dry makeup brush to apply to the under-eye area. Using upward strokes, spread a thin layer of the gel onto the under-eye area, crow's-feet, "11" lines between the brows, and beneath and above the brow bone, avoiding the eyelid. Let the product dry for approximately three to five minutes while remaining expressionless.

KEY INGREDIENT

Firm-A-Tite™ (a proprietary blend of silicates and seaweed) works alongside Eyeliss™ (a powerful peptide complex) and Eye Regener® (a potent alfalfa and lupine complex) to help improve the appearance of under-eye bags, fine lines and wrinkles both instantly (for a temporary effect) and long-term.

EXPERT INSIGHT

"My Instant FIRMx® Eye Temporary Eye Tightener—a TikTok sensation and the number-one eye treatment in the USA—can last all day and you'll look 10 to 20 years younger in minutes. When you look in the mirror, you'll see yourself from decades ago...promise!"

—Peter Thomas Roth, founder

EDITOR FEEDBACK



"Too much salt, late nights and little sleep are practically erased with this does-it-all under-eye perfecter."

—Liz Ritter, executive editor

\$38, [sephora.com](https://www.sephora.com)

Receive **\$10 off** purchase with code **NBXPTR2023**—valid through 6/30/23.



DIEUX SKIN

TATTOO FOREVER EYE MASK

WHAT IT IS

The only eye mask you'll ever need, this reusable silicone eye mask helps you get more out of your products by holding gels, serums and creams close to the skin for maximum absorption and encouraging products to fully sink in, leaving skin prepped and hydrated.

HOW TO USE IT

Simply use an existing eye cream or serum, let the product sit for 20 seconds or so until it gets tacky, and then apply your masks on top. Wear them for 10 to 20 minutes, peel them off and reveal plump, revitalized undereyes.

KEY INGREDIENTS

It is made with 100-percent nonporous silicone to ensure maximum absorption and no irritation.

EXPERT INSIGHT

"Avoid eye creams with exfoliating or resurfacing ingredients like glycolic acid or potential irritating ingredients like retinol. We recommend using watery, gel-based creams, as they allow for the greatest amount of hydration under the eye area."

—Charlotte Palermino, cofounder and CEO, and Joyce de Lemos, cofounder and CPO

EDITOR FEEDBACK



"Rather than buying single-use eye masks over and over, add this sustainable, reusable option to your routine instead. Made of medical-grade silicone, the patches actually lock in any eye cream or serum you have on underneath, so you get an amplified result from your favorite products. Wear them for 10 to 20 minutes each morning—I like them best on a gel-based eye cream—and then place them back in the tin."

—Brittany Fallon, director of beauty

\$25, dieuxskin.com

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NEOSTRATA

ENLIGHTEN BRIGHTENING EYE CREAM

WHAT IT IS

With 97 percent of participants in a clinical study reporting visibly diminished dark circles after 12 weeks of twice-daily use, this eye cream is a powerful brightening formula that also firms the look of tired eyes for a smooth, radiant appearance.

HOW TO USE IT

Gently apply one pump to the eye area twice a day. Pro tip: For extra-gentle application, apply using your ring finger by gently patting underneath your eye and around the orbital bone.

KEY INGREDIENTS

A multi-action complex of antioxidants, peptides, algae extracts, and vitamins C and E targets multiple factors that contribute to under-eye dark circles, while 5-percent polyhydroxy acid acts on skin's natural hydrating matrix to help cushion and brighten the appearance of dark under-eye skin.

EXPERT INSIGHT

"Dark circles under the eyes are caused by many factors, from lack of sleep and dehydration to allergies and genetic factors. This eye cream takes on dark circles with peptides and potent antioxidants to help eyes look brighter, more hydrated and less tired so you can put your best face forward every day."

—Kim Sarros, education lead and licensed aesthetician for Johnson & Johnson

EDITOR FEEDBACK



"Dark circles don't stand a chance against this powerful eye cream that's big on ingredients and instantaneous results."

—Liz Ritter, executive editor

\$62, [neostrata.com](https://www.neostrata.com)

Enjoy **25 percent-off** (excluding sets) and free shipping sitewide using code **TT25**—valid through 03/31/2023.



EUFORA INTERNATIONAL

ELIXIRONE

WHAT IT IS

A next-generation treatment that combines the benefits of a luxurious hair oil and a powerful leave-in conditioner, ElixirONE syncs with your hair and creates unprecedented movement and incredible shine. This powerful hair-perfecting potion penetrates the hair with patented technologies to nurture and protect your strands.

