



The
SHORTLIST

PURE BEAUTY
AWARDS
LONDON2020

From some of beauty's biggest names to the brightest new brands on the yellow brick road, the 2020 Pure Beauty Awards shortlist has landed! Turn to discover the finalists, cast your votes and decide who is destined for the Emerald City and beyond



BEST NEW SKIN CARE PRODUCT

● BALADE EN PROVENCE, SOLID FACE CLEANSER

Designed to transport the user to France's Provence region, this solid bar cleans, hydrates and soothes skin. It is enriched with French green clay to remove make-up and impurities, as well as rosehip oil to lock in moisture and aloe vera to calm redness and breakouts. Suitable for morning and evening use, the product is 100% natural, certified organic and vegan.

● DIRTY Works, Bright EYES, COOLING UNDER EYE MASKS

Packed with skin-loving ingredients, these revitalising masks are designed to combat dark circles while leaving eyes feeling refreshed and energised. The product is infused with vitamin C, aloe vera and collagen to soothe the delicate eye area. To use, consumers are advised to press the masks onto the under-eye area and relax for 15-20 minutes before peeling off.

● DR.CINK, Hydra-Essential Moisturizing Revitalizing Perfect-Fit Mask

This mask features the active ingredient SymSitive, which is designed to provide fast skin relief and reduce facial irritation from cosmetics for consumers with sensitive skin. The product's moisturising effects help to ward off dryness and strengthen the skin's natural moisture barrier, while the formula is also said to restore skin's defensive properties and provide intense hydration.



● DUCALM SKINCARE, young glow duo

This brightening serum and smoothing cream set is designed to work together to absorb deeply into skin. It features ingredients including hibiscus flower and apple fruit extracts, said to provide gentle brightening and cell turnover, as well as linoleic acid-rich oils to fortify the barrier. The brand says the duo helps to create a smoother complexion and reduce scarring after application to the skin.



● e.i.f, SUPERTONE

Designed to combat dull, lacklustre skin, this daily face toner helps remove dead skin cells to reveal a more radiant, bright complexion. The chemical exfoliant is powered by glow-inducing glycolic acid, an AHA with low pH that helps tone, balance and clear skin. It is also free from parabens, sulfates and phthalates, and is 100% vegan and cruelty-free.

● EVE LOM, RESCUE PEEL PADS

These pads feature a combination of AHA, PHA and BHA acids to help shed dead skin cells for a smoother and brighter complexion. Glycolic acid gently exfoliates the skin's surface and promote cell turnover, while a multi-fruit acid complex encourages smoother, younger-looking skin increasing the rate of cell renewal. Vitamin B3 and marshmallow leave skin feeling hydrated, soothed and non-stripped.

● FACIALDERM, 05 ANTI-POLLUTION & ANTI-STRESS Serum Booster

Formulated to prevent damage to the skin caused by pollution, this booster features

a potent cocktail of antioxidants that also helps repair the damage already done, making skin appear brighter and healthier. It also features the active ingredient Neurophroline, which helps to reduce the skin's cortisol production by 70%, and diminish the effects of stress on the skin including ageing.

● GOLDFADEN MD, DOCTOR'S SCRUB

This brand's signature scrub contains ruby crystals to remove dead skin cells while improving skin's colour and tone, helping to reduce the appearance of pores and lines, and adding hydration. It features a formula enriched with line-filling hyaluronic acid to deliver long lasting hydration, as well as seaweed extracts to provide antioxidant nourishment.



● Indeed LABORATORIES, hydraluron + moisture mist

Featuring a combination of low molecular weight hyaluronic acid and blue light protecting ingredients, this product is designed to keep skin protected and nourished throughout the day. The mist includes HEV-shielding ingredients with powerful antioxidant properties, such as butterfly bush extract, and helps to restore skin's protective barrier while brightening the complexion and defending against environmental stressors.

● IROHA NATURE, Face AMPOULE Instant LIFTING SOY PROTEIN+ Hyaluronic acid

Designed to deliver firmer and brighter skin while eliminating signs of fatigue and expression lines, this product is said to be ideal to improve skin's appearance before a big event. With soy protein to moisturise,

regenerate and detoxify, biotenser for a lifting effect and hyaluronic acid to fight against skin ageing, it is suitable for all skin types.

● **KEEP COOL, SOOTHE BAMBOO SUN ESSENCE**

This moisturising and quick-absorbing organic sunscreen protects the skin against both UVA and UVB rays without leaving a white cast or a greasy residue. Suitable for all skin types, including sensitive skin, it is formulated with 40% bamboo water to hydrate and soothe the skin while providing sun protection, leaving skin with a subtle glow and a healthy-looking finish.

● **KORRES, GREEK YOGHURT Nourishing Probiotic Gel-Cream**

Made with protein-boosting Greek yoghurt, this hydrating gel-cream moisturiser is designed to give a plumped, healthy-looking bounce to the user's skin that lasts all day. It features a unique whipped texture that melts into skin and unlocks time-released hydration for 48 hours without clogging pores, while clinically-proven microbiome-friendly technology provides a skin veil for the ultimate healthy glow.



● **SENSICA, SensiLift Mini**

This anti-ageing, skin-tightening facial gadget stimulates collagen production to reduce wrinkles, tighten skin and renew skin elasticity. It features InTense technology, based on the most advanced radio frequency technology, to penetrate multiple skin layers for immediate and long lasting results, as well as a double safety

mechanism that adjusts to skin's temperature for maximum safety and comfort.

● **SUPER FACIALIST, VITAMIN C+ BRIGHTEN BOOSTER**

Consumers can supercharge their skin care routine by adding a few drops of this booster to their favourite moisturiser or serum. The product features 1% of vitamin C, a naturally derived pro-collagen vitamin C active, allantoin and pomegranate flower to help promote a healthy, radiant glow and protect skin against harmful UV effects.

● **TEMPLE SPA, BE GONE KIND-HEARTED CLEANSING CRÈME**

Boasting a unique elastic, bouncy texture, this cleanser has been crafted using revolutionary pharmaceutical technology and award-winning powerful botanicals. The formula includes the brand's Calmaderm complex of basil, aubergine and liquorice, as well as prebiotic ingredients Biolin and Defensil Plus, to leave the user's complexion healthy, settled and comforted. Meanwhile, it has been clinically tested to be suitable for sensitive skin.

● **THE INKEY LIST, 15% VITAMIN C + EGF SERUM**

Designed to deliver smooth, healthy-looking skin, this serum combines vitamin C with plant-derived EGF peptide – which helps skin regeneration and supports natural collagen and elastin – to help brighten dull skin. The cutting-edge treatment also includes 15% ascorbyl glucoside, which converts to pure vitamin C on the surface for a brighter, more even-looking complexion.

● **The Organic Pharmacy, Radiant Day Shield**

This daily serum helps to prevent environmental and UV-induced damage, while brightening and illuminating the complexion. It includes UVA and UVB mineral filters with liposome encapsulated grape stem cells, derived from anthocyanin-rich grape cultivar. Meanwhile, Omega 5-rich pomegranate oil provides antioxidant protection while light, skin-

conditioning oils together with gold and copper minerals give the complexion a fresh and bright appearance.

● **TIMELESS TRUTH MASK, Moss Extract Revitalizing Repair Bio Cellulose Mask**

With award-winning active ingredients, this moisturising mask is designed to reduce the signs of ageing caused by environmental stress. Moss extract helps slow down the ageing process, while dual molecular hyaluronic acid instantly hydrates dry skin. It also features biocellulose to maximise and expedite the penetration of the infused formula, leaving the user's skin looking plump and radiant.



● **TOSKANI, Purifying**

An intensive care product for daily use, this ampoule contains natural extracts, vitamins and zinc to improve skin quality and prevent the appearance of blemishes. With an astringent effect and antioxidant power, it helps to close pores, tone skin, and maintain a matte and smooth complexion. It is also said to reduce sensitivity, relieve irritation and calm the skin.

● **TROPIC, Rainforest Dew Hydration Serum**

Regardless of skin type, everyone needs a hydration serum in their routine. Designed to give complexions a youthful, dewy bounce that lasts, this serum features advanced plant peptides to encourage cellular renewal and boost skin elasticity as well as multi-molecular weight hyaluronic acid to effectively replenish hydration levels. Meanwhile, evergreen fern and matcha tea extracts help to soothe any areas of irritation.

BEST NEW SKIN CARE TREATMENT

● African Extracts, ROOIBOS MULTI-PURPOSE TISSUE OIL

This multi-use spray offers many benefits and is said to treat dry skin, fine lines and wrinkles, uneven skin tone, and dark marks and blemishes, as well as scars and stretch marks, dry cuticles, an itchy scalp and dull, lifeless hair. It includes powerful antioxidants and minerals from organic rooibos extract, blended with sweet almond and grape seed oil, soya and geranium extract and vitamin E.

● BEMORAL, GODDESS OF VICTORY

Helping users achieve soft and nourished facial skin, this mask offers powerful moisturising effects with hyaluronic acid and D-Panthenol. The ingredients include *Hamamelis virginiana* (witch hazel) to strengthen the skin barrier and seize water molecules, which is said to be easily absorbed and penetrate the skin's stratum corneum, priming skin for make-up application and helping make-up stay in place for a long time.

● BIODERMA, Pigmentbio C-Concentrate

With fresh vitamin C to reduce melanin production, restore radiance and even the complexion, this product helps to correct and brighten the user's skin. The formula is powered by Bioderma's patented Lumireveal technology, which treats dark spots by targeting the three biological stages responsible for hyperpigmentation. The fast-absorbing treatment is said to reduce existing dark spots and prevent the appearance of new pigmentation.



● BIOEFFECT, EGF EYE MASK TREATMENT

This intensive hydration treatment restores tone, firmness and radiance to the eye area, while reducing puffiness and the appearance of fatigue in 15 minutes. Regular use is said to promote supple, healthy, glowing skin while diminishing the appearance of dark circles, fine lines and wrinkles. The mask is suitable for all skin types and is fragrance, alcohol and oil-free.

● Dots for Spots, Dots for Spots

Hailed as a fan-favourite acne care product, these miniature, sticker-like dots are designed to conceal, heal and protect spots in a gentle, clean and effective way. Cruelty-free and vegan, the product is formulated from one 'clean' ingredient and is suitable for all skin types.



● EMMA HARDIE, EXFOLIATING BRIGHTENING TONIC

This exfoliating tonic is designed to remove dead skin as well as increase elasticity for a smooth, even skin texture. It includes pomegranate enzymes, which work to release trapped bacteria that can cause skin problems; bakuchiol to increase elasticity and stimulate collagen production; nettle extract to tighten and refine pores; and aloe vera to hydrate and soothe skin, improving its clarity and texture.

