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## BEAUTY BLOOM

Spring has sprung, and everything is in bloom, including our self-care routines.

With winter behind us, our skin is ready for a refresh, and a good “everything shower.” Dionis Goat Milk Skincare Whipped Body Scrub followed by Saltair Island Orchid Body Wash and LALICIOUS Velour Body Melt is the perfect way to shed off those winter layers. Once you’ve taken care of your body, treat your skin with a revitalizing or radiance-increasing face mask courtesy of KIBON Beauty, and then seal the glowing-skin deal with IMAGE’s BIOME+ dew bright serum and Prai Beauty’s Ageless Throat and Decolletage Anti-Aging Neck Cream.

Once your skin is in tip-top shape, match that energy with some TLC for your hair. Davines OI All In One Milk is the multitasking solution you’ll wonder how you went so long without. Before you head out of your self-care haven and about your day, put your best face forward with MAKE Beauty Continuum Eyeliner and Poppy & Pout Lip Balm. And, if you need a complexion-refreshing pick-me-up on the go, simply reach for Masktini Woke Bae Moisturizing Spritz, and you’ll be good as new.

Happy Testing!

The Editors at NewBeauty

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at NewBeauty

# WHAT'S INSIDE



## IMAGE

### Skincare

BIOME+ Dew Bright Serum

@imageskincare



## Masktini

Woke Bae, Whenever Moisture Spritz

@masktini



## Davines

OI All in One Milk

@davinesnorthamerica



## Saltair

Island Orchid Skin Invigorating Serum Body Wash

@saltair



## MAKE Beauty

Continuum Waterproof Gel Eyeliner

@makebeautyofficial



## KIBON Beauty

Radiance Mask or Revitalizing Mask

@kibonbeauty



## PRAI Beauty

Ageless Throat and Decolletage Crème

@praibeauty



## Lalicious

Velour Body Melt

@lalicious\_la



## Dionis Goat Milk Skincare

Goat Milk Whipped Body Scrub: Verbena & Cream or Milk & Honey

@dionisskincare



## Poppy & Pout

Lip Balm

@poppyandpout

# IMAGE SKINCARE

## BIOME+ DEW BRIGHT SERUM

### WHAT IT IS

A clinically proven, hydrating oil-serum that leaves skin dewy and radiant. Its dual-benefit formula deeply hydrates and resets radiance, helping to reignite a lit-from-within glow.

### HOW TO USE

Apply to clean, dry skin both morning and evening for your glowiest, most radiant skin yet.

### KEY INGREDIENTS

Fermented squalene, niacinamide, adaptogenic extracts, and hyaluronic acid work to provide instant and long-term hydration while evening skin tone, adding radiance and supporting the skin barrier.

### EXPERT INSIGHT

"We are thrilled to bring our BIOME+ line to our professionals who can invite younger clients in for their first facial, together making steps toward a more sustainable future. IMAGE has always taken a forward-thinking, clean clinical approach to skin care, and we are excited to find more ways to move the needle as a driving force in expert skin care."

—Janna Ronert, founder

### EDITOR FEEDBACK



"Like a lightbulb in a tube, this hydrating gel-serum leaves skin radiant in literal seconds."

—Liz Ritter, executive editor

\$69, [imageskincare.com](https://imageskincare.com)

Enjoy 10-percent off your next [imageskincare.com](https://imageskincare.com) purchase using code NB10



# MASKTINI

## WOKE BAE, WHENEVER MOISTURE SPRITZ

### WHAT IT IS

This daily treatment moisture mist provides instant hydration and can be used as part of a morning and/or evening skin-care routine. Or, spritz it on to add glow and boost skin barrier function at any time of day.

### HOW TO USE

Mist evenly across your face and neck, holding the spray six to 10 inches from your skin. Use daily as your a.m. and p.m. moisturizer or spritz on for a complexion pick-me-up on the go.

