

SHAPE
of Beauty
2009
Awards

best in BEAUTY

The votes have been counted, and it's official! These are the skin, hair, and makeup products nearly 5,000 readers, beauty pros, and *Shape* editors declared the year's biggest winners. **BY SALLY WADYKA**



▲ FACIAL CLEANSERS

● **Neutrogena Oil-Free Acne Wash Pink Grapefruit Facial Cleanser** (\$6; at drugstores) "The refreshing blast of grapefruit scent makes this a perfect morning pick-me-up," said one tester. The potent cleanser also contains a blend of 2 percent salicylic acid and soothing botanicals. The result: clear pores, fewer breakouts, and skin that's makeup- and oil-free (but never dry).

● **Aveda Enbrightenment Brightening Cleanser** (\$35; aveda.com) This creamy wash features the antioxidant vitamin C, exfoliating salicylic acid, and aloe vera extract to gently remove dead skin cells. "It's even suitable for those with easily irritated skin," says *Shape* editorial advisory board member and dermatologist Darrell S. Rigel, M.D.

▼ FACIAL EXFOLIATORS

● **Olay Dual Action Cleanser + Pore Scrub** (\$7; at drugstores) For skin to look its best, you need not only to remove the day's dirt and makeup, but also to slough off dead cells. Testers loved that this foaming daily cleanser did both. "It left my skin feeling clean and smooth, and my pores looked smaller," said one.

● **Estée Lauder Idealist Dual-Action Refinishing Treatment** (\$50; esteelauder.com) No time—or money—for microdermabrasion? This powerful weekly treatment (a rich cream you wash off after five minutes) resurfaces skin with salicylic acid and glucosamine, which help erase brown spots—plus, it contains soothing cucumber extracts. "My face looked less splotchy after using it just once," raved one tester.

▼ FACIAL MOISTURIZERS

● **Aveeno Positively Radiant Tinted Moisturizer SPF 30** (\$15; at drugstores) Testers loved this product's "totally natural-looking color" and "non-greasy" feel. Plus, the light-reflecting mica it contains helps even out skin tone, while the SPF 30 prevents future damage.

● **Clinique Comfort on Call Allergy Tested Relief Cream** (\$40; clinique.com) If your face is on the drier side and seems to react to anything you put on it, "this fragrance-free formula, with skin-calming jabara fruit extract, is for you," says *Shape* editorial advisory board member and spa expert Mary Bemis.



NICOLA GROSELL

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► BODY CLEANSERS AND SCRUBS

- **Ahava Mineral Botanic Velvet Cream Wash for Very Dry Skin in Hibiscus & Fig** (\$20; ahavaus.com) "This thick cleanser was so hydrating, I didn't need to apply lotion after my shower," commented one tester. It has nourishing oils and minerals harvested from the Dead Sea, plus plant extracts.
- **Caress Evenly Gorgeous Exfoliating Body Wash** (\$4; at drugstores) The moisturizing karite butter and sloughing brown sugar in this cleanser gently remove dull, dead cells and get you supersoft. Testers repeatedly praised its "yummy cookie scent."
- **Origins Gloomaway Grapefruit Body-Buffering Cleanser** (\$20; origins.com) This mild formula is a "supereffective exfoliator," states Bemis. The secret sloughing ingredient? Crushed apricot seeds. The invigorating aroma of grapefruit, mint, and orange turned an ordinary shower "into a spa experience," said one tester.



▼ BODY FIRMING

- **Nivea My Silhouette! Redefining Gel-Cream** (\$16; at drugstores) The gel-cream formula—which testers praised for "sinking in fast"—contains white tea and anise extract to improve skin tone and elasticity. "After about three weeks of using it, the skin on my legs started to look firmer," said one.
- **Clarins High Definition Body Lift** (\$65; us.clarins.com) This lotion features a combination of enzymes, botanicals, and caffeine, all of which tone and firm skin to reduce the appearance of cellulite. Testers reported seeing less-lumpy-looking thighs after just a few weeks of use, and with regular p.m. application, one claimed she was "actually ready to put on a bikini."