● FACE MATTERS SKINHEALTH, FACE FOOD SERUM

With key active ingredients of safflower, calendula, lemon and sandalwood, this deep penetrating oil-based serum is designed to nourish, repair and regenerate the skin. Said to be ethical, sustainable and cruelty-free, the reformulated, rebranded and repositioned product is made in the UK by Soil Association-

approved manufacturers. It can be used with the brand's rose quartz Gua Sha tool for an instant face lift effect.

● Indeed LABORATORIES, clarify facial oil

Designed for those with acne-prone and problematic skin, this facial oil is said to be packed with pore-purifying and clarifying ingredients. Using a combination of natural extracts such as Japanese lotus flower and salicylic acid, the product helps to balance oil levels and exfoliate dead skin cells while nourishing, hydrating and smoothing skin.

● MONAT, 30 SEC MIRACLE Instant Eye Perfector

Said to be a 'remarkable' temporary quick-fix, this eye perfector tightens and smooths the appearance of crow's feet, fine lines, puffiness and wrinkles. It features a complex ingredient mix that includes acetyl hexapeptide-8, white lily flower extract and *Coffea arabica* seed extract, which work to create a refreshed, youthful appearance that lasts for hours, according to the brand.



● moia ELIXIRS, CBDerma-Repair BioActive Supercharged

Made with only natural-based ingredients, this regenerating cream treats skin conditions such as acne, atopic eczema and dry skin. Combining historic traditions and modern science with the power of CBD, it features a specialised delivery method to target the active ingredients deeper into the skin, where it is said to activate receptors, fight inflammation and help the cells' natural defence and regeneration process.

● Murad, ENVIRONMENT SHIELD Vita-C Eyes Dark Circle Corrector

This corrector has been designed to treat the thin, translucent skin around the eyes, which is more likely to show discolouration and signs of ageing. The formula contains gold-stabilised vitamin C, said to be

especially important for the delicate eye area because it delivers enhanced antioxidant defence, while algae extract also works to help de-puff the area for brighter, healthier-looking skin.

● **PAULA'S CHOICE, 0.3% Retinol + 2% Bakuchiol Treatment**

With a clinical mix of retinol and bakuchiol, this advanced formula has been developed to reduce the visibility of fine lines and wrinkles, restore firmness and even out skin tone. It contains a triple-action anti-ageing complex, consisting of retinol and a high concentration of plant-derived bakuchiol. Meanwhile, the treatment also features a powerful mix of peptides to stimulate collagen production.

● **P'URE PAPAYACARE, PAPAYA GLOW**

This product has been created to revitalise and nourish consumers' skin while they sleep. The light oil is made with papaya oil, derived from the seeds of the papaya fruit, which are said to be rich in enzymes, omega fatty acids and vitamins to help nourish and gently renew the entire face.

● **PLÉNITUDE SKINCARE, The Sublime Glow NOURISHING CLEANSER MANDARIN ORANGE**

Created with high quality organic ingredients, this cleanser is designed to care for areas of the skin that are prone to inflammation and hypersensitivity, gently removing impurities and oil extracts without damaging skin. It features a blend of soothing antioxidants and organic ingredients, including açai, cranberry, raspberry and citrus, which help to dissolve impurities, soothe redness and revitalise the skin.

● **skin:genius, hits the spot**

This maximum-strength fast-acting gel is designed to immediately fight the bacteria that causes spots quickly and effectively, and can be applied to individual spots or breakouts. Suitable for use several times a day, the slim-fit emergency zapper reduces redness and inflammation, claiming to save the day by bringing back the user's confidence.

● **THE INKEY LIST, TRANEXAMIC ACID NIGHT TREATMENT**

This overnight treatment features ingredients designed to target skin concerns such as hyperpigmentation, uneven patches and dark spots. It features 2% tranexamic acid and 2% acai berry extract to promote an even skin tone and help reduce scarring, as well as 2% of the hero ingredient vitamin C to boost the skin's brightness and luminosity.

● **thisworks, morning expert CBD booster + VITAMIN C**

With 20% vitamin C and 1% hemp-derived CBD, this booster helps to even out skin tone, reduce pigmentation and calm and soothe redness, promoting skin plumpness and helping to fight free radical damage from environmental stressors over the course of the day. Meanwhile, it is infused with the brand's Morning Expert fragrance to revive the senses and ease consumers into the day.



● **TIMELESS TRUTH MASK, Anti-Wrinkle Smoothing and Repairing Eye Mask**

Formulated with dual hyaluronic acid and hydrolysed royal jelly protein, this eye mask helps to reduce wrinkles and crow's feet. The biocellulose mask is designed to perfectly fit the contour of the eye area, while allowing the serum to effectively penetrate into the skin, improving skin firmness and smoothness. It is said to slow down skin ageing and promote a more youthful appearance.

● **TROPIC, CLEAR SKIES cleansing powder**

Featuring a blend of ingredients from 100% natural origin, this cleanser can be used effectively on its own or as a second

cleanse. It has been formulated with oily, combination and blemish-prone complexions in mind, with encapsulated plant enzymes to cleanse away excess oil, dirt and dead skin cells, and blue spirulina to refine the appearance of pores and give ultimate skin clarity.

● **κέάρ, AGEDEFYING FACE BALM WITH HERBAL SUPERSTARS**

With a blend of plant-based nutrients chosen for their skin benefits, this balm includes beeswax, calendula and propolis to soothe and regenerate skin, and reduce the appearance of wrinkles. It also features antioxidant ingredients such as extra virgin olive oil, *Hippophae rhamnoides* (sea buckthorn berry) extract and grape seed oil to fight free radical damage and promote moisture restoration.



Get ready to celebrate in style at the Pure Beauty Awards!

THE VENUE
To be confirmed

SAVE THE DATE
29 October 2020

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BEST NEW FACE MASK

● **TIMELESS TRUTH MASK, Black Bee Honey Skin Recovery Bio Cellulose Mask**

This biocellulose mask features active ingredients developed from Swiss black bee honey, said to be purer than regular honey, to help rebuild the skin's microbiome. With a 3-stage formula, it is designed to slow down ageing, while providing a cooling and revitalising effect. The mask has also been developed to perfectly fit the user's facial contours, restoring skin's balance.



● **BEMORAL, NARCISSUS NUDE MASK**

Designed to be worn before applying make-up, this mask includes trehalose extract which is rich in K+ (potassium) to help water enter the skin cells, maintaining an osmotic balance. Also featuring glitter powder, this product is said to moisturise and make skin feel softer, leaving it glossy and free of stickiness. It is recommended for use on normal, extremely dry or mixed skin.

● **BIOEFFECT, IMPRINTING HYDROGEL MASK**

Formulated to maximise the efficacy of epidermal growth factor (EGF) in the brand's serums, this mask provides deep hydration. It focuses on providing the skin with moisture, aiding the process of delivering EGF to skin cells, which is known as imprinting. Used on top of a BIOEFFECT serum, it is claimed to create the perfect microenvironment for EGF and ensure maximum results.

● **DERMAV10, AVOCADO SHEET MASK**

Enriched with avocado oil, sea algae and provitamin B5, this sheet mask is formulated to moisturise and nourish skin, leaving it soft, supple and smooth. The biodegradable mask is cruelty-free, suitable for vegans and designed for use on all skin types.

● **epoch, YING AND YANG MASK**

Detoxifying and nourishing, this face mask is said to leave skin looking healthier and brighter, with a luminous lit-from-within glow. Absorbent agents kaolin and charcoal powder transform the mask into its active skin-detoxifying state, turning from white to grey as the user massages it into their skin. Porcelain flower extract in the formula is said to help soften and soothe skin.



● **frank body, BRIGHTENING VITAMIN C MASK**

The brand's most successful launch to date, this brightening mask features vitamin C-rich kakadu plum, said to reveal the user's brightest, clearest skin. It works to dissolve the top layer of dead, dull and damaged skin with papaya and pineapple extracts, along with lactic, glycolic and salicylic acids. Natural and cruelty-free, the multi-tasking formula also treats acne hyperpigmentation, scarring and fine lines.

● **HERMETISE, AGE-DELAY IMMEDIATE EYE LIFT White Gold**

Combining advanced modern technologies with ancient alchemy secrets, this mask is said to boast age-defying powers to help the skin achieve a fresher and plumper look. It includes white gold, said to be one of the most potent regeneration ingredients, to give skin a more radiant and youthful appearance. The mask's colour transforms to white gold as consumers apply it.

● **Indeed LABORATORIES, in-circadian night mask**

Inspired by the skin's natural circadian rhythm, this overnight mask is designed to revive dehydrated skin while the user sleeps. It is formulated with next-generation ingredients including *Lespedeza capitata* plant extract and Dawnergy peptide as well as polyglutamic acid, and has been developed to assist cell regeneration and fight against environmental damage while increasing hydration.

● **LUNEIA, RADIANCE RITUAL GLOW MASK**

Providing a 10-minute at-home facial, this mask is designed to boost dull, tired skin to make it plump, smooth, decongested and glowy. Its silky gel-cream formula features a blend of exfoliating glycolic and salicylic acids, antioxidant vitamin E, prickly pear seed oil and sugarcane squalane. Consumers should feel a tingle upon application, allowing them to feel the ingredients working.

● **MARY KAY, HYDROGEL EYE PATCHES**

Aiming to deliver a burst of hydration to tired eyes, these shimmering pink patches use a hydrogel delivery system to reduce puffiness and dullness.

Harnessing the moisturising power of glycerin, they are said to be clinically proven to boost skin hydration, while in a survey conducted by the brand, eight out of ten women said they look forward to using the patches.



● **moia ELIXIRS, CBDerma-Repair CBD nano-fiber mask**

Based on cutting-edge nano technology, this nanofibre mask combines active ingredients including vitamin C, vitamin E, PHA (gluconolactone), CBD and low molecular weight hyaluronic acid for anti-

ageing benefits, while rejuvenating and firming the skin. It is said to offer a more sophisticated delivery system than other masks on the market, directly targeting and deeply penetrating specific areas to save consumers time.

● **mont trod, purifying clay mask**

Created using a medley of skin-brightening clays and oils, this clay mask can be used to cleanse, refine and rejuvenate the skin from within. Its ingredients include bentonite clay to cleanse and refresh; kaolin clay to remove dirt and excess sebum; sweet almond oil to tighten and firm skin; and jojoba oil to help reduce redness.



● **TEMPLE SPA, BE CALM SOOTHING FACE MASK**

Described as a hug in a jar, this anti-ageing crème mask is designed to deliver a boost of vitamins and calm stressed skin. Clinically tested to be suitable for sensitive skin, the light, creamy textured mask features prebiotic and Mediterranean ingredients. It is formulated to be gentle enough not to irritate yet effective in creating healthy-looking skin.

● **UXB, Sulphur & Lactic Acid Resurfacing Mask**

This exfoliating mask uses a trio of gentle exfoliants to leave the skin plump and fresh. It includes sulfur, lactic acid and pineapple enzymes to remove dead skin cells, as well as three mineral-rich clays to ease out impurities. Glycerine and xylitol are said to help draw moisture from the air into the mask to hydrate skin, leaving it feeling soft and smooth.