### KEY INGREDIENTS

Bresderm—a unique algae extract—and aquacell—a natural complex comprised of watermelon rind extract, lentil fruit extract and apple extract—work synergistically to plump, moisturize and support barrier function.

### EXPERT INSIGHT

"My go-to daily moisturizer. The light, dewy texture and potent ingredient complexes will plump, moisturize and improve overall skin's moisture barrier. I love using Woke Bae on a standalone basis, or mixing with our Hush Money Intensive Restorative Crème."

—Olga Parno, founder and CEO

### EDITOR FEEDBACK



"This is my current on-the-go answer to chronic dryness. The lightweight hydrator is packed with sustainably grown algae and skin-plumping watermelon extract for deep moisture that supports collagen and elastin in the skin. I can't get enough."

—Rowan Lynam, staff writer

\$65, [masktini.com](https://masktini.com)

Receive 35-percent off your Masktini purchase with code **NEWBEAUTY35**—valid through **MAY 31, 2024**.



# DAVINES

## OI ALL IN ONE MILK

### WHAT IT IS

A multitasking, hydrating hair milk that detangles, moisturizes and helps manage frizz while leaving the hair feeling weightless, smooth and soft.

### HOW TO USE

Apply five to 10 sprays onto washed, towel-dried hair, and then style as normal. No rinsing necessary.

### KEY INGREDIENTS

Full of beta-carotene and antioxidants, the star ingredient is roucou oil, which strengthens hair and protects it against the effects of aging and environmental damage.

### EXPERT INSIGHT

"I love this product. It's perfect to spray on your hair after the shower to easily lock in moisture and help combat frizz."

—Kirsten Shaw, celebrity hairstylist

### EDITOR FEEDBACK



"I'm super prone to frizz, but many of the more concentrated serums on the market are too heavy for my fine hair. This milky leave-in smooths without the extra weight."

—Britt Fallon, director of beauty

\$40, [us.davines.com](http://us.davines.com)



# SALT AIR

## ISLAND ORCHID SKIN INVIGORATING SERUM BODY WASH

### WHAT IT IS

Formulated with biodegradable cleansing agents, this uplifting island orchid body wash gently cleanses without stripping skin. Orchid, red algae and guava help maintain the skin's natural moisture barrier, leaving skin soft, smooth, deeply nourished and lightly fragranced.

### HOW TO USE IT

Apply a generous amount of product to your hands or a loofa, massage all over and work into a rich lather. Rinse thoroughly.

### KEY INGREDIENTS

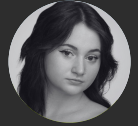
Orchid extract naturally stimulates skin for a more rejuvenated look while red algae draws in moisture for visibly plumper looking skin. Vitamin-rich guava firms and combats free radicals, and a blend of hyaluronic acid and seawater naturally retains moisture to plump and soften.

### EXPERT INSIGHT

"Always a fan-favorite, Island Orchid is for those days when you want to bring in your feminine energy and feel whisked away to dreamy field of tropical flowers and lush island vibes."

—Iskra Lawrence, founder

### EDITOR FEEDBACK



"Nothing beats using this island-scented body wash after a long day. It's a treat for the senses and it leaves my skin oh so smooth."

—Isabelle Buneo, editorial assistant

\$12, [saltair.com](https://saltair.com)



# MAKE BEAUTY

## CONTINUUM WATERPROOF GEL EYELINER\*

### WHAT IT IS

This creamy, highly pigmented pencil highlights eyes for precise application that lasts all day. Available in 12 shades and packed with rich emollients, it glides on like silk and sets to a smudge-free, waterproof finish.

### HOW TO USE

For best results, twist the pencil to reveal a small amount of lead and glide along the lash line and waterline to define eyes, or blend out for a lived-in, smoky-eye effect.

### KEY INGREDIENTS

High-impact pigments provide bold color payoff that stays all day while rich emollients provide silky application.

### EXPERT INSIGHT

"Tightlining is my favorite way to subtly define the lash bed, which creates the illusion of thicker lashes and enhances the natural eye shape. This technique involves lining your upper waterline—the area beneath the lash line where the eyelids meet when closed—for thicker, fuller and darker-looking lashes."