▲ BODY MOISTURIZERS

- **Lubriderm Advanced Therapy Triple Smoothing Body Lotion** (\$8; at drugstores) This lotion delivers intense hydration and exfoliation, thanks to a mix of vitamin E and alpha hydroxy acids. One tester said it absorbed so quickly, she could "get dressed right away."
- **Sephora Coconut Cream Body Butter** (\$16; sephora.com) Sure, it leaves skin "feeling like butter," but what testers couldn't get enough of was this cream's island-inspired scent. "It smelled so delicious, it made my mouth water," raved one. Testers described this product as a great value too: "It's as luxurious as designer creams that cost twice as much."

▼ EYE CARE

- **Garnier Nutritioniste Skin Renew Anti-Puff Eye Roller** (\$13; at drugstores) Testers loved this "totally refreshing and addictive" eye treatment. The formula contains caffeine to banish puffiness and dark circles, plus vitamin B₅ and glycerin to hydrate skin and lessen the look of wrinkles.
- **Lancôme High Résolution Eye Refill-3X Triple Action Renewal Anti-Wrinkle Eye Cream** (\$55; lancome-usa.com) Staffers agreed this cream almost rivaled the results of an injectable. "The skin around my eyes looked amazingly smooth," said one. Not surprising: It has collagen-building peptides and hydrating hyaluronic acid.



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▼DERMATOLOGIST BRANDS

● **Patricia Wexler M.D. Dermatology MMPI-20 Skin Brightening & Pore Refining Serum** (\$55; bathandbodyworks.com) Wrinkles aren't the only things that make you look older, according to dermatologist Patricia Wexler, M.D. Enlarged pores and uneven skin tone do too; this serum—created by Wexler—tackles both. It also contains light diffusers to boost luminosity. "It felt silky and made my skin look tighter within just days," noted a tester.

● **Murad Oil-Control Mattifier SPF 15** (\$40; murad.com) "This cream is ideal for people with combination or oily skin who usually shy away from anything with sun protection in it for fear of breakouts and sheen," says Bemis. The botanical-infused potion, from Los Angeles dermatologist Howard Murad, M.D., was shown to reduce oil buildup by up to 78 percent for more than eight hours.

►SUN PROTECTION

● **Bare Escentuals BareMinerals SPF 30 Natural Sunscreen** (\$28; bareescentuals.com) This unique brush-on powdered sunscreen gets its UV-blocking powers from the natural mineral titanium dioxide (mixed with antioxidant vitamins A, C, and E). It also provides a sheer glow to your face. Editorial advisory board member and dermatologist Jeanine Downie, M.D., says it's "an effortless way to apply extra protection anytime."

● **Neutrogena Ultimate Sport Sunblock Spray SPF 70+** (\$10; at drugstores) Avoiding the rays during a sweaty workout in the sun typically requires superthick, sticky sunscreen. But this surprisingly lightweight spray (which blocks UVA and UVB rays) creates an undetectable layer of protection on the skin. "It stays put and doesn't drip into your eyes when you run," says Downie.

►ANTIAGING

● **Olay Professional Pro-X Deep Wrinkle Treatment** (\$42; at drugstores) Testers were surprised to find such a potent wrinkle-fighting formula at the drugstore. It features a blend of retinol, niacinamide (vitamin B₃), and peptides, all shown to renew skin cells and reduce the appearance of lines. "Like Botox without the needle!" exclaimed one staffer.

● **Kiehl's Highly Efficient Skin-Tone Corrector** (\$50; kiehls.com) Getting rid of brown spots is no easy feat, but this concentrated cream was up to the task. "I started noticing significant fading after a few weeks of daily use," reported a tester. The results come from the mix of skin-renewing ingredients, including vitamin C-rich emblica fruit extract and glycolic acid.

