

BEST IN BEAUTY

SHAPE
of Beauty
AWARDS
2010

More than 3,000 readers, SHAPE editors, and beauty experts named these good-for-you skin, makeup, and hair products the top picks of 2010. Try them and find a few new faves of your own! BY SALLY WADYKA



FACIAL CLEANSERS

- **Clean & Clear Advantage 3-in-1 Foaming Acne Wash (\$7; at drugstores)** "Acne washes tend to feel and smell medicinal, but this one was luxurious," said a tester. Its key ingredient is salicylic acid, "a gentle exfoliator that clears zits by speeding cell turnover," explains SHAPE advisory board member and dermatologist Darrell S. Rigel, M.D.
- **Kinerase PhotoFacials Daily Exfoliating Cleanser (\$40; sephora.com)** "After a few days of using it, my face felt much smoother," raved one tester of this gentle wash. Improvements in skin texture come from a mix of antioxidant-rich superfoods—including kiwi, pineapple, and pomegranate—in combination with jojoba and silica beads.



FACIAL EXFOLIATORS

- **Neutrogena Oil-Free Acne Wash Redness Soothing Gentle Scrub (\$7; at drugstores)** "This exfoliator is one of my favorite products," says Tedaldi. "It has 2 percent salicylic acid to zap zits without overdrying skin." That pimple fighter is balanced by soothing aloe and chamomile to calm acne-related redness.
- **Origins Brighter By Nature High-Potency Brightening Peel (\$38; origins.com)** The natural fruit acids in this twice-weekly treatment help skin safely shed dulling dead cells. And calming Japanese basil leaf extract ensures your face won't look irritated afterward. "My skin glowed for days," said one tester.



FACIAL MOISTURIZERS

- **Olay Regenerist UV Defense Regenerating Lotion SPF 50 (\$30; at drugstores)** This lightweight lotion not only delivers a potent dose of broad spectrum sun protection, it also treats normal to oily skin with a revitalizing mix of ingredients, such as firming amino-peptides and green tea, to fight line-inducing free radicals. "My skin drank it up instantly, and it left my face looking radiant but not greasy," said one tester.
- **Kiehl's Açai Damage-Correcting Moisturizer (\$44; kiehls.com)** Antioxidants help skin repair itself, and this formula contains açai berry to do just that. But the benefits don't stop there; it also has hydrating shea butter. "I love that it doesn't contain any parabens, since these can be irritating to sensitive skin," says SHAPE advisory board member and dermatologist Ruth Tedaldi, M.D.



NICOLAI GROSELL

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EYE CARE

■ **Neutrogena Retinol NX Concentrated Retinol Eye Cream (\$59; qvc.com)** Testers were looking for a hydrating, fast-absorbing eye cream that would also smooth crow's-feet. And thanks to its ultra-light yet creamy texture and some powerful ingredients, this one delivered. "Retinol and vitamin C lessen the look of wrinkles over time, while hyaluronic acid adds instant plumpness," says Rigel.

■ **Bare Escentuals RareMinerals Active Triple Treatment Eye Cream (\$28; sephora.com)** Testers adored this product both for what it doesn't have—irritating fragrances and parabens—and what it does: potent anti-agers that produce mega results. The hydrating "but not at all oily" formula uses natural mineral electrolytes plus plant and seaweed extracts to reduce the look of fine lines, minimize puffiness, and send dark circles packing.



ANTI-AGING

■ **Olay Regenerist Anti-Aging Eye Roller (\$23; at drugstores)** "I was skeptical of anything that claims to 'de-puff,'" admitted a tester. "But after a few days, I did look less sleep-deprived." The three rollers massage away swelling and "deliver a potent dose of anti-agers like pentapeptides, which build collagen," says SHAPE advisory board member and dermatologist Jeanine Downie, M.D.

■ **Chanel Sublimage Essential Regenerating Fluid (\$295; chanel.com)** Some antiaging creams are too thick for all but the driest skin or too heavy to wear under makeup. But this greaseless lotion is neither. The wrinkle-fighting secret lies in an antioxidant-rich extract from a plant native to Madagascar. "It helped to smooth the deepest lines on my forehead," said a staffer.

DOCTOR BRANDS

■ **BEST MOISTURIZER Dr. Gerald Imber Youth Corridor Soothe & Defend Moisturizer with SPF 30 (\$45; youthcorridor.com)** The celebrated author of *The Youth Corridor*, Dr. Imber is sought after by celebs. So it's no wonder that his product line is such a hit. This moisturizer is jam-packed with nourishing vitamins C and E, and it provides SPF. "It's the perfect multi-tasker," said one tester.