—Carrie Barber, owner and creative director

### EDITOR FEEDBACK



"This smudge-proof, budge-proof liner is an eye makeup game changer. Twist the bottom to reveal a sharpener to define and a handy brush to blend. It gives me intense color that lasts."

—Tatiana Bido, aesthetic content manager

**\$23** [makebeauty.com](https://www.makebeauty.com)

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NEWBEAUTY20—valid through 2/29/24.



\*Each tube comes with one of the following shades: Nebula, Otherworld, Eclipse, Halo, Deep Space, Interstellar or Gamma Ra



# KIBON BEAUTY

## RADIANCE MASK OR REVITALIZING MASK (PACK OF 5)\*

### WHAT IT IS

The silk-like, antioxidant packed, brightening and repairing qualities in the Radiance Mask renews dull texture, minimizes the appearance of pores and dark spots, and helps provide a more even skin tone, while the Revitalizing Mask calms, soothes, deeply moisturizes and firms.

### HOW TO USE

First, remove the mask from the package. If using the Radiance mask, discard the blue outer layer. Next, press the mask into the skin and apply excess essence to the neck or other dry areas. Leave on for 15 to 20 minutes, remove, and allow the serum to absorb for another 5 to 10 minutes.

### KEY INGREDIENTS

Pure Citrus Blossom extract is used as the base in the Radiance Mask in tandem with LipoButy™ technology to minimize hyperpigmentation and texture while restoring a natural glow. In the Revitalizing Mask, pure orange daylily extract, LipoButy™ technology, sodium hyaluronate and aloe vera work to plump, hydrate and moisturize.

### EXPERT INSIGHT

"By using powerful plant-based ingredients with the application of LipoButy technology, our team was able to find an avenue allowing our formulation and their active ingredients to successfully reach the skin without loss to evaporation or degradation."

—Winnie Chu, cofounder.

### EDITOR FEEDBACK



"I love keeping a pack in the fridge to help de-puff after a late night."

—Danielle Fontana Dooley, associate director, digital content

\$55 for a pack of five,  
[kibonbeauty.com](https://kibonbeauty.com)

Use code TestTube24 for 15- percent off your order—valid through 04/30/2024.



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\*Each tube comes with either  
1 Radiance Mask (Pack of 5) OR  
1 Revitalizing Mask (Pack of 5)

# PRAI BEAUTY

## AGELESS THROAT & DECOLLETAGE CRÈME

### WHAT IT IS

The number-one best-selling product from PRAI Beauty, this luxe cream is clinically proven to create firmer, smoother, younger-looking skin across the neck and décolletage in as little as seven days.

### HOW TO USE

Apply a pea-size amount daily in smooth upward strokes from chest to chin and enjoy the skin-firming benefits.

### KEY INGREDIENTS

Unique Sepilift technology and hyaluronic acid restore elasticity and boost collagen production while mulberry, saxifrage and grapeseed extracts even skin tone, and squalane and shea butter nourish and hydrate.

### EXPERT INSIGHT

"I've experienced firsthand how those initial signs of aging on the neck and décolleté can take a toll on one's self-esteem. I created this brand to lead the conversation around this forgotten area in skin care, and educate women about how to care not only for the skin on their faces, but also for specific areas like the neck, which can age up to 20 times faster. This cream helps to spark joy, restore confidence and show women that it's possible to love your neck."

—Cathy Kangas, founder

### EDITOR FEEDBACK



"Who doesn't love a product that shows visible improvement in a week? My skin literally drinks this up. I like to apply a pea-size amount onto my cleavage first, and then work up to my chin."

—Amber Milt, senior director of video and multimedia

\$35, [prabeauty.com](https://prabeauty.com)

Enjoy 30-percent off sitewide with code NEWBEAUTY30—valid through 6/1/2024.