►SELF-TANNERS

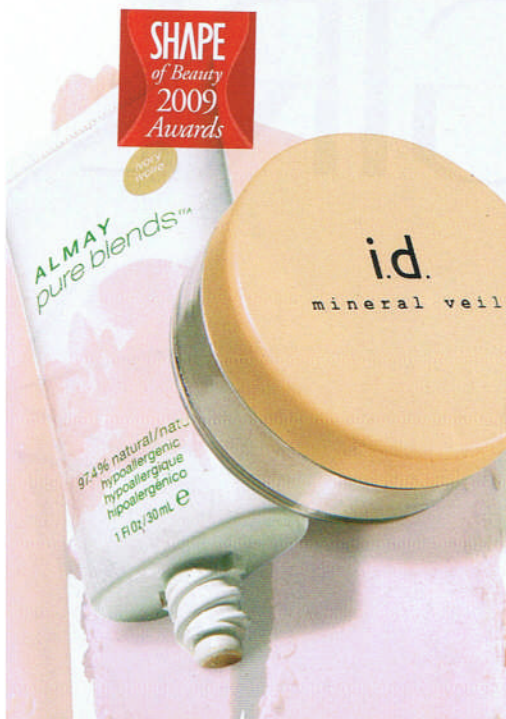
● **Jergens Natural Glow Foaming Daily Moisturizer** (\$9; at drugstores) The usual complaints about self-tanners—too sticky, obvious, and smelly—didn't come up once with our testers. "The foam imparts a believable 'tan' and blends easily," says Bemis.

● **Victoria's Secret Bare Bronze Gradual Tan Firming Body Moisturizer** (\$18; victoriasecret.com) This skin softener builds a subtle tint with continued use. "The caffeine in it also helps constrict bulging fat cells," explains *Shape* editorial advisory board member and dermatologist Ruth Tedaldi, M.D.



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◀ FOUNDATION

● **Almay Pure Blends Makeup** (\$14; at drugstores) "My skin is very sensitive, so I don't usually wear foundation—but this one was so light, I forgot I had it on," said a tester. Made with 97 percent natural ingredients—including botanicals—this foundation is notable for what's *not* in it: potentially irritating fragrances, parabens, and talc.

● **Bare Escentuals BareMinerals Hydrating Mineral Veil** (\$19; bareescentuals.com) This soothing powder features a combination of water, rice lipids, shea butter, and glycerin to hydrate skin sans shine. "It gave me a wonderful iridescent glow," said a tester.



▲ BLUSH AND BRONZER

● **Physicians Formula Organic Wear 100% Natural Origin 2-in-1 Bronzer & Blush** (\$14; at drugstores) This two-part compact pairs perfectly coordinated shades of bronzer and blush that can be used solo or layered to create a sun-kissed glow. "It gave me a fresh flush," said one tester. "And the color lasted so long, I didn't even have to reapply before going out after work."

● **MAC Mineralize Blush** (\$21; maccosmetics.com) Mineral blush is popular for providing lightweight, natural coverage, and this one is no exception. "It felt breathable, not like a thick coating of color, and it didn't make my skin itch like some makeup can," said one sensitive-skinned tester.

▶ EYE MAKEUP

● **Maybelline The Colossal Volum' Express Mascara** (\$7; at drugstores) For those times you want over-the-top-lush lashes in a hurry, this mascara truly delivers. "I've never seen my puny little lashes look so full!" raved a tester. It has a collagen-infused thickening formula and a brush big enough to cover every lash in a single stroke.

● **Exceptionnel de Chanel Intense Volume and Curl Mascara** (\$30; chanel.com) When it comes to creating dramatic evening eyes, it's all about the wand. This innovative six-sided brush—with a mix of plastic comblike bristles to lengthen and define and tight nylon ones to add volume and curl—helps sculpt "faux-like lashes in seconds," noted a staffer.



◀ LIP COLOR

● **CoverGirl Outlast Lipstain** (\$7; at drugstores) Testers repeatedly commented on this long-lasting stain's "fabulous texture." "It felt like it wasn't there—even though it stayed on throughout my entire lunch," said one. The addition of conditioners, like glycerin and hyaluronic acid, ensures that lips will stay soft and hydrated.