■ **BEST TREATMENT Dr. Dennis Gross Skincare Trifix Acne Clearing Lotion (\$32; mdskin.com)** Treating acne is just one of Dr. Gross's specialties, so it's no surprise that this product is so effective. It relies on natural ingredients, like willow bark extract and sulfur, to clear up skin fast. "Plus, it didn't make my face red or flaky," said a tester.

■ **BEST SERUM Murad Active Radiance Serum (\$89; murad.com)** Known as the healthy skin doctor, Dr. Murad's serum transforms skin with potent doses of vitamin C and alpha hydroxy acids to encourage cell turnover. "My face looked radiant after just two weeks of using it," said a SHAPE editor. "Plus, it absorbs so quickly you don't even know it's on your skin!"



SERUMS

■ **Neutrogena Ageless Restoratives Anti-Oxidant Booster Serum (\$20; at drugstores)** "It's like a booster shot for my skin!" exclaimed one tester. The hydrating serum is packed with free radical-fighting antioxidants—including feverfew and vitamin E—plus soy, "which can help brighten skin tone and even out texture," says Rigel.

■ **Origins Brighter By Nature Skin Tone Correcting Serum (\$40; origins.com)** Some of the chemicals commonly used to banish brown spots can be too harsh for sensitive skin. This gentle, citrus-scented serum relies instead on plant-derived vitamin C. "After a few weeks of daily use, my complexion looked fresher and more even," said one tester.

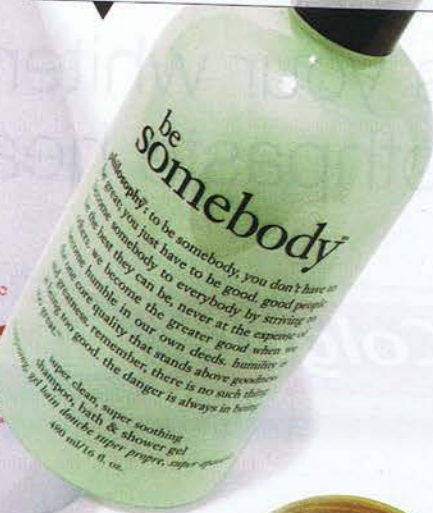


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BODY CLEANSERS/SCRUBS

■ **Dove Go Fresh NutriumMoisture Revive Body Wash** (\$4; at drugstores) This luxurious body wash drenches your skin in moisture. "It produced lots of rich lather and rinsed clean, and I didn't even need a body lotion afterward," said a tester. And the pomegranate and lemon verbena fragrance it left behind post-shower was universally described as "yummy!"

■ **Philosophy Be Somebody Super Clean, Super Soothing Shampoo, Bath & Shower Gel** (\$16; philosophy.com) If you're looking to eliminate a few steps from your locker room routine, this three-in-one product, with antioxidants and rich moisturizers, is here to help. "It left both my skin and hair feeling smooth and soft," said a tester. "And I loved the subtle, citrus-y scent."



SUN PROTECTION

■ **Banana Boat Sport Performance Broad Spectrum Sunscreen SPF 100 Lotion** (\$11; at drugstores) "I wore this during a run on a humid day and never got a drop in my eyes—even though I was sweating up a storm," said a tester of this stay-put formula. Tedaldi liked the fact that it contains avobenzene, "a great broad spectrum blocker." But she cautioned that even SPF 100 needs to be reapplied every two hours to effectively protect skin from the sun.

■ **Shiseido Ultimate Sun Protection Lotion SPF 60 PA+++ for Face/Body** (\$39; sca.shiseido.com) "I am in love with the texture; it absorbs instantly without a white residue," said a tester. And in addition to its luxurious feel, this lotion contains the antioxidant rose apple leaf extract to bolster its ability to fight UV rays.

BODY MOISTURIZERS

■ **Aveeno Positively Nourishing 24-Hour Ultra-Hydrating Whipped Soufflé Body Moisturizer** (\$10; at drugstores)

This rich, "but not greasy," moisturizer was a hit with testers. The ultra-hydrating effects are courtesy of shea and cocoa butters, which are whipped into a light, airy texture. Plus, it contains oatmeal, which "calms any irritation and really locks in moisture," says Downie.

■ **Victoria's Secret Island Escape Nourishing Body Cream** (\$12; victoriasecret.com)

You know how a favorite scent can instantly call up a happy memory? Well, you'll be remembering that fabulous tropical getaway every time you apply this body lotion, which smells subtly of coconut, sugarcane, and ocean breezes. "I get a little whiff of vacation when I smooth it on in the morning," said one tester.