● **ZAZA & CRUZ, GLACIAL MINERAL DETOX MASK**

Enriched with more than 30 natural minerals and marine phytoplankton, this mask is designed to hydrate, lift, reduce redness and detox the skin. Its ingredients include kaolin clay and 85% organic glacial clay, sustainably harvested from a remote

region off the West Coast of Canada, while marine micronutrients from the phytoplankton help to nourish, heal and restore skin.

BEST NEW BEAUTY SUPPLEMENT

● **BLUEGUARD, ORAL**

This ingestible features a blend of superfoods, fruits and herbs, designed to protect the user from high energy visible (HEV) blue light from digital devices, which can disrupt beauty and health from within. It is said to aid cell regeneration and vitality, production of collagen and skin elasticity, and photo-protection of skin and eyes, while protecting from inflammation, free radicals, ROS and lipid peroxidation.

● **dewty, glow stick beauty collagen**

A peach-flavoured beauty collagen drink, these glow sticks are said to be clinically proven to increase skin's moisture levels, reducing the appearance of fine lines and wrinkles in four weeks. Formulated with hyaluronic acid, biotin and zinc as well as vitamins A, C and D3, the drink is also designed to deliver stronger nails and reduce the appearance of cellulite.

● **NUTRILITE, TRUVIVITY OxiBeauty Beauty Drink**

Formulated to support the structure and function of radiant skin, this beauty drink provides a protective buffer from free radicals. It includes the PhytoBeauty complex of chamomile and blackcurrant, as well as vitamin E to help protect cells from oxidative stress. With a refreshing taste, it can be used together with the OxiBeauty Beauty Supplement to provide all-day protection from free radicals.

● **NUTRILITE, TRUVIVITY OxiBeauty Beauty Supplement**

Formulated to support the structure and function of radiant skin, this beauty food supplement provides a protective buffer

from free radicals. It features the PhytoVibrant complex of aronia berry, which helps protect cells from free radical damage caused by oxidative stress, and sage, with naturally occurring antioxidants. Meanwhile, copper is said to contribute to protecting cells from oxidative stress and support normal skin pigmentation.

● **proto-col, complete collagen**

Described as a new era collagen drink for vibrant skin and an active body, this beauty supplement is formulated with two clinically proven bioactive collagen peptides. It is designed to improve visible signs of skin ageing, firmness and smoothness. The citrus-flavour sachets are suitable for on-the-go use, and are said to deliver essential vitamins and minerals for optimum skin vitality.

● **SKIN WOOF LONDON, PREMIUM COLLAGEN BEAUTY DRINK**

Said to be perfect for those looking to enhance their youth, this strawberry and lime-flavoured drink features a blend of marine collagen, hyaluronic acid, vitamin C and other skin-boosting ingredients, working from within to nourish, smooth and firm the skin. It reduces the appearance of fine lines and wrinkles, boosts collagen levels and improves hydration, aiming to create the ultimate beauty elixir for radiant skin.



● **TOMESORAL, WHITE**

This white tomato powder has been formulated to boost the user's natural defence system, providing a complete beauty and wellness solution from within. Rich in ingredients including phytofluene and zeaxanthin, its benefits include

protecting skin from photo and oxidative damage, improving skin elasticity, regeneration and vitality, reducing inflammaging, and boosting defence and resilience for a healthy appearance.

● **TRIUMPH, MONTHLY CYCLE SUPPLEMENT**

Said to be the first ever all-in-one superfood supplement that works in synergy with the user's monthly cycle, this product helps support hair, skin, nails, hormones and energy levels throughout the month. Its nutrients include grape polyphenols, vitamins A to Z and pomegranate seed, which change in each phase to help issues such as PMS, cramps, bloating, breakouts, mood and cravings.



BEST NEW PREMIUM SKIN CARE PRODUCT

● **ARK SKINCARE, agedefend regenerating night treatment for your 30s & 40s**

Formulated for those in their 30s and 40s, this night cream features active ingredients to aid



the skin's natural repair process and to combat signs of everyday stress, which often peak at this age. It includes free radical scavenging antioxidants to reduce the appearance of ageing; antibacterial and anti-inflammatory properties to help with rosacea and acne; and conditioning agents to hydrate and boost elasticity.

● **BIOEFFECT, EGF ESSENCE**

This light facial essence is designed to leave skin soft, hydrated and healthy-looking. Suitable for all skin types, it rehydrates and replenishes the skin and is said to perfectly prepare skin for any of the brand's serums or moisturisers to enhance EGF efficacy. The essence is also free of fragrance, alcohol and oils.

● **DR.CINK, Luxurious Caviar Hydrating Performance Essence**

This essence features patented DuoPearl technology, which is claimed to preserve the active ingredients in every crystal-pearl until the product is applied to skin. It is rich in plant extracts including *Rosa centifolia* leaf cell extract to enhance the skin's defence and *Cyperus papyrus* extract, which helps maintain long term moisturisation, brightening the complexion and moisturising skin from the inside out.



● **CHARLOTTE TILBURY, MAGIC CREAM LIGHT**

Said to be perfect for summer, this light moisturiser is formulated to give the appearance of brighter, plumper, smoother and youthful-looking skin. The cream offers a lighter texture for a mattified, smoother-looking finish that feels comfortable on all skin types, while it is formulated to provide triple protection from visible and invisible pollution, UVA and UVB, and blue light.

● **Dr.LEVY SWITZERLAND, Radical3 Reboot Pro Peel**

Doubling as an exfoliating peel and regenerative treatment to soften and plump the user's skin, this peel aims to grant a

fresh lease of radiance to dull complexions. Its exfoliating action is powered by three components: an AHA and BHA blend from fruits and flowers, stabilised pomegranate enzyme, and 10% natural and biodegradable cellulose microbeads.

● **ECOOKING, VITAMIN C SERUM**

With a lightweight, vegan-friendly formulation, this serum contains a blend of ingredients to fight free radicals and combat fine lines while reducing signs of hyperpigmentation. It features hyaluronic acid and sodium PCA to provide long lasting hydration, as well as Actibiome, which is said to strengthen the skin barrier, even skin tone and alleviate redness for a healthier, more luminous complexion.

● **ELEMIS, ULTRA SMART PRO-COLLAGEN ENVIRO-ADAPT DAY CREAM**

This technology-infused moisturiser is designed to help skin adapt to micro-climatic changes throughout the day, leaving skin strengthened and ultra-resilient to the elements. Delivering a continuous dose of moisture for maximum hydration while targeting the visible signs of ageing, skin is said to be left looking radiant, rejuvenated and transformed.

● **EVE LOM, MOISTURE LOTION**

Targeted at consumers with oily or congested skin, as well as those seeking a lighter texture to adapt to the changing seasons, this lightweight, oil-free moisturiser hydrates skin for up to 12 hours after use, while providing oil control, anti-pollution and antioxidant protection. The formula is designed to melt into skin, resulting in intense and shine-free hydration.

● **GOLDFADEN MD, MIST RX**

Designed to quench dull and dehydrated complexions, this ultra-fine mist provides a boost of minerals, skin-nourishing antioxidants and nutrients to help stressed or dehydrated skin. The mist can also be used to set make-up with hyaluronic acid, plant and fruit stem cells, aloe and kale sprout water, and skin-boosting probiotics, and is said to leave skin feeling refreshed, revitalised and comforted.

● **INIKA ORGANIC, PHYTOFUSE RENEW Resveratrol Serum**

Claiming to boast a market leading percentage of more than 5% active ingredients, this serum features a blend of 14 botanical oils as well as hero ingredient resveratrol. The antioxidant is boosted with Phytofuse Renew, an extract derived from the regenerative Rose of Jericho plant, known for its protective and healing properties, while it is housed in a premium glass bottle with golden componentry.

● **INSTITUT ESTHEDERM, INTENSIVE SPIRULINE SERUM**

This serum is formulated to reduce the signs of fatigue for a fresher complexion, revitalising and illuminating skin of all ages and types. It includes a blend of spirulina, targeted at tired skin that is lacking in radiance from skin oxidative stress or lack of light. The product is designed to improve skin tone and elasticity, making it brighter and healthier.

● **Murad, ENVIRONMENTAL SHIELD Vita-C Glycolic Brightening Serum**

This brightening serum contains one-of-a-kind, gold-stabilised vitamin C, a potent antioxidant that helps prevent visible skin damage like hyperpigmentation, dullness and uneven tone. It also includes glycolic acid, which resurfaces the skin and clears the way for vitamin C to penetrate more effectively. Suitable for all skin tones and types, it is free from fragrance and artificial colours.



● **κέάρ, ANTIOXIDANT FACE BALM WITH SUPERFRUIT HIPPOPHAE**

With enzymes to shield the skin from UV light exposure, pollution and toxicity, this

balm is designed to combat free radicals and slow down the ageing process. It includes vitamins C and E to stimulate collagen, promote hydration and reduce sunspots, and beeswax to pull moisture from the air and deliver it to skin, while olive oil is said to provide the highest level of free radical absorption.

● **Medik8, CLARITY PEPTIDES**

Featuring a lightweight and milky texture, this multi-benefit serum is said to suit all skin types and adjust to individual needs. It includes crystalide peptide to promote the skin's natural reflectance, smooth and protect the skin's natural transparency, as well as zinc PCA, which smooths the skin while stimulating collagen production to bring out consumers' most nourished, translucent skin.

● **MONAT, NIGHT HAVEN Overnight Age Control Cream**

This luxurious night repair cream is designed to melt into the skin, providing the rich nourishment and intense hydration skin needs after a long day. It includes avocado oil, which works to penetrate the outer layers of the skin to deeply moisturise and soothe, as well as shea butter for a calming scent said to relax the senses before bed.

● **NEW NORDIC, Amazing Eye Cream**

Inspired by Scandinavian respect for the natural elements, this cream includes hyaluronic acid and a blend of herbs to lift and firm the skin around the eye area, leaving the skin nourished and smooth and reducing the appearance of wrinkles. Suitable for daily use, it is recommended to be used in the morning and evening as the last step in a skin care routine.



● **NU SKIN, ageLOC Galvanic Spa**

With interchangeable heads for the face, body and scalp, this device helps to expand the skin's youthful look from head to toe. It is designed to optimise the benefits of the brand's products such as the Galvanic Spa Facial Gels and is said to make it easier than ever for consumers to enjoy a professional spa-like experience in their home.

● **RED TO RAD, ANTI-DUST BARRIER MIST**

Formulated to protect skin from the fine dust of pollution, this mist features the brand's R.A.D. protection technology to calm, moisturise and improve the condition of the skin. It features a two-layer formulation with mixed red oil and a transparent water-based ingredient, which blend together when the product is shaken and sprayed, creating a synergistic effect. The spray is said to be suitable for daily use.