HOW TO USE IT

Simply add a quarter-size pump into your hands, work through damp hair as desired and enjoy smooth, shiny hair.

KEY INGREDIENTS

In addition to hair-loving ingredients like Brazil nut oil, which is rich in vitamin A and E, it also contains cranberry oil and tea leaf extract to promote scalp health and inhibit UV damage. Additionally, it features four of Eufora's proprietary blends: All Plant Essence, Damage Cure Complex, Vibrant Color Complex, Quaternium-95, all of which help to strengthen, repair, moisturize and help with color retention.

EXPERT INSIGHT

"This innovative, plant-based potion ushers in the next generation of leave-in treatment products. Our proprietary Damage Cure Complex and Vibrant Color Complex sync with the hair to deliver true repair to the inner structure and outer cuticle layer and uses the synergy of science and nature to restore health to all hair types, protect against color fading, and create unprecedented movement, shine and softness."

—Beth Bewley, cofounder and CEO

EDITOR FEEDBACK



"I have fine, oily hair, so applying more than one product post-shower just weighs it down. This one combines an oil and a leave-in conditioner in one lightweight formula that I know won't leave my hair looking greasy."

—Danielle Fontana Dooley, associate director, digital content

\$50, eufora.net

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THE NUE CO.

THE PILL

WHAT IT IS

A topical supplement created to be skin-care layering packed into a bottle, THE PILL is formulated with just the right amount of active ingredients your skin needs in a lightweight serum texture. It helps to smooth and tighten skin in just three minutes, while boosting collagen and skin elasticity over time.

HOW TO USE IT

Simply work two pumps of product between your palms and press gently into just-cleansed skin. Wait until the product is fully absorbed before layering with your chosen moisturizer.

KEY INGREDIENT

A potent combination of six different alphanhydroxy acids, hyaluronic acid, kakadu plum, caffeine, and tiger grass help to depuff, smooth, tighten and hydrate skin all at once.

EXPERT INSIGHT

"This all-in-one universal serum is going to in just three minutes reveal: tighter, plump & brighter skin. THE PILL takes the complexity out of acid layering and is suitable for all skin types, even for the most sensitive!"

—Flo Glendenning, VP, Product & Innovation



EDITOR FEEDBACK

"Leave it to The Nue Co. to take the complexity of layering actives out of your routine to offer a one-step morning solution to create a smooth, velvety 'second skin' texture. There are instant benefits with brightening and long-term support of collagen production. You can also see a reduction of breakouts and increased skin hydration."

—Sarah Eggenberger, senior editor-at-large

\$85, amazon

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ANISA BEAUTY

TRAVEL PINNACLE FOUNDATION BRUSH

WHAT IT IS

Not your average travel brush, this rockstar, travel-size version of Anisa Beauty's best-selling, triangular domed foundation brush is your must-have companion for touching up and maintaining flawless foundation all day long.

HOW TO USE IT

Starting in the center of your face, buff your foundation of choice into your skin using pressing motions, then blend along your jawline, down your neck and around your hairline for the most seamless look. For buildable coverage, use light stamping motions to blend.

KEY INGREDIENTS

The densely packed vegan fibers in this slightly domed brush are 100-percent cruelty-free.

EXPERT INSIGHT

"This brush is designed with a patented triangular domed brush head to fit in all areas of the face, including around the eyes, nose and brow area. This vegan and cruelty-free brush features densely packed fibers to provide a medium-to-full-coverage application."

—Anisa Telwar Kaicker, founder and CEO

EDITOR FEEDBACK



"Anisa tools are consistently top-notch and this travel version of the best-selling foundation brush is a must-have. It gives me total control, doesn't waste product, and due to its triangular domed head, it's also perfect for blending and diffusing my favorite cream blush."

—Tatiana Bido, aesthetic content manager

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

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DAVINES

LOVE/SMOOTHING INSTANT MASK

WHAT IT IS

In just 30 seconds, this fast-acting and intensive anti-frizz hair mask reduces undesired volume, tames strands and makes styling easier, resulting in a smooth and controlled finish.

HOW TO USE IT

After shampooing, simply remove excess water and apply the mask. Then leave on for 30 seconds, comb, rinse and reveal rejuvenated hair.

KEY INGREDIENT

Minuta olive extract, which is extracted through a new, proprietary enzymatic extraction process that uses water instead of traditional solvents, is the star of this product. It's rich in both fatty acids and vitamins to nourish hair and help prevent breakage.

EXPERT INSIGHT

"The LOVE/Smoothing Instant Mask is perfect for those with thick, frizzy hair and those who are looking for an immediate, anti-frizz effect. In just 30 seconds, it leaves the hair feeling soft, silky and tamed. It also helps with styling and is perfect to use before getting ready for an event or night out!"