BODY FIRMING

■ **Nivea Good-Bye Cellulite Fast Acting Serum** (\$16; at drugstores)

Testers were pleasantly surprised to find that this "fast-acting" serum lived up to its name. "After a few days my legs looked less dimply and firmer," said one. That's because the L-Carnitine and lotus leaf extract work together to tighten skin and make lumps look less obvious.

■ **Bliss FatGirlScrub** (\$38; blissworld.com)

No scrub will wash away your cellulite, but this one leaves skin "smoother and tighter." Red algae reduces water retention, Himalayan salt exfoliates, and peppermint extract makes it feel cool and refreshing in the shower.





LIP COLOR

■ **Avon Smooth Minerals Lipstick SPF 15** (\$8; avon.com) A lipstick that feels as good as it looks—now that's something our testers unanimously loved! "My lips felt soft and healthy," reported one after trying one of the 10 shades. "I love that it has SPF; your lips can get sunburned too," says Tedaldi.

■ **MAC Cremesheen Glass Lip Gloss** (\$18; maccosmetics.com) This gloss is "shiny but somehow not sticky," said a tester. (The secret is in the formula, a mix of soybean oil and aloe.) Even lipstick fans loved it, using it to top off their color with a kissable finish.



EYE MAKEUP

■ **Maybelline New York Lash Stiletto Voluptuous Mascara** (\$9; at drugstores) This mascara does for your lashes what a pair of heels does for your legs: it provides killer length. The subtly S-shaped brush coats lashes with a formula that makes your fringe appear fluttery—the best look for day since it "provides perfect definition without clumps," said a tester.

■ **Estée Lauder Sumptuous Waterproof Bold Volume Lifting Mascara** (\$20; esteelauder.com) One SHAPE editor who was training for a triathlon praised this volumizing formula for staying put—no matter how much she swam or sweat. "Plus, it comes off easily with makeup remover—no tugging on delicate lashes," she said.

FOUNDATION

■ **Revlon PhotoReady Makeup SPF 20** (\$14; at drugstores) Photographers know that flattering lighting makes models look gorgeous. This new foundation uses similar logic; it has light-reflecting pigments that create the optical illusion of better skin. "It covers pores, redness, and scars, all without caking," says Downie.

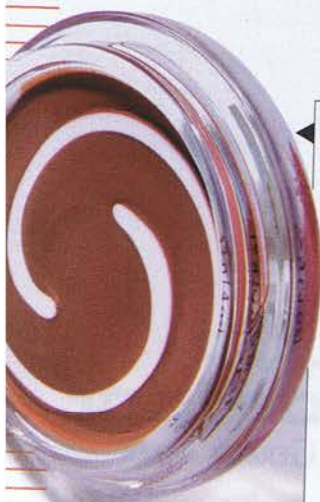
■ **Lancôme Ôscillation PowerFoundation Micro-Vibrating Polishing Mineral Make-up SPF 21** (\$48; lancome-usa.com) The gentle vibrations of the applicator break down this lightweight powder into tiny particles that blend evenly on skin. "My makeup was still flawless at the end of a long, hot day!" said a tester.



BLUSH/BRONZER

■ **CoverGirl & Olay Simply Ageless Sculpting Blush** (\$11; at drugstores) Make your makeup do double duty with this innovative blush. The formula not only imparts sheer color to cheeks, but also feeds skin a dose of radiance boosting antioxidants and vitamins. "The creamy, hydrating texture didn't settle into my fine lines, and after two weeks, even my bare skin glowed," said one tester.

■ **Nars Orgasm Illuminator** (\$29; sephora.com) It might seem far-fetched to say that a blush has inspired a cult following, but that's exactly what Nars Orgasm has done. And this addition to the Orgasm collection—a liquid bronzer with the same illuminating particles—doesn't disappoint. "It felt weightless on my skin, and gave me just a hint of tint," said a tester. Put a dab on your fingertip and spread it just on your apples, or mix it into foundation for a glow that makes skin look luminous.



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SELF-TANNER

■ **L'Oréal Paris Sublime Bronze One Day Tinted Gel for Face & Body** (\$10; at drugstores) Self-tanning-phobes rejoice! This delivers a "tan" that you have to commit to only until your next shower. But unlike body makeup, it won't rub off on your shirts or stain your sheets. "It absorbed so quickly that I was able to put on a white dress within minutes," said one tester. One coat turns skin a streak-free caramel color; two imparts a deeper bronze.

■ **Clarins Delectable Self Tanning Mousse SPF 15** (\$42; clarinsusa.com) Testers loved the natural-looking sun-kissed glow it gave skin and were won over by the yummy, very un-self-tanner-like fragrance. "It has a refreshing, fruity scent that was a welcome change from those with a strong, chemical smell," said one. Plus, it shields skin from dangerous UV rays.