● **Burt's Bees Lip Shimmer in Caramel** (\$5; burtsbees.com) This all-natural lip color "is perfect for someone who likes a no-makeup look—but with a little something extra," said one tester. Tedaldi adds, "the blend of sunflower oil, beeswax, and vitamin E in it is nourishing to the delicate skin on the lips."

● **Shiseido Makeup Perfect Rouge** (\$25; nordstrom.com) With a selection of 20 colors—shown here in (from left to right) Ariel, Fuchsia, and Valentine—there's something for everyone in this lipstick collection. But it's not just the shade range that won over our testers. The formula contains a polymer that seals hydration into lips so they remain kissable all day. "My mouth still felt soft the morning after I took it off," said one.



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► HAIR COLOR

● **L'Oréal Paris Excellence-to-Go** (\$9; at drugstores) Even at-home-hair-color novices fell in love with this comb-in formula's almost instant results. "After just 10 minutes, I had deep, rich, really natural-looking color," reported one tester. A new technology helps pigment sink quickly into strands without causing damage. The comb applicator also makes it easy to apply all over or just as a root touch-up. "And it totally covered my grays," said another tester.

● **Fekkai Salon Color** (\$30; *beauty.com*) With 20 shades to choose from and a creamy formula that features rich conditioning ingredients, like olive oil, lemongrass butter, rosemary, and lavender, it's easy to score gorgeous results from this salon-quality at-home color. Staffers also appreciated getting an intense moisture boost. "My hair felt like I'd just had a professional deep conditioning treatment," said one.



▼ SHAMPOO AND CONDITIONER

● **Pantene Pro-V Nature Fusion Moisture Balance Shampoo and Conditioner** (\$4 each; at drugstores) This cleansing and conditioning duo relies on the power of natural ingredients—cassia, calendula, ginger, and aloe vera—to leave hair silky and resilient. The cassia complex forms a protective seal around strands that locks in moisture and helps your brush or comb glide through hair without snagging. "Daily blow-drying makes my hair brittle, but after using this combo regularly, my hair felt stronger and softer," said a tester.

● **Aveda Dry Remedy Moisturizing Shampoo and Conditioner** (\$24 each; *aveda.com*) Created to help soften hair that's become crispy from heat styling, these products contain several natural oils, including macadamia nut and jojoba. "Thanks to these amazing hydrators, my fried ends looked almost like they'd been freshly trimmed," said a tester who used the combo religiously for three weeks.



▲ HAIR STYLING

● **Dove Heat Defense Therapy Heat Activated Protect & Shine Mist** (\$4; at drugstores) It's a beauty catch-22: To make tresses look their best, you often have to use damaging hot tools. But if you spritz this protective product onto strands first, they can withstand high temps and not end up split and frayed. "I never used to spritz on heat styling sprays because they weighed down my hair, but this one's light and nonsticky—and, most important, it made my mane look less strawlike after flat-ironing," said a tester.

● **Tresemme Simply No Frizz Spray Gel** (\$4; at drugstores) "This styler really lived up to its name," raved one staffer. "My hair was still smooth and frizz-free after a workout." The lightweight spray gel relies on a "frizz defense" molecule to create a barrier against humidity, an effect that can last through to your next shampoo.



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▶ ANTIPERSPIRANT/DEODORANT

● Dove Visibly Smooth Clinical Protection Antiperspirant/Deodorant (\$8; at drugstores)

This potent sweat stopper has the maximum amount of the wetness-fighting ingredient aluminum zirconium tetrachlorohydrate gly allowed without a prescription. The sunflower oil it contains also "softens stubble so it isn't as noticeable," explained a tester.

● **Origins Organics Totally Pure Deodorant** (\$15; origins.com) "I never thought chem-free could be so powerful," exclaimed one tester. The mix of organic white willow bark and lavender alcohol neutralizes odors, while its organic essential oil blend leaves behind an energizing scent.