● **syrenë, AQUA INTENSE CREAM**

Designed to leave skin with a natural glow, this night cream is said to provide long lasting antioxidants to strengthen the skin barrier against environmental and external stressors. It includes kawakawa, a native New Zealand leaf with antibacterial and anti-inflammatory properties, as well as jojoba oil, macadamia and olive oil. Meanwhile, active ingredient L22 is said to deliver the balanced lipid profile of a healthy 22-year-old.

● **thisworks, my wrinkles CBD booster + GRANACTIVE RETINOID**

This 98% natural antioxidant custom booster is designed to work specifically at night-time, when skin is naturally in repair mode. Proven natural anti-ageing active Granactive Retinoid and 1% hemp-derived CBD work together to soothe the skin and counter the ageing effects of stress, lack of sleep and environmental aggressors. Visible signs of ageing are said to be reduced, skin texture soothed and smoothed, and skin's glow and balance restored.

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CRUELTY FREE

BEST NEW ANTI-AGEING PRODUCT

● African Extracts, ROOIBOS DAILY REPAIR FACIAL OIL

Targeted at dry, damaged and ageing skin, this treatment oil helps to restore essential oils and skin suppleness. It includes organic rooibos extract, rich in antioxidants and minerals, as well as olive squalene, jojoba, and neem seed and flower oils for a brighter, more radiant complexion. Meanwhile, vitamin E helps treat uneven skin tone, dark marks and age spots.

● DERMAV10, ANTI-AGEING DAY & NIGHT CREAM

This dual-use cream has been specially formulated to improve the appearance of fine lines and wrinkles on skin for those aged 45 and over. Its antioxidant action is said to soften and nourish skin, and it includes retinol, almond oil and vitamin E to help rejuvenate. Suitable for all skin types, the product is cruelty-free and vegan-friendly.

● DR.CINK, Nectar Yeast Revitalizing Toning Lotion

Designed to improve the skin's immune system and recover a radiant complexion, this lotion features patented ingredient Hydra Extra, said to enhance skin's moisture absorption and retention abilities. Other ingredients include Ecobiotys, to rebalance skin's microbiota; Riboxyl, to restore energy and brighten skin; and Sealift, to smooth wrinkles and give a tightening effect.



● FACIALDERM, 01 LIFTING & ANTI-STRESS Serum Booster

This booster offers a complete anti-ageing treatment with a combination of firming

and anti-stress ingredients. It includes peptides to boost skin elasticity and promote collagen production, while Neuropholine helps reduce cortisol production by 70%, diminishing the signs of stress on the skin. Meanwhile, B-endorphins are said to provide a pleasant and soothing sensation to the skin.

● KORRES, WHITE PINE MENO-REVERSE VOLUMIZING SERUM-IN-MOISTURISER

Specifically designed for post-menopausal women, this targeted serum-in-moisturiser is said to be clinically proven to provide the appearance of firmer, plumper skin in seven days. White pine bark helps to detoxify cells and accelerate protein production to promote elasticity, shrink pore size, and diminish wrinkles and age spots. Users report a significant reduction in the appearance of wrinkles in 28 days.

● Natura Siberica, OBLEPIKHA C-BERRICA PROFESSIONAL, Vitamin C ANTIOXIDANT FACE SERUM

Developed to leave skin feeling velvety and hydrated all day, this serum contains natural vitamin C and hyaluronic acid to moisturise and soothe skin. It features organic Altai oblepikha hydrolate to boost skin elasticity and hydration, as well as vitamins A, C and E to enhance the skin's defense system and minimise signs of ageing, leaving skin feeling fresh and looking radiant.



● PESTLE & MORTAR, NMF LACTIC ACID TONER

This gentle leave-on lactic acid solution is said to work immediately to exfoliate skin, lighten dark spots, hydrate and improve the appearance of fine lines and wrinkles. Suitable for all skin types, it helps to remove dead skin cells, brighten the complexion, even out skin tone, smooth fine lines and wrinkles, and reduce hyper-pigmentation.

● PHARMACIOPIY, Eye Boost Treatment

Featuring exclusive skin barrier penetration technology, this treatment is designed to treat problem areas around the eyes with high accuracy. Dissolving microneedles deliver the active ingredients directly, including hyaluronic acid, vitamins A and E, and epidermal growth factors (EGFs), with claimed benefits such as correcting wrinkles, strengthening the skin barrier, maintaining moisture and enhancing elasticity so eyes appear bright, firm and young-looking.

● siennaX, THE RETINOL SERUM

Said to boast the highest level of collagen-boosting retinol in the UK, this serum features a 97% natural and vegan-friendly formula. With a concentration of 0.3%, it is said to be proven to offer more powerful anti-ageing results than other commonly used retinol derivatives. The product visibly reduces fine lines and wrinkles, while improving skin radiance and luminosity.

● SkinSense by Abi Cleeve, ANTI-AGEING Retinol Booster Night Drops

Designed as an effective way to use retinol at a level and frequency that suits the consumer's skin as an individual, these drops offer users the opportunity to personalise an existing skin care routine. They can be added to a night cream to boost the skin's night-time renewal process. They also contain the brand's Lamellar formulation, which is said to ensure active ingredients are locked into the skin.

● SMILE SCIENCE, D-CREASE RAPID WRINKLE REDUCTION CREAM

Harnessing the power of silicate minerals to create a temporary tightening effect on the skin, this cream is said to offer visible rapid results in just ten minutes, with benefits that last up to eight hours at a time. It uses sodium silicate and magnesium aluminium silicate, which cross-link into an invisible mesh that pulls the skin tight, with a visible difference typically seen within three minutes.

● **ST. MORIZ, ADVANCED PRO FORMULA MIRACLE TANNING SERUM**

Offering a luxury tanning experience, this serum is designed to combat ageing skin and reduce imperfections. Clinical studies showed that users' collagen and elastin levels were increased after two weeks, wrinkles lessened after 28 days and stretch marks reduced after 56 days.

● **SUPER FACIALIST, RETINOL+ ANTI-AGEING BOOSTER**

Containing 0.3% pure retinol, this booster can be added to the user's favourite moisturiser to help improve the appearance of fine lines and wrinkles while increasing skin firmness. It includes white lupin seed extract to promote the synthesis of collagen, as well as vitamin E and sweet almond oil to nourish and protect the skin, leaving it radiant and smooth.



● **THE GRUFF STUFF, THE EYE BALM**

This gentle but powerful eye balm contains a combination of potent ingredients to help improve hydration, fade dark circles and reduce puffiness. The non-greasy formula features Australian plum extract, aloe juice, vitamin E, babassu oil, liquorice, Persian tree extract and matcha green tea to leave the eye area firm and smooth.

● **TIMELESS TRUTH MASK, Black Bee Honey Skin Recovery Bio Cellulose Mask**

This biocellulose mask features active ingredients developed from Swiss black bee honey, said to be purer than regular honey, to help rebuild the skin's microbiome. With a 3-stage formula, it helps to slow down ageing while providing a cooling and revitalising effect. The mask has also been developed to perfectly fit the user's facial contours, and is said to restore the skin's balance.

BEST NEW PREMIUM ANTI-AGEING PRODUCT

● **ALPHA-H, VITAMIN C PASTE 10% L-ASCORBIC ACID**

This antioxidant-rich paste is designed to be absorbed instantly, leaving skin silky soft. It blends 10% L-ascorbic acid with natural emollient shea butter, while vitamin C helps brighten skin. Boosting radiance, it is also said to build collagen and inhibit melanin production to reduce discolouration and hyperpigmentation.



● **BEAUTY CLEANSE SKINCARE, CARROT ALGAE MARINE DROPS**

Designed to strengthen skin's resilience to modern lifestyle factors such as fatigue and stress, this serum is said to help prevent signs of premature ageing. It contains a marine active that inhibits the effects of cortisol on the skin, as well as carrot seed oil from upcycled seeds, for hydrated and youthful-looking skin.

● **DR LAMIA, 24H LUXURIOUS ANTI AGE CREAM**

Said to be created by one of the UK's most skilled cosmetic practitioners, this anti-ageing cream minimises wrinkle depth after 14 days. It is said to contain a uniquely high dose of TCR3-Plus, an active ingredient that helps to protect telomere DNA, increasing skin cell life. Suitable for all skin types, the cream is paraben-free.

● **Dr RUSSO, ONCE A DAY SUN PROTECTION FACE MOISTURIZER**

Described as the ultimate daily defence product, this moisturiser is designed to create a 'force field' on skin to neutralise the sun's harmful rays, lasting up to ten hours with a single application. It is said to help repair signs of DNA damage and maintain elastin and collagen levels, providing protection and cellular repair.



● **Dr.Hauschka, Regenerating Oil Serum Intensive**

Combining the intensive skin care of an oil with the power of a serum, this formulation of almond oil, olive oil and plant extracts of blackthorn nourishes skin that is losing its firmness and elasticity, helping improve its barrier function. It is said to help dry and sensitive skin become more resilient, providing optimal protection against environmental influences all day.

● **FOREVER, hydrating serum**

Designed to shield against environmental stressors, this serum combines four hyaluronic acids, aloe vera, white tea, mimosa bark, tamarind and snow mushroom to minimise fine lines and wrinkles. It works to hydrate the skin's surface and retain moisture from within while also improving elasticity for visibly plump skin.

● **heaven BY DEBORAH MITCHELL, Nettle Venom Eyes Anti-ageing Eye Cream**

Designed to promote the skin's rebuilding system, this moisturiser features the patented ingredient Nettatoxin, said to cause skin to go into rapid repair on first contact. The nettle sting stimulates the body's serotonin to heal blemishes and redness, while the formula also includes maple syrup which helps to firm skin and relax fine lines, resulting in a lifted, more radiant complexion.

● **LIOLÀ COSMETICS, NUTRIENT RICH ANTI-AGEING ACTION FACE CREAM**

With 98% natural ingredients, this cream helps to fight the signs of age and fatigue. It includes anti-ageing peptide to reduce the depth of wrinkles, hyaluronic acid to smooth and moisturise skin and antioxidants to counteract the harmful effects of pollution, and is said to offer the best price to quality ratio in the luxury segment.

● **inspira:med, Age Reboot SERUM**

This anti-ageing serum is said to offer intensive cell protection with stem cells from the moss *Physcomitrella patens*, as well as Phyto EGF to boost elastin and hyaluronic acid production. In clinical studies, skin was found to look up to ten years younger after four weeks, leaving users with smooth and radiant skin.



● **PIETRO SIMONE SKINCARE, Prestige Act: Age-Preserve**

This bio-engineered, lightweight formula is designed to boost collagen synthesis. It is said to retrain skin to repair, for a brighter, firmer complexion. Calendula stem cells, bio-compatible collagen and a wealth of antioxidants provide anti-ageing renewal and photo-ageing defence.