—Sunny Brewer, Davines technical education manager

EDITOR FEEDBACK



"This mask is perfect for those days when you don't want a ton of volume or frizz. It smooths the hair super fast, immediately combats frizz and helps facilitate a smoother straightening experience. You only need to leave it on for 30 seconds, and the purple hue makes it a fun addition to the shower."

—Allie Hogan, associate beauty editor

\$38, us.davines.com

Use code **NEWBEAUTY23** for free shipping at us.davines.com—valid through 5/31/2023. One use per customer.



GRANDE COSMETICS

GRANDEDRAMA INTENSE THICKENING MASCARA WITH CASTOR OIL

WHAT IT IS

Infused with castor oil, GrandeDRAMA promotes the appearance of lush, dense lashes for your healthiest, most luxurious-looking lashes yet.

HOW TO USE IT

Putting your best face forward is easy with this powerful mascara. Simply apply one to two coats for volume and let the mascara do the rest! It can be removed with makeup remover or soap and water.

KEY INGREDIENTS

A nourishing combination of castor oil, a natural wax blend and hemispherical powders promote stronger, thicker, bolder-looking lashes, prevent breakage, and create a naturally buildable and shiny formula.

EXPERT INSIGHT

"I made GrandeDRAMA not only for instant, intense thickening, but also to help condition lashes with castor oil, a tried-and-true favorite for healthy-looking lashes. This mascara is all about DRAMAtic lashes!"

—Alicia Grande, CEO and founder

EDITOR FEEDBACK



"When it comes to lashes, GRANDE products take the cake! This gives you the va-va-voom volume, length and fullness of a mascara with the added benefit of treating your lashes at the same time. It's a lash-tastic win-win."

—Amber Milt, senior director of video and multimedia

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



DAILY CONCEPTS

DAILY LEAVES OF LIFE FACIAL SILICONE SCRUBBER

WHAT IT IS

Made to cleanse in and around the curves of your uniquely beautiful face, the silicone bristles in this one-of-a-kind facial scrubber grab onto dirt and oil to remove makeup, sunscreen, and provide an overall fresh, clean feel on your face.

HOW TO USE IT

Add your favorite facial cleanser to The Daily Leaves of Life Facial Silicone Scrubber, and with the scrubber looped over your fingers, use small, circular motions to give your face a light massage as you cleanse the skin. When done cleansing, rinse your face scrubber and place it on the provided suction cup hook to hang and dry.

KEY INGREDIENTS

The Daily Leaves of Life facial scrubber is made with 100-percent silicone, to guarantee a complete yet gentle cleanse with every use.

EXPERT INSIGHT

"I created this product as an act of love and admiration for nature by representing life as a metaphor and using trees. I based the design of our Facial Silicone Scrubber off a specific leaf shape after seeing how the ergonomic and perfect design of nature can shape and contour all different areas of the face."

—Emilio Smeke, founder of Daily Concepts

EDITOR FEEDBACK



"Adding this silicone brush is the easiest (and most affordable!) way to upgrade your face cleanser. It gently picks up excess oils and dirt and exfoliates, while adding the element of facial massage and relaxation from the comfort of your shower. It also includes a suction cup, so it neatly hangs in your shower, making it the most convenient."

—Lara Eurdolian King, guest editor

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

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BE A 10 COSMETICS

BE CHEEKY BLUSH

WHAT IT IS

Be Cheeky Blush's matte, weightless, oil-controlled formula allows you to flawlessly create any look you want, from the most subdued of rouges to the boldest of blushes.

HOW TO USE IT

Start by sweeping your brush across the blush and tapping off any excess. Then, dust on lightly, adding additional powder as needed for a more intense flush.

EXPERT INSIGHT

"The Be a 10 Be cheeky blush is a staple in my makeup kit because of the intense pigment that leaves your cheeks looking like you're blushing from within! I love that it's matte but still so natural-looking that any skin type can wear it. I like to pop it on the high apples of the cheeks and drape it upwards toward the temples to lift the face."

—Nydia Figueroa, celebrity makeup artist

EDITOR FEEDBACK



"I've always been a huge blush girl, but I've struggled to find a product that is both natural-looking and durable, and Be a 10's Be Cheeky really hits the mark. Plus, I love that it's buildable, so you can go from a light, natural flush to a bold, dramatic rouge in seconds."

—Isabelle Buneo, editorial intern

\$25, bea10.com

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*Shades vary per tube

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