▲ HAIR REMOVAL

● **BEST SHAVE GEL Skintimate Moisturizing Cream Shave Extra Gentle** (\$4; at drugstores) This formula, with olive butter, soy, vitamin E, and aloe vera, drew high marks from testers for its feel and value. "A tiny squirt goes a long way," commented one.

● **BEST DEPILATORY Nair Shower Power Sensitive Formula** (\$7; at drugstores) "My skin usually reacts badly to depilatories, but this cream left my legs smooth, moisturized, and not at all irritated," said a staffer. Bonus: There was no "icky smell."

● **BEST RAZOR Gillette Venus Embrace Shaving System** (\$10; at drugstores) The latest incarnation of this crowd-pleasing shaver features five blades surrounded by a skin-protecting ribbon of moisture. "It glides so well, there were no nicks," said one tester.

● **BEST TOOL Schick Quattro for Women TrimStyle** (\$11; at drugstores) Several testers loved this tool so much, they were ready to "skip pricey waxing treatments." It's shower-safe and promises to trim and shape your bikini area to perfection.

▶ MOOD-BOOSTING FRAGRANCES

● Halle by Halle Berry Eau de Parfum (\$28 for 1 oz.; kohls.com)

This spicy scent with a hint of fruit is suitable to wear every day. "It's a rare fragrance because it's strong enough to linger but doesn't overpower," said a tester.

● **Philosophy Unconditional Love Spray Fragrance** (\$40 for 1.7 oz.; philosophy.com) "This was the kind of perfume that had me smelling my wrists all day," reported a tester. It contains sumptuous notes, like black currant and cashmere vanilla.

● **Elizabeth Arden Pretty Eau de Parfum Spray** (\$49 for 1.7 oz.; elizabetharden.com) "I usually find florals heavy, but this one strikes a balance between sweet and delicate," said one tester. It features star jasmine, pink iris, and white peony, all anchored by a rich mix of musk, wood, and amber.



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▲ ORAL CARE

BEST TOOTHBRUSH Colgate Wisp (\$2 for four; at drugstores) "No fuss, just brush" is how one happy tester described this portable, single-use tool. A tiny bead embedded in the bristles releases a minty liquid that leaves teeth feeling fresh and clean.

BEST WHITENER Crest Whitestrips Advanced Seal (\$45; at drugstores) The new "better-seal technology" in these strips helps them adhere securely to teeth, even while you're drinking water. "After a week of using them, my teeth looked as if I'd had a professional whitening treatment," said one tester.

BEST MOUTHWASH Listerine Total Care Anticavity Mouthwash (\$3; at drugstores) Testers liked this rinse's ability to fight plaque and help boost tooth enamel. "I felt like I was doing something good for my smile every time I used it," said one.



◀ HAND CARE

● **Sally Hansen Salon Hand Care Two Step Renewal System for Hands** (\$8; at drugstores) This two-part regimen solves all your hand issues. An exfoliating scrub sloughs off rough skin to help erase age spots, and a moisturizer with collagen helps firm. One tester dubbed it "pretty hands in a tube."

● **Avon Skin So Soft Age-Defying Overnight Corrective Hand Treatment** (\$6; avon.com) Packed with vitamin E and other antioxidants, this concentrated formula revitalizes hands while you sleep. "Although it felt lightweight, it was potent," noted a tester who used it nightly. "By morning my hands were as soft as they were when I was younger."



◀ NAIL CARE

● **Revlon Cuticle Moisture Oil** (\$8; at drugstores) While most oils are too greasy to use as regularly as manicurists recommend, this one garnered praise for being lightweight and quick to sink in. "I even used it while typing at my computer," said one tester. The übermoisturizing effects come courtesy of arctic berry oils, vitamin E, and skin-conditioning panthenol.

● **Nicole by OPI Nic's Sticks Hydrate It! Paint & Go Nail Moisturizer** (\$7; nicolebyopi.com for stores) When you're between home or salon manicures, Nic's Sticks is a top tip saver. "It's a must for your purse," said one tester. The clear, nourishing formula includes safflower seed oil, bamboo extract, and cactus extract to banish brittleness. "I apply it on the train on the way to work and arrive with shiny, healthy-looking nails," said another.