● **Perricone MD, Cold Plasma Plus+ Sub-D/Neck**

Described as a multi-tasking powerhouse, this treatment firms, tightens and contours

the jawline and neck areas. With essential amino acids to help soothe and brighten dull and sagging skin, it is said to improve the appearance of lines, wrinkles, uneven texture, sagging and crepiness, while smoothing skin and improving elasticity. It is also claimed to reduce the appearance of a 'double chin' for a chiseled look.

● **NEW NORDIC, Natural Magic Anti-Ageing Cream**

This day-to-night intense moisturiser contains fermented pomegranate and astaxanthin, which is said to contribute to firmer, younger-looking skin, and help to reduce the appearance of fine lines and wrinkles. Suitable for normal to dry skin, it has been dermatologically tested.



● **LUNEIA, RADIANCE RITUAL GLOW MASK**

Providing a 10-minute at-home facial, this mask is designed to boost dull, tired skin to make it plump, smooth, decongested and glowy. Its silky gel-cream formula features a blend of exfoliating glycolic and salicylic acids, antioxidant vitamin E, prickly pear seed oil and sugarcane squalane.

Consumers are said to feel a tingle upon application, allowing them to feel the ingredients working.

● **thisworks, my wrinkles midnight moisture**

This 98% natural moisturiser is designed to work specifically at night-time, when skin is in repair mode. It features a combination of Granactive Retinoid and 1% hemp-derived CBD to counter the ageing effects of stress, lack of sleep and environmental aggressors. With hyaluronic acid to alleviate dryness, it is also claimed to help reduce signs of ageing, smooth skin texture, and restore the skin's glow and overall balance.

● **κέάρ, AGE DEFYING FACE BALM HERBAL SUPERSTARS MULTIPLE ACTION**

With a blend of plant-based nutrients, this balm includes beeswax, calendula and propolis to soothe and regenerate the skin, reducing the appearance of wrinkles. It features extra virgin olive oil, *Hippophae rhamnoides* (sea-buckthorn berry) and grape seed oil to fight free radical damage and promote moisture restoration. The complexion is said to become smoother, brighter and more balanced.



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BEST NEW NATURAL PRODUCT

● **BAYLIS & HARDING, GOODNESS. NATURAL BODY WASH LEMONGRASS & GINGER**

Featuring a 98% naturally derived formulation, this moisturising body wash is enriched with essential oils as well as organic extracts of ginger and lemongrass, giving it a zingy and uplifting spa-like scent. Part of the brand's vegan, plant-based and dermatologically-approved Goodness range, it is formulated without sulfates, silicones and artificial colours. It is also housed in 100% recyclable packaging.

● **BEAUTY CLEANSE SKINCARE, CARROT ALGAE MARINE DROPS**



Designed to strengthen skin's resilience to modern lifestyle factors such as fatigue and stress, this serum combines modern biotechnology with high-performance plant oils to relieve and prevent signs of premature ageing. It contains a unique marine active that inhibits the effects of cortisol on the skin, as well as carrot seed oil from 100% upcycled seeds, for hydrated, de-stressed and youthful-looking skin.

● **CREIGHTONS, VANILLA & MACADAMIA BODY BLISS SHOWER SCRUB**

Blending extracts of vanilla and macadamia with natural botanical extracts, this shower scrub is designed to do good for the skin while making the user smell amazing. The formulation contains 93%

naturally derived ingredients and sustainably sourced fruit extracts. To use, consumers can massage onto damp skin using gentle circular motions before rinsing well with warm water.

● **FARMOLOGIE by Childs Farm, moisturiser**

This moisturiser contains 98% naturally derived ingredients to soothe, hydrate and moisturise dry, sensitive and eczema-prone skin. Using Ecocert-certified colloidal oatmeal flour and colloidal oat oil, the product is housed in 100% ocean-bound plastic and recyclable packaging, while it is also registered with the Vegan Society and certified by Cruelty Free International.

● **frank body, Rose Gold Shimmer Scrub**

The next iteration of the brand's cult 3-in-1 highlighter scrub, this shimmering pink product is designed to exfoliate, hydrate and highlight all at once. The natural body scrub includes sugar and salt to buff away dryness for soft, smooth skin; grapeseed oil and vitamin E to moisturise, protect and lock in shimmer; and coffee seed oil to soothe, moisturise and energise skin.

● **κέάρ, PLANT HEROES BODY BALM**

This body balm from Κέαρ helps to boost hydration, promote elasticity and is enriched with a range of ingredients that are designed to keep skin glowing and looking youthful. Vitamins B and E stimulate collagen, boost circulation, repair damaged skin and restore hydration. The brand has also opted for rejuvenating ingredients such as chamomile, calendula and St John's wort, a popular herbal therapy.



● **GORGIAS LONDON, ARGAN & AVOCADO OIL MOISTURISER**

With a range of natural extracts and oils, this night cream is designed to allow consumers' skin to rejuvenate while they sleep. It features wheat germ oil, which contains an infusion of vitamins A, D and B, antioxidants and fatty acids, which are said to promote healthy skin. It combines hydrating argan oil with healing avocado oil, and is claimed to deliver well-nourished, blemish-free skin.

● **MAYSAMA, GREEN ROOIBOS PRESSED SERUM**

Maysama's serum is designed to rejuvenate skin. Using rooibos as an active pharmaceutical ingredient, and backed by science from the Nelson Mandela Institute in South Africa, the product is said to help tackle signs of ageing and heal skin. Its formula also features a blend of skin-kind, sustainably-sourced ingredients and is housed in eco-friendly packaging.



● **little soap company, Naturals Sweet Orange**

Fragranced with sweet orange essential oils, this soap bar is designed to be cleansing, moisturising, uplifting and invigorating. It is made from 99.9% naturally derived ingredients, is plant-based, vegan, cruelty-free and free of synthetic ingredients, with naturally occurring glycerine. Meanwhile, the sustainable product is also packaged in a stylish, recyclable and plastic-free box.

● **MAGRADA, PEONY BODY CREAM WITH QUINCE EXTRACT**

This body cream features a synergistic combination of seven vegetable oils – coconut oil, thistle oil, apricot kernel oil, jojoba oil, cocoa butter, avocado oil and sunflower seed oil – designed to moisturise the skin daily. With 97% natural ingredients, it is enriched with quince extract, a source of antioxidants, and vitamin C, to protect the skin from moisture loss.

● **WILD BEAUTY, active treatment serum with hyaluronic acid**

This serum from the Rhug Estate's new beauty brand is formulated with hydrating squalane and hyaluronic acid to target wrinkles, dullness and dehydrated skin. Rose otto floral water and Rhug organic oat milk also contribute to a more youthful appearance, while vitamin A-rich cacay seed and rosehip oils, forged from Rhug's grounds, improve skin's firmness.



● **WILD BEAUTY, rebalancing skin tonic with meadowsweet**

Meadowsweet and nettle, known for their clarifying and toning properties, have been selected to use in this skin tonic. The brand opted for skin-balancing ingredients including prebiotic, cucumber extract and organic aloe vera to help soothe and condition skin. The multi-tasking tonic is also said to hydrate and balance the skin to achieve a brighter complexion.



● **WILD BEAUTY, protecting day cream with blue tansy oil**

This nourishing cream is enriched with plumping hyaluronic acid and a powerful antioxidant blend of raspberry seed, plum seed and blue tansy oils to boost hydration, and target fine lines and wrinkles. The formula also contains Rhug wild foraged heather, which is known to help soothe the skin. Users should apply every morning to cleansed face, neck and décolleté.



● **WILD BEAUTY, purifying cleansing lotion with dandelion**

Blended with wild foraged dandelion and organic clary sage from the Rhug Estate, this cleansing lotion is designed to rebalance skin while nourishing and gently exfoliating. Enriched with organic apricot kernel and olive oils, which are known to help nourish the skin, the product also helps to improve uneven skin tone.



● **YARDLEY LONDON, FLOWERAZZI MAGNOLIA & PINK ORCHID NOURISHING HAND CREAM**

Designed to be an easily absorbed hand cream, this product is enriched with conditioning aloe vera and oat flour to leave skin feeling soft and smooth. Meanwhile, the cream is said to be made from 96% naturally derived ingredients, including shea butter and camellia oil. Yardley has also fragranced the product with magnolia and pink orchid for a fruity and floral aroma.



● **PARFUMS CLANDESTINS, Devoto PERFUME OIL Jasmine & Musk**

This versatile oil is blended with ten botanical oils, laced with a variety of essential oils. The product's Mediterranean seed oils and jasmine musk fragrance are

said to evoke the summer months in the Italian region of Sicily. The oil can be used as a perfume, applied as a body care product or used under perfumes to enhance their scent.

● **ORGANIC WORKS, BERGAMOT HAND WASH**

This new hand wash from Organic Works is said to be blended with more than 98% natural-origin ingredients, while 96% of the total plant-based ingredients are sourced from organic farming. More than 20% of the product's total ingredients list is also farmed from organic sources. The product works by washing away impurities to leave hands feeling soft and is said to be gentle on the skin.



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BEST NEW NATURAL FACE PRODUCT

● aeos, Hemp & Hydrate Face Cream

This face cream is designed to be ideal for all skin types and harnesses the power of hemp oil, which is hailed for its hydrating and calming properties. Intense levels of gamma-linolenic acid are claimed to help reduce inflammation and irritation, while boosting the skin's natural ability to renew. The complexion is said to be left looking clearer and feeling calmer after using this product, while benefiting from a nourishing boost of hydration.

● BALADE EN PROVENCE, SOLID NIGHT CREAM

Handmade in France, this new solid night cream is said to keep skin hydrated throughout the night ensuring it looks soft and radiant by the morning. The product is recommended to be applied directly onto skin and massaged in with fingertips. The balm's ingredients list includes cocoa butter, apricot kernel oil, carnauba wax and coconut oil.

● BEACHED, state of hydrate natural leave-on mask

Formulated with a mix of six Australian superfruits high in AHAs, vitamin C and antioxidants, to banish dead skin cells, this leave-on mask is designed to reveal a smooth and luminous complexion. The multi-purpose formula can be used as a day moisturiser to lock in hydration before a workout or as a mask to deliver a boost of hydration.



● belle&basil, Wild Seaweed, Comfrey & Rose NOURISHING MOISTURISER

Containing 16 active botanicals, including two types of wild seaweed, and extracts from flowers and herbs, this moisturiser is designed to tackle dry skin by delivering a boost of hydration, while being gentle on skin. The product is suitable for all skin types, especially mature skin, and is said to be made with renewable energy, housed in a glass and bamboo jar.



● Codex Beauty, Wash Off Cleansing Oil

Codex Beauty's Wash Off Cleansing Oil is designed to remove impurities and dissolve make-up, while deeply cleansing skin. The formula is proven not to strip skin of its natural oils and will not leave skin feeling tight or dry. Meanwhile, oat lipids help to soothe and calm skin, and borage ensures skin maintains its moisture balance pre and post-cleansing.