SHAMPOO AND CONDITIONER

■ **John Frieda Frizz-Ease Smooth Start Hydrating Shampoo** (\$6; at drugstores) This latest addition to the Frizz-Ease line gives those with dry, damaged hair another weapon in their arsenal. Packed with moisturizing essential oils and proteins, this formula keeps fuzz at bay. "My dry, overworked ends often look fried and frayed, but this left my hair feeling silky smooth," said a tester.

■ **Aveda Damage Remedy Daily Hair Repair** (\$24; aveda.com) Rich in repairing proteins and hydrating essential oils, this leave-in treatment helps negate any damage from hot tools or UV rays. "I was afraid it would be too greasy to leave in, but this smoothed my strands without flattening my do," reported a tester.



HAIR STYLING

■ **Garnier Fructis Flexible Control Anti-Humidity Strong Hold Hairspray** (\$4; at drugstores) Strong hold is not usually synonymous with touchable texture—unless, of course, you're using this spray. "The bamboo extract ensures your style still has movement," says spa expert Mary Bemis. And it has fruit waxes to seal out humidity and boost shine.

■ **Aveda Smooth Infusion Glossing Straightener** (\$21; aveda.com) Get long-lasting smoothness with this gel, a blend of aloe, wheat protein, and guar bean that flattens the cuticle and adds shine. Testers loved its texture: "Straightening products often feel heavy or greasy on my fine hair, but this didn't," said one.



editors' picks

HAIR COLOR

■ **Garnier HerbaShine Color Creme with Bamboo Extract** (\$8; at drugstores) This ammonia-free formula contains avocado and shea butter that actually condition hair. "It easily covered my grays without an icky odor," said a staffer.

■ **Clairol Natural Instincts Rich Color Crème** (\$9; at drugstores) Even first-timers were able to achieve sophisticated color with this vitamin-infused formula. "It wasn't messy and the color I ended up with was exactly what was pictured on the box," said one.

■ **L'Oréal Paris Touch-On Highlights** (\$13; at drugstores) Since the dye is applied with a tiny brush that fits over your finger, control is literally at your fingertips. "I loved how easy it was to direct the formula exactly where I wanted it," said a tester, who was thrilled with her new honey-hued strands.



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ANTIPERSPIRANT/DEODORANT

- **BEST MOISTURIZING FORMULA** **Dove Ultimate Beauty Care Anti-Perspirant/Deodorant in Light Radiance** (\$5; at drugstores) This product promises to keep skin soft and soothe post-shave irritation—and delivers. “The combination of dimethicone and silica helps alleviate skin dryness,” says Downie. “It stops sweat, goes on smooth, and doesn’t get on my black tops,” said one tester. “What more could you ask for?”
- **BEST LIGHTWEIGHT FORMULA** **Secret Sheer Mineral Anti Perspirant/Deodorant** (\$5; at drugstores) The encapsulated talc in this product makes it glide on smooth and dry instantly. “It feels lighter on my skin than other deodorants do,” reported a tester. Plus, it provides 24-hour protection against odor and wetness, thanks to potent sweat-blockers like aluminum zirconium.



HAIR REMOVAL

Razors

- **BEST DISPOSABLE** **Gillette Venus Embrace Disposable** (\$12 for three; at drugstores) This has all the bells and whistles of the classic—five blades, a moisture ribbon, an easy-to-grip handle—but with on-the-go convenience. “I got a stubble-free, nick-free shave, and I can toss it into my gym bag,” said a tester.
- **BEST REFILLABLE** **Schick Quattro for Women** (\$9; at drugstores) “It maneuvered easily around tricky spots, like ankles and knees, without any cuts,” said a tester. The four-blade system mows down every single strand, and the strips of aloe leave skin silky.

Depilatories

- **Nair Silky Sensations Hair Remover for Legs & Body** (\$9; at drugstores) Rich in pomegranate and soy extracts, this creamy formula leaves skin smooth for days without the pain



of waxing. And, unlike hair removal products of the past—which were often smelly and prone to dripping—testers gave this one high marks. “It has a fresh scent and left my skin touchable,” said one.

- **Sally Hansen Insta-Smooth Pods Creme Hair Remover for Face** (\$10 for 6; at drugstores) Each packet is filled with just enough of the gentle depilatory for one use—perfect for sending upper-lip hair packing. Plus, “the built-in applicator made it easy to spread it on evenly,” said a tester. “And it didn’t irritate my skin or cause any redness.”