▶ FOOT CARE

● **Dr. Scholl's For Her Smooth My Sole Micro File** (\$10; at drugstores) Testers adored this easy-to-use-and-clean foot file that safely and gently removes rough, dry skin—and delivers pro pedicure results at home. "It made me less self-conscious about my heels in sandals," said one tester.

● **Manicure/Pedicure by OPI Papaya Pineapple Scrub** (\$13; opi.com for stores) Not only does this product have cell-sloughing fruit acids and "gritty but soft" sugar crystals, it also smells so good, you'll want to use it every day. "Your scaly skin won't stand a chance," reported a staffer.



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The new products and procedures our editorial advisory board members have voted the best:

BEST NEW INJECTABLE Juvéderm XC (from \$650 per syringe) The original Juvéderm (shown here)—a filler made from hyaluronic acid, a hydrating ingredient that's found naturally in your body—has been a dermatologist staple since the FDA approved it in 2006. It's used primarily to plump up moderate to severe wrinkles around the mouth and nose. Now a new version, Juvéderm XC, containing 0.3 percent lidocaine, is pending FDA approval. "It gives the same natural and long-lasting results, but without the pain when you inject it," says Tedaldi.

BEST NEW AT-HOME DEVICE Neutrogena Healthy Skin Rejuvenator (\$40; at drugstores) "I think this exfoliating kit may actually be better than an in-office microdermabrasion treatment," says Downie. "It's an effective, economical option for brightening and evening skin tone." The handheld, battery-operated applicator comes with single-use puffs that contain ultrafine crystals to smooth skin, plus glycerin to soothe and hydrate. In company studies, regular use has been shown to produce an 88 percent improvement in the appearance of fine lines and brown spots.

BEST NEW IN-OFFICE DEVICE Fraxel Re:store (about \$1,000 per treatment) "This is an absolute wow," raves Tedaldi. "I have many lasers gathering dust in the office, but not this one." It can be used to treat patients with sun damage, fine lines, melasma, brown spots, and precancerous lesions, as well as for all-over skin resurfacing. But unlike older lasers, there's minimal downtime for healing, and after a series of three to five treatments, patients are left with "softer, less wrinkled, less pigmented skin that's tighter and more translucent."

BEST NEWCOMER Mission Skincare High Performance Anti-Friction Cream (\$13; missionskincare.com) *Shape* readers and editors loved this new line designed by athletes (including tennis star Serena Williams, soccer player Mia Hamm, and gold medal swimmer Amanda Beard). It includes eight innovative products, such as sunscreen, lip balm, and foot gel, all made to stand up to the demands of an active lifestyle. But our testers deemed the Anti-Friction Cream the standout star. The multipurpose, silicone-based balm stops chafing and irritation caused by rubbing. "I slathered it on my feet before a long day of walking around the city in brand-new strappy sandals," reported one. "Not only did the product stay on for hours, but at the end of the day, my feet were blister-free."

SALLY WADYKA is a freelance writer in Boulder, Colorado, and a contributing editor at *Shape*.

OUR BEAUTY EDITORIAL Advisory Board



Mary Bemis is a spa expert who launched

guidetospas.com and is the founding editor in chief of *Organic Spa* magazine. When testing products, she looks for efficacy and overall feel.



Jeanine Downie, M.D., is the director of Image

Dermatology PC in Montclair, New Jersey, and frequently appears on the *Today* show and *Good Morning America*. She tries every product she recommends.



Darrell S. Rigel, M.D., is a clinical professor

of dermatology at the New York University Langone Medical Center and past president of the American Society for Dermatologic Surgery. He believes in low-cost, high-quality skin care.



Ruth Tedaldi, M.D., is the founding partner of

Dermatology Partners Inc. in Wellesley, Massachusetts. What matters most to her? Results, results, results.

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