● Dr.Craft, Organic Bakuchiol Cream

This nourishing anti-ageing face cream includes organic bakuchiol, developed using a novel green chemistry technique to extract the active from babchi seeds. The natural alternative to retinol provides sustainable anti-ageing properties and is said to improve UV-related skin damage, without the irritation encountered with retinol. The whole formulation is made from gentle naturally-derived ingredients.

● dr.organic, organic guava replenishing gel moisturiser

Maximising the properties of the guava fruit – which is naturally rich in vitamin C – this gel-based moisturiser is designed to

hydrate and brighten skin. Suitable for vegans, the moisturiser also claims to help to replenish and reinvigorate dull, tired skin. Ingredients include shea butter, coconut oil and cocoa seed butter.

● EAVARA, ANTI-AGING EYE SERUM

This multi-tasking eye serum protects and moisturises the delicate eye area while tackling signs of wrinkles, dark circles, puffiness and fine lines. Hyaluronic acid rehydrates, while the serum's formula, containing high quality oils, is said to boost the production of elastin. With antioxidants helping to combat free radicals, the product is claimed to leave the eye area looking rested and restored.

● ECO BY SONYA DRIVER, Super Fruit Toner

This refreshing and hydrating natural face toner harnesses the power of multi-active botanicals to help purify skin. With vitamins A, B and C, this vegan balancing mist spray is said to brighten, clean and clear skin to promote a healthy, smooth complexion. It is made in Australia with certified organic and natural ingredients including pineapple, hyaluronic and kakadu plum to rehydrate and balance skin.

● ECO WARRIOR, SENSITIVE FACIAL BAR

Made with a traditional Mediterranean castile olive oil recipe, this gentle soap bar is said to cleanse skin without stripping it of its natural oils. Fragranced with a blend of chamomile and calendula essential oils, the nourishing product has been designed to be gentle enough to use on the most sensitive skin.



● **FACE MATTERS SKINHEALTH, ALL ABOUT FACE BALM**

This balm is said to be hard-working and multi-tasking. It can be used as a pre-cleanser, cleanser, overnight mask or moisturiser. Its key actives of unrefined shea butter, jojoba, rose beeswax, geranium and clary sage mean it is ideal for soothing, calming and nourishing skin. Men can also use the product post-shave.

● **Harvest Garden, FACIAL BALM DRAGONS BLOOD + Q10**

This all natural, nourishing blend of plant oils and antioxidant rich botanical extracts from Harvest Green is designed to deeply moisturise and soothe the skin. Dragons blood extract and coenzyme Q10 have been used to help regenerate the skin and prevent damage, while pomegranate seed extract provides antioxidant protection, to soothe and hydrate the skin.



● **INIKA ORGANIC, PHYTOFUSE RENEW Caviar Lime Exfoliator**

Blended with a natural solution to energise and renew dull, fatigued skin, this plant-based exfoliator combines both a gentle physical exfoliant from pumice and a thorough chemical exfoliation from the AHAs within the caviar lime ingredient, a fruit native to Australia. Paired together this dual-exfoliant formula stimulates skin-cell regeneration, revealing a bright and smoother complexion.

● **KIND NATURED, Brightening Facial Oil**

This cleansing oil is said to be gentle on skin while dissolving make-up. The product's rejuvenating blend of ginseng and grapefruit, known for their skin-brightening benefits, leaves skin feeling renewed and

refreshed. To use, customers should apply morning and night by gently massaging into skin in circular motions.

● **Natural Organic Family, Vitamin C Serum**

This serum features a blend of vitamins A, C, E, and hyaluronic acid, which works to boost collagen production, smooth fine lines and wrinkles, soothe and tone the skin. The product is claimed to help reduce inflammation and irritation, while protecting skin from damage caused by free radicals. The formula is said to be blended with 97% natural ingredients.

● **Polaar, ICE SOURCE MOISTURIZING CREAM WITH ICEBERG WATER**

This lightweight moisturising cream is said to glide across skin and is fast-absorbing, without leaving a sticky or greasy residue. Suitable for sensitive skin, the gel-like formula utilises the powers of an exclusive IceSource system, which is claimed to deliver a boost of hydration. The cream is also designed to protect skin from harsh aggressors that cause irritation.

● **STARSKIN, ORGLAMIC CELERY JUICE SERUM IN OIL EMULSION**

This skin care product is formulated with celery juice to act as a purifier that is replenishing and soothing. According to the brand, celery is full of minerals and amino acids, and is rich in anti-inflammatory vitamins A, C and K. These work to achieve a healthy, clear complexion. Meanwhile, the serum-to-oil formula is blended with cannabis seed, nettle leaf and elderflower.

● **syrenë, AQUAGEL OIL TO FOAM CLEANSER**

This oil cleanser, which transforms into a foam when activated with water, is said to remove make-up and unclog pores without stripping skin of its moisture. The skin-benefiting ingredients list includes glycerin, to help restore skin's hydration levels; Ephemer and Tasmanian kelp to maintain and boost skin's elasticity and strengthen its antioxidant capacity; and propanediol to clean skin.

● **thisworks, my wrinkles CBD booster + GRANACTIVE RETINOID**

This 98% natural antioxidant custom booster is designed to work specifically at night-time when skin is naturally in repair mode. The proven natural anti-ageing active granactive retinoid and 1% hemp-derived CBD work together to soothe the skin and counter the ageing effects of stress, lack of sleep and environmental aggressors. Visible signs of ageing are said to be reduced, while skin's texture is soothed and smoothed.

● **ZERO, NIGHT CREAM**

This night cream is enriched with plant-derived ingredients, including green tea extracts, sacha inchi oil and sweet almond oil, to deeply hydrate skin while the user is sleeping. By morning, skin is said to feel nourished and revitalised. Meanwhile, the packaging is sustainably sourced, recyclable and reusable.

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BEST NEW ORGANIC PRODUCT

● **DR. BRONNER'S, ORGANIC PEPPERMINT HAND HYGIENE SPRAY**

This certified-organic hand hygiene spray uses ethyl alcohol in order to protect against germs, while peppermint oil leaves an uplifting scent. Said to be ideal for on-the-go, the spray can also be used to clean display screens. The brand has chosen to house its latest product in post-consumer recycled bottles.

● **INIKA ORGANIC, PHYTO-ACTIVE Rosehip Oil Blend**

This product harnesses the power of 95% pure certified organic rosehip oil. Nutrient-rich hemp oil and antioxidant-rich extracts from aniseed and lemon myrtle reduce the signs of premature ageing, and nourish and repair the driest skin. It can also be used underneath moisturisers and primers.

● **MÁDARA organic skincare, TIME MIRACLE HYDRA FIRM HYALURON CONCENTRATE JELLY**

COSMOS and ECOCERT-certified, this oil-free hydra jelly features a multi-molecular blend of hyaluronic acid to hydrate skin for a firmer-looking complexion. Birch water works to deliver a blend of amino acids and antioxidants in order to replenish thirsty skin. Meanwhile, its formula locks in moisture and helps to reduce transepidermal water loss.



● **MARULA, FACE CLEANSING OIL**

Naturally rich in antioxidants, vitamin C and E, as well as essential fatty acids, key organic ingredients in this oil include bergamot and Peru balsam oils to cleanse and balance, while helping the elimination of dead skin cells. Camellia and jojoba oils work to nourish and condition, along with raspberry seed oil and vitamin E to help prevent premature ageing.

● **NESSA, CROWNING GLORY, Hair and crown oil**

This is a multi-tasking hair oil that is said to instantly hydrate with biologically active compounds that fortify hair's follicles to condition and strengthen strands. It also enriches the scalp with vitamins, natural collagen and omegas. Nettle, Indian gooseberry and rosemary extracts have been harnessed in order to reduce hair loss and improve scalp health.

● **PHYTOMER, CYFOLIA Radiance Hydra Comforting Cream**

Designed to hydrate skin, this creamy product envelops the skin with aloe vera accords, rose and cedarwood, enhanced by a spice accord formulated with pink peppercorns. The formula is said to give skin a more radiant appearance with a blend of organic cyfolia algae.

● **WILD BEAUTY, active treatment serum with hyaluronic acid**

This serum from the Rhug Estate's new beauty brand is formulated with hydrating squalane and hyaluronic acid to target wrinkles, dull and dehydrated skin. Rose otto floral water and Rhug organic oat milk contribute to a more youthful appearance, while vitamin A-rich cacay seed and rosehip oils, foraged from Rhug's grounds, improve skin's firmness.



● **WILD BEAUTY, protecting day cream with blue tansy oil**

This nourishing cream is enriched with plumping hyaluronic acid and a powerful antioxidant blend of raspberry seed, plum seed and blue tansy oils to boost hydration and target fine lines and wrinkles. The formula also contains Rhug wild foraged heather, which is known to help soothe the skin. Users should apply every morning to cleansed face, neck and décolleté.



● **WILD BEAUTY, purifying cleansing lotion with dandelion**

Blended with wild foraged dandelion and organic clary sage from the Rhug Estate, this cleansing lotion is designed to rebalance skin while nourishing and gently exfoliating. Enriched with organic apricot kernel and olive oils, which are known to help nourish the skin, the product also helps to improve uneven skin tone.



● **WILD BEAUTY, rebalancing skin tonic with meadowsweet**

Meadowsweet and nettle, known for their clarifying and toning properties, have been selected to use in this skin tonic. The brand opted for skin-balancing ingredients including prebiotic, cucumber extract and organic aloe vera to help soothe and condition skin. The multi-tasking tonic is also said to hydrate and balance the skin to achieve a brighter complexion.



BEST NEW HAIR STYLING PRODUCT



● **AZURE planet friendly beauty, Smooth & Curl MIRACLE LOTION LEAVE-IN CONDITIONER STYLER**

Featuring a special ingredient that retains curl memory, as well as white tea and violet leaf, coconut water and flaxseed extract, this intensely nurturing leave-in styler has been specially formulated to banish frizz and show-off curls while protecting natural texture and shine. An anti-pollution ingredient also helps protect against outside damage.

● **BEACHED, urban waves natural hair texturiser**

This natural hair texturiser creates an effortless, surf-swept look without leaving a gritty, crunchy feel. The brand's all-natural formula blends sea salt with Australian fruits and oils to give hair volume, and a healthy, hydrated wave that holds. For best results, the product should be sprayed onto damp hair and scrunched, before letting it dry naturally. It can also be used on dry hair for added volume and texture.

● **Imbue., CURL EMPOWERING CRÈME GEL**

This multi-tasking hair styling product mixes the hydrating powers of a curl cream with the bouncy hold of a gel, using sweet

almond and jojoba oil for maximum softness and shine. The cream is designed to be used on kinks, curls and coils, 3A through to 4C. Users can apply the gel to wet or damp hair by either scrunching in or smoothing down.