Shaving Cream
Skintimate Signature Scents Moisturizing Shave Gel in Luscious Kiwi Splash (\$3; at drugstores) The thick, “whipped cream-like lather” helps your razor glide against skin, plus, the mix of olive butter and vitamin E leaves legs incredibly hydrated. The “fresh, fruity smell” was the icing on the cake.



MOOD-BOOSTING FRAGRANCE

- **Kim Kardashian Eau de Parfum** (\$35 for 1 oz.; *sephora.com*) You’d expect a bold, sultry blend from reality TV star and SHAPE cover model Kim Kardashian, and her new fragrance does not disappoint. It’s a heady mix of florals—like jasmine, tuberose, and gardenia—anchored by earthy jacaranda wood. “I like the fact that it’s sexy and spicy without being overpowering,” said a tester. “It’s the kind of perfume that people stop you on the street to ask what you’re wearing—and believe me, they did,” said another.
- **Calvin Klein Euphoria Eau de Toilette** (\$40 for 1 oz.; *sephora.com*) “I wore this on a date with my husband at our favorite candlelit restaurant, and he loved it,” said one tester. In other words, the combination of floral mid notes (like lotus blossom, honeysuckle, and orchid) and sensual heart notes of sandalwood and amber is pure romance. And it has staying power, said another. “I put it on in the morning and was still enjoying its scent hours later.”





ORAL CARE

■ **BEST TOOTHPASTE** Colgate ProClinical Daily Renewal for Enamel (\$4; at drugstores) Testers loved that this pleasantly minty paste made their teeth feel “just-from-the-dentist clean.” Plus, it has the highest level of fluoride available OTC, which protects teeth from cavity-causing food acids.

■ **BEST WHITENING** Crest 3D White Professional Effects Whitestrips (\$50 for a 20-day kit; at drugstores) The latest version of this whitening system is the greatest, according to our testers, who saw results in as little as three days. “They didn’t slide around or lift off my teeth while I was talking,” said one.

■ **BEST MOUTHWASH** Listerine Whitening Plus Restoring Fluoride Rinse (\$6; at drugstores) This mouth rinse kills germs, brightens your smile, and strengthens enamel with fluoride. “I loved that it didn’t have a medicine-y aftertaste,” said a tester.

■ **BEST TOOTHBRUSH** Supersmile Series II LS45⁺ Advanced Sonic Pulse Toothbrush (\$99; supersmile.com) This high-tech tool is tilted at a 45-degree angle, which removes more plaque at the gumline than other devices. The result for one diligent tester? “At my most recent dentist appointment, I got a clean bill of health. No cavities, Mom!”



OUR BEAUTY EDITORIAL
Advisory Board



Mary Bemis is a spa expert who launched *insidersguidetospas.com* and is the founding editor of *Organic Spa* magazine. She believes that products should look and feel luxurious.



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

PC in Montclair, New Jersey, and frequently appears on *Today*. An admitted product junkie, she slathers on everything she recommends.



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

at the New York University Langone Medical Center and a past president of the American Society for Dermatologic Surgery. His philosophy is that products don’t have to cost a fortune to be effective.



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

Partners Inc. in Wellesley, Massachusetts. She likes to recommend products that yield noticeable results.

HAND, FOOT, AND NAIL CARE

Hands

■ **Burt’s Bees Naturally Ageless Skin Smoothing Hand Cream with Pomegranate & Shea Butter** (\$13; at drugstores) This is destined to become a desk drawer staple since it’s “instantly smoothing and doesn’t leave behind a greasy residue,” says Bemis. She praised the formula, which includes shea butter and “a milk-based alpha hydroxy acid to help even out age spots.”

Feet

■ **Manicure/Pedicure by OPI Royal Verbena Scrub** (\$13; opi.com) Keep a tube of this alpha-hydroxy acid-and-citrus scrub in the shower and feet will look pedi-perfect every day. “I have dry heels, but this got them softer than a pumice stone ever did,” said a tester.

Nails

■ **BEST COLOR** Essie Nail Polish in Angora Cardi (\$8; essie.com) This deep, dusty rose was the testers’ fave: “It felt trendy, but not too ‘out there’ to wear to work,” said one. Like all of Essie’s polishes, it’s free of potentially harmful chemicals like DBP, formaldehyde, and toluene.

■ **BEST TREATMENT** Sally Hansen Continuous Treatment Growth Formula (\$9; at drugstores) This treatment feeds nails what they need to grow (blue algae and marine minerals) and strengthens them with vitamins. “My nails were stronger and longer after a week,” raved one tester.



SALLY WADYKA, a SHAPE contributing editor, never leaves her Colorado home without lip balm.