# LALICIOUS

## VELOUR BODY MELT\*

### WHAT IT IS

A multitasking body-care hero with a unique gel-to-oil formula. It's packed with nourishing skin-loving ingredients to help heal and protect dry, dehydrated skin.

### HOW TO USE IT

With clean hands, scoop product onto clean skin and use as an after-sun treatment, body moisturizer, hair and scalp mask, makeup remover, shave oil, hand and foot mask, cuticle moisturizer, or stretch mark treatment.

### KEY INGREDIENTS

Coconut oil and kalahari melon seed oil work hand-in-hand to provide intensely hydrating benefits no matter where you apply it.

### EXPERT INSIGHT

"The Velour Body Melt is one of my favorite products in our body-care collection because of the endless ways to use it. Whether you want to use it as a mask to nourish and repair dry hair or skin, help cleanse your skin of makeup, or achieve smooth skin using it as a shaving oil, this one mighty product does it all."

—Jessica Kernochan, cofounder

### EDITOR FEEDBACK



"The Sugar Coconut Velour Body Melt leaves my skin silky soft; never greasy, only perfectly nourished and glowy. It smells like the beach vacation I long for in the middle of winter."

—Leiana Foye, senior digital content producer

\$39, [lalicious.com](https://lalicious.com)

Enjoy \$15 off any \$80 purchase using code NEWBEAUTY—valid through 06/30/24.



\*Each tube comes with one of the following scents: Sugar Kiss, Sugar Coconut or Sugar Lavender

# DIONIS GOAT MILK SKINCARE

## GOAT MILK WHIPPED BODY SCRUB\*

### WHAT IT IS

This gentle yet hardworking body scrub uses whipped goat milk, chamomile and sugar to remove dry, flaky skin cells and leave skin nourished, smooth and moisturized.

### HOW TO USE

Apply a generous amount onto wet skin and massage gently in a circular motion, focusing on rough areas. Rinse thoroughly and pat dry.

### KEY INGREDIENTS

Goat milk, sugar and chamomile work together to gently, naturally and effectively exfoliate the skin while simultaneously hydrating and nourishing.

### EXPERT INSIGHT

"Our whipped goat milk body scrub exfoliates your skin, removing dry, flaky skin cells leaving you smooth and soft after every use."

—Karen Minsky, president of Dionis Goat Milk Skincare

### EDITOR FEEDBACK



"This standout scrub helps to remove flakes and allows for better penetration of moisturizers and more consistent application of self-tanner (if that's your thing). It makes my skin so smooth and soft."

—Sarah Eggenberger, senior editor-at-large

\$15, [dionisgmskincare.com](http://dionisgmskincare.com)



\*Each Tube comes with one of the following scents: Verbena & Cream or Milk & Honey

# POPPY & POUT

LIP BALM\*

## WHAT IT IS

A true handbag must-have, Poppy & Pout Lip Balms are super smooth and made with 100-percent natural ingredients in an array of delectable scents. Plus, they're packaged in a recyclable cardboard tube.

## HOW TO USE

Apply liberally to lips as needed, and gently push up from bottom of cardboard tube to reveal more product.

## KEY INGREDIENTS

Coconut oil, beeswax, sunflower oil, and essential oils help to hydrate and nourish the lips with each use.

## EXPERT INSIGHT

"Our 100-percent natural lip balm formula hydrates your pout and smells amazing doing it. We use recyclable cardboard tubes that contain more than double the product found in a plastic tube. That's double the product with none of the plastic!"

—Krysta Morgan, owner

## EDITOR FEEDBACK



"I keep one of these stashed just about everywhere, from my car to my nightstand. The formula is super soft and hydrating, and each scent is better than the next."

—Allie Hogan, associate beauty editor

\$9.95, [poppyandpout.com](https://poppyandpout.com)

Enjoy 15-percent off your first Poppy & Pout order with code TEST15—valid through 12/31/2024.



\*Each tube comes with one of the following scents: Sweet Mint, Island Coconut, Pomegranate Peach, or Marshmallow Crème



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