● **INSTYLER, CERASILK Curling Wand**

This curling wand features a woven ceramic covered barrel that serves as a built-in heat protectant to defend against damage with every pass. The CeraSilk texture creates micro sub-surface recesses that generate hot air pockets with intense, radiant heat, eliminating direct contact with a harmful bare surface. The grip features silicone bristles that gently hold sections of hair to allow for easy, hands-free wrapping.



● **JEROME RUSSELL, Bstyled HAIR SERUM**

This serum is enriched with marula oil, UV filters and unique bond-building technology, and is designed to protect hair and seal in moisture. Turmeric has been harnessed to help revitalise the scalp and promote healthy hair follicles. Hair is claimed to be left feeling hydrated with long lasting vibrancy and shine. The product is also said to make hair more manageable and smooth.

● **JEROME RUSSELL, Bstyled THICKENING MOUSSE**

This thickening mousse is an ultra-lightweight mousse that gives flexible volume, transforming fine flat hair into thick bouncy locks, while protecting hair from heat damage. The product has also been formulated with thickening polymers and unique bond-building technology to add lift. It is specially designed to be used on-the-go.

● **JEROME RUSSELL, Bstyled VOLUMISING SPRAY**

This volumising spray is created to pump up hair from the root to give volume and lift, and protect hair from heat damage. Users can create touchable, full locks with bond building technology naturally adding shine, lift and lustre back into the hair. The product is said to be easy to brush out and will not leave behind any residue.

● **kms, STYLE COLOR REAL RED**

A non-permanent, spray-on colour, this product allows users to experiment with colour without the commitment. Formulated with a water-repellent sealing compound and iron oxides, which deliver colour-giving pigments, the non-permanent shade creates a flexible, ultra-thin film for a movable finish on all hair colours. It is also said to be waterproof.



● **THE HAIR BOSS BY LISA SHEPHERD, THE SEMI-PERMANENT SHINE SPRAY**

The special bio-polymer in this product smoothens the cuticle, which gives hair an intense shine with a glossy look and feel. The anti-humidity and control element in the spray also leaves hair with a soft and silky finish. Additionally, the product offers protection from pollutants and UV exposure leaving it feeling fresh and healthy.

● **VIRTUE, HEALING OIL**

This healing oil uses a blend of proteins and oils to protect and restore hair. Formulated with alpha keratin 60ku, a human keratin, this restorative formula is said to bind directly to areas of damage and fill them. The product's blend of Tahitian tiare flower and antioxidant-rich Kalahari desert melon seed oil protects against environmental aggressors while imparting lasting hydration.

BEST NEW HAIR PRODUCT

● BOUCLÈME, curls redefined intensive moisture treatment

Designed to strengthen hair, this powerful and rejuvenating formula is said to protect against environmental stressors, prevent breakage and reduce tangling. Curl definition is enhanced, moisture levels rebalanced and overall hair health, flexibility and manageability is claimed to be improved. The product's nutrient-rich formula features hydrating marula oil, mafura butter, prickly pear seed oil and buckthorn oil plus the brand's active, which contains bran extract and camellia oil.

● BOUCLÈME, curls redefined scalp exfoliating shampoo

Specially created to cleanse and energise, this uplifting shampoo uses spearmint and sweet orange, combined with soothing marjoram, to help invigorate the scalp while gently cooling and being delicate on skin. The scalp is said to be exfoliated thanks to a blend of hydrogenated castor beads, which also stimulate the hair follicles for healthy growth.

● CREME OF NATURE, Healthy & Long Fortifying HAIR MASK

This mask is said to hydrate, restore softness and strengthen hair, thanks to its aloe vera-infused formula, Jamaican black castor oil and vitamins. The product is said to be free from sulfates, silicones and mineral oil. To use, customers are recommended to apply a generous amount of product to clean, wet hair from root to tip and leave for three minutes before rinsing off.



● CENTRED., En-Root Scalp Treatment

This soothing, nourishing and detoxifying scalp treatment with essential oils is said to help users achieve a healthy scalp and fortified hair. Olive, hemp and lavender oils replenish moisture to dry, brittle hair, while a blend of rosemary and peppermint essential oils stimulate blood flow to the hair follicles in order to maximise hair growth potential. Tea tree essential oil also provides powerful antifungal and antiseptic properties.

● DERMAV10, ROOT RETOUCH DARK BROWN

This touch-up spray covers root regrowth and any grey hairs in seconds. The precision spray is available in three shades and features a quick-drying formula that is said to blend effortlessly to leave hair natural looking. The product will last until washed out and is designed not to transfer once sprayed in hair.



● Imbue., CURL RESTORING INTENSIVE MASK

This multi-tasking mask combines the hydration of a curl cream with the hold of a gel, using almond and jojoba oil for maximum softness and shine. Meanwhile, the protein-rich formula targets and treats damaged hair to reduce split ends. Users should apply to wet or damp hair by either scrunching in or smoothing down depending on their style.

● kms, ADD POWER SHAMPOO

Lacklustre locks are said to find new power with this shampoo, formulated with rice protein to thicken hair. The product's blend of organic white tea extract is claimed to charge the



shampoo with antioxidative power. Enriched with lactic and malic acid, the formula strives to repair hair from the inside out and strengthen locks from root to tip.

● Knight&Wilson, PUREPLEX BOND RECONSTRUCTING BLONDE WHITENING MASK

Formulated with AMINOFIX Bond Reconstructor and colour correcting pigments, this semi-permanent conditioning mask neutralises unwanted yellow and brassy tones in natural blonde, pre-lightened and grey hair. The blend is also said to help repair previous damage by rebuilding the hair's natural structure. Hair is left bright and restored, with improved strength and quality.

● Knight&Wilson, PUREPLEX BOND RECONSTRUCTING CREAM BLEACH

A 'kind' bleach, this brand has reinforced its Cream Bleach with the transformative powers of the AMINOFIX technology to deliver up to eight levels of lift. The result is a bleach that helps to rebuild the hair's natural structure from within by protecting from damage and breakage.

● Living proof., restore repair mask HAIR MASK TREATMENT

This mask treatment is said to improve hair's appearance in just minutes. Thanks to its restorative properties, the mask is claimed to transform dry, damaged hair helping it to not only look healthier, but also feel healthier. The product deeply nourishes hair, reverses previous damage and protects further damage. Hair is said to be left feeling soft, shiny and smooth.



● lee stafford, POWER SHOTS

These supercharged treatment serum capsules work to repair delicate and damaged hair. Each measured capsule contains a powerful blend of proteins,

keratin and silk to help strengthen hair bonds against daily damage. With heat protecting properties, these drops are said to add gloss and control frizz while improving texture and manageability. The capsules are also 100% biodegradable.

● **MONAT, Color Locking + Protective Spray**

This protective spray extends the life of colour by sealing the hair cuticle, which helps to keep colour molecules from fading during shampooing, while protecting hair fibre integrity and colour from UV rays. The product has also been designed to provide additional protection for hair prone to fading with a combination of colour shielding ingredients.

● **MONPURE, CLARIFYING SCALP SCRUB**

This scalp scrub combines biodegradable jojoba beads with conditioning shea butter and nourishing argan oil extract to provide a hair and scalp protecting product that is claimed to break down dirt and debris, which are known to cause irritation and restrict hair growth. The product formula is infused with sweet orange and rosemary, and is recommended to be massaged into hair for best results.

● **NATURTINT, SHAMPOO & CONDITIONER BAR COLOUR PROTECTING RADIANCE**

This 2-in-1 shampoo and conditioner bar has a neutral lemonade scent and helps to prolong colour and leave hair feeling moisturised and nourished. Said to last between 75 and 90 washes, *Crambe abyssinica* oil also promotes strong and shiny locks. The brand has opted for a coconut-derived cleanser to clean and condition the hair.



● **NEW NORDIC, Hair Volume SHAMPOO**

Blended with key ingredient apple extract, this shampoo helps to repair and thicken hair by giving it volume, density and moisture. The formula also contains a blend of apple vinegar and amino acids, and is said to gently cleanse tresses and leave them looking nourished and feeling strong.



● **NU SKIN, ageLOC Nutriol Scalp & Hair System**

This system helps treat and revitalise the scalp and hair by improving the appearance of thin, stressed hair for a healthier look. Its product blend of red clover and peptide, liquorice root extract, proteins and vitamin C has been specially formulated to bring volume, strength and shine to thin and ageing hair.



● **Purely Natural by Anastasia, INCREDIBLY NOURISHING HAIR BUTTER**

A combination of natural functional ingredients give this hair butter nourishing and moisturising properties. Designed for users with textured hair that tends to be dry and fragile, the blend of avocado butter helps achieve fuller, longer and nourished hair. The formula is also designed to penetrate inactive hair follicles and remedy common scalp conditions.

● **SO...? SORRY NOT SORRY, TAME THE MANE HAIR MASK with Green Tea Extracts**

Enriched with green tea extract to add renewed life, this hair mask repairs and restores nourishment. Lightly scented with sweet pea fragrance, the product is also said to reveal added bounce and shine, while feeling luscious. Users can apply to towel dried hair for five to ten minutes before rinsing or leave for up to 20 minutes for a more intense treatment.

● **THE HAIR BOSS BY LISA SHEPHERD, THE BALAYAGE SHAMPOO**

This shampoo is designed to treat greasy ends and dry tips. Its dual action formula with salicylic acid cleanses the scalp, while lightweight conditioning agents such as panthenol – from vitamin B5 – hydrate the ends of the hair, keeping it feeling soft and nourished. The product is ideal for consumers with grown out roots and balayage or highlighted hairstyles.

● **THE INKEY LIST, SALICYLIC ACID EXFOLIATING SCALP TREATMENT**

Said to eliminate product build-up and lift inhibiting grime while gently removing flakes, this product uses 2% salicylic acid to gently exfoliate the scalp and help balance oil production. Its formula also stars 1% panthenol to maintain moisture levels, as well as 2.5% of the brand's Fluidipure 8G blend, which soothes redness and calms irritation.

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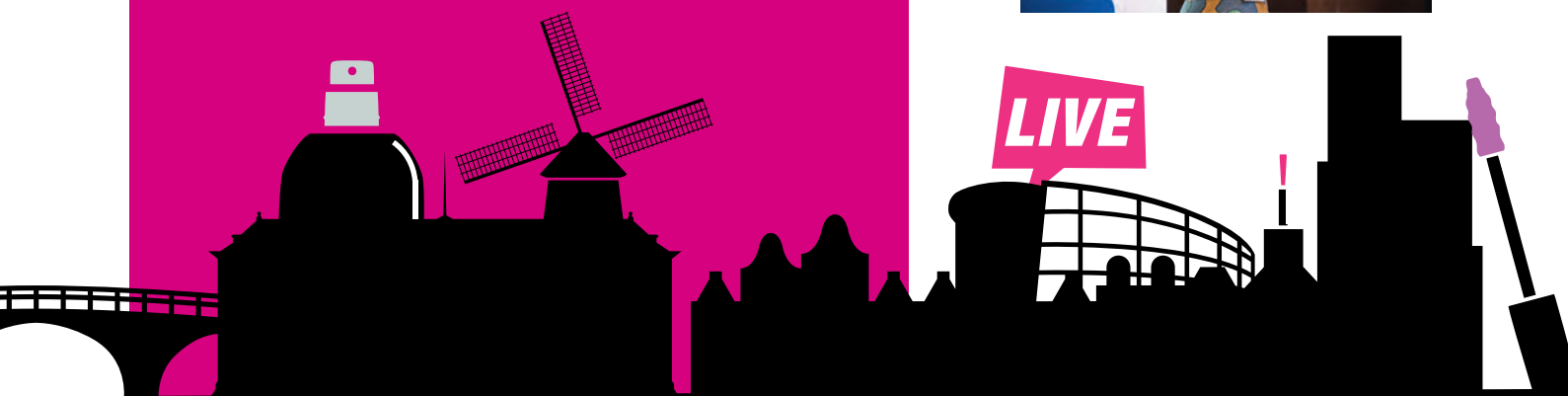
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BEST NEW BODY PRODUCT

● **BEACHED, bondi bum natural body firmer**

This natural body firmer is said to be formulated with 98% natural ingredients. Its blend of caffeine, seaweed and hyaluronic acid helps to tighten, brighten and hydrate the skin. Meanwhile, its vitamin and antioxidant-rich formula is made from Australian berries for added protection from environmental aggressors. For best results, the brand recommends massaging in circular motions.

● **CUBID CBD, Re:scue BODY BUTTER**

This buttery blend with a botanical scent works to help skin recover from eczema, psoriasis and other skin conditions, including sunburn and shaving rash, and is even said to help users sleep. Designed to help firm skin, the product's formula features shea and almond butter, as well as soothing cocoa butter and coconut oil, and uses 66% CBD.

● **DERMAV10, PEPPERMINT FOOT SPRAY**

This cooling spray for feet is enriched with menthol, peppermint oil, vitamin E and tea tree oil to help cool, refresh and revive tired feet, while leaving them moisturised and smelling fresh. The product is made in the UK and is suitable for vegans.

● **DIRTY Works, FOAM at last, COCONUT FOAMING SUGAR SCRUB**

From scrub to creamy foam, this scrub's sugar crystals dissolve when mixed with water into a creamy foam on the skin's surface to gently exfoliate and cleanse. The sugar base features a blend of coconut



oil and shea butter to leave skin feeling soft and hydrated. Meanwhile, papaya and mango extract are included to give the product a tropical scent.

● **ECOOKING, BODY SCRUB 01**

This body scrub is designed to maintain clear and healthy skin all over the body. Silicon salt gently removes dead skin cells, while working to stimulate blood circulation. Sunflower, argan, shea butter, almond and kukui oil are said to deliver instant nourishment for smoother, hydrated skin, and vitamin E guards against free radicals. The brand recommends using once a week to keep dead skin cells at bay.



● **Flexitol, intense overnight foot cream**

Flexitol has expanded its range to include its fastest working foot cream. Boasting a number of skin-benefitting ingredients, including shea butter, glycolic acid and 30% urea, this intensive overnight foot cream is said to deeply nourish hard, dry and rough skin on feet. Users should apply at night-time, but the cream should not be used on cracked or inflamed skin.

● **GOLDFADEN MD, FIRM BELIEVER**

This concentrated skin-tightening body serum features the brand's proprietary Body Complex to sculpt, smooth and renew dull skin, and help firm up trouble areas on the body. Meanwhile, its multi-active antioxidant and nutrient-rich formula is infused with radish root extract, marula oil and shea butter, which cools, brightens and tightens targeted areas on the skin.

● **INC.REDIBLE, JUICY PAIR**

Introducing a collection of invigorating boob and bum sheet masks, this entry is

enriched with vitamin C and fruit extracts to 'bring back the bounce'. The Juicy Bits mask is said to give boobs a boost of hydration and nourish the skin in order to reduce the appearance of lines, while the Feeling Cheeky bum sheets target dryness and fine lines with peptide complexes known for their anti-ageing properties.

● **Indeed LABORATORIES, 10balm body lotion**

Packed with high concentrations of ten of nature's 'most powerful' soothing ingredients, this intensive body lotion works to repair and revitalise sensitive, dry and distressed skin. With key ingredients such as shea butter, squalane and arnica extract, the lotion provides nourishment and hydration to replenish and protect the skin's moisture barrier. The quick-dry formula is said to penetrate skin fast without leaving a greasy film or residue.

● **Margaret Dabbs LONDON, CRACKED HEEL TREATMENT**

A treatment balm to help relieve and repair cracked heels, this product is formulated with pure oregano and manuka tree oils for their antibacterial and antifungal benefits, as well as salicylic and benzoic acids to help keep skin renewed and healthy. The natural and vegan-friendly blend is enriched with moisturising cocoa and shea butters to leave feet looking and feeling hydrated, soft and smooth.

● **MOLTON BROWN LONDON, Fiery Pink Pepper PAMPERING BATHING OIL**

This bathing oil is said to pique the senses thanks to its blend of pink pepper and argan oils. It is designed to nourish skin, leaving it feeling soft and wonderfully fragrant. Top notes include pink pepper, tangerine and elemi; while the heart comprises nutmeg, ginger and jasmine; and the base contains patchouli, cedarwood and oakmoss.

● **mylee, Precision Wax Pen**

This pen is designed to remove unwanted hair from small areas on the face and body. With a twist-up action and no heating required, the mess-free waxing

product is said to be ideal for targeting hard to reach areas and it easily fits into a make-up bag or suitcase for on-the-go.

● **PALMER'S, Natural Vitamin E BODY LOTION**

Thanks to its super strength blend of vitamin E, cocoa butter and advanced botanical blend, this lotion is designed to instantly moisturise and improve the appearance of dry, damaged or cracked skin. The product also harnesses the power of avocado, apricot and coconut oils, which work to improve uneven skin tone and chafed skin.



● **PALMER'S, Natural Vitamin E BODY OIL**

This body oil provides concentrated vitamin E to moisturise the skin, helping to improve the appearance of dry, damaged, uneven skin tone and chafed skin, according to the brand. After a shower or bath, users are recommended to apply the oil directly to damp skin, leave on for a few moments and pat dry. Consumers can also opt to add a small amount to a bath for an intense boost of moisturisation.

● **PALMER'S, Natural Vitamin E CONCENTRATED CREAM**

The new multipurpose vitamin E and C-infused cream is designed to be used on lips, hands, elbows, knees and feet in order to soothe dry, damaged, cracked and chafed skin. Said to be ideal for the on-the-go, the product is suitable for the whole family and features the brand's botanical blend designed to hydrate and nourish the skin.

● **SO...? SORRY NOT SORRY, OH MY SCRUB BODY BUFFER with Ylang Ylang Extracts**

Infused with ylang ylang extracts and lightly scented with a sweet orange fragrance,

this body scrub is said to revive, exfoliate and leave skin feeling soft. The product is also designed to be gentle on the skin and is housed in recyclable materials, boosting its eco-friendly credentials.

● **SO...? SORRY NOT SORRY, SPREAD THE LOVE BODY BUTTER with Hemp Seed Oil**

Skin is said to feel moisturised and pampered after using this body butter, thanks to its nourishing blend of hemp seed oil and coconut oil. Scented with sweet almond fragrance, the product is designed to smooth and restore skin.

● **The Handmade Soap Co, BODY OIL**

Handmade with a blend of pure, natural botanical oils to help moisturise, hydrate and soften the skin, this body oil is packed with plant-based oils to promote a smoother texture. Scented with the brand's trademark essential oil blends and



packaged in an amber glass bottle, the product is also designed to be kind to the environment and skin.

● **The Organic Pharmacy, Neck & Chest Firming Lotion**

Featuring a blend of hibiscus extract to stimulate collagen, amino acids and kigelia extract, this new firming lotion is said to be high performing with superior firming properties. Its remodelling efficacy is said to provide significant moisturising properties and improve elasticity. The product should be applied to clean skin on the neck, décolleté and bust in upward movements until absorbed.

● **TOSKANI, Sb soothing body peel**

This soothing body peel contains the brand's 5-NAF Complex, a blend of natural acids extracted from a range of fruits, such as bilberry, orange and lemon. The formula is said to increase hyaluronic acid and collagen synthesis, while softening the skin and stimulating elasticity. Meanwhile, α-bisabolol and chamomile extract ensure the peel is pleasant and leaves a soft finish after using on the skin.

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BEST NEW BATH & SHOWER PRODUCT

● **AMANDA HARRINGTON LONDON, New Skin Advanced Glycolic Body Scrub**

Containing a bespoke blend of glycolic and fruit acids with biodegradable castor beads, this body scrub gently polishes away dead skin cells to increase circulation, while soothing aloe vera refreshes and reinvigorates leaving skin feeling firm, refined and radiant. The mix of hard-working ingredients means the product can also be used as a tan eraser.



● **AUSTRALIAN BODYCARE, Eucalyptus Peppermint SKIN WASH**

This body wash brings a new aromatic sensation to every skin care experience, says the brand, while ensuring the core benefits of tea tree oil remain intact. The product is designed to refresh skin and protect against blemish-causing bacteria to deeply purify and soothe skin from tip to toe, without drying.

● **BAYLIS & HARDING, GOODNESS. NATURAL BODY WASH LEMONGRASS & GINGER**

Featuring a 98% naturally derived formula, this moisturising body wash is enriched with essential oils, and organic extracts of ginger and lemongrass, giving it a zingy and uplifting spa-like scent. Vegan, plant-based and dermatologically-approved, it is formulated without sulfates, silicones and artificial colours. It is also housed in 100% recyclable packaging.

● **CREIGHTONS, VANILLA & MACADAMIA BODY BLISS BATH & SHOWER**

Made with extracts of vanilla and macadamia, the formula of this bath and shower product uses 90% naturally derived ingredients and sustainably-sourced fruit extracts that are vegan-friendly and cruelty-free. The product's bottle is made of 50% recycled materials and, where possible, the brand is said to be taking steps towards reducing its virgin plastic consumption.



● **dr.organic, organic guava refreshing and exotic body wash**

Used for centuries due to its incredible properties and sensational scent, the guava fruit in this product is said to help refresh the body and give it a boost of energy. Designed for everyday use, the body wash is said to contain a minimum of 70% organic ingredients, excluding water and salt.

● **frank body, In Your Dreams Sleep Scrub and Soak**

The first non-coffee product to launch from this brand, this 2-in-1 scrub product is packed with ingredients to relax the body and mind, helping consumers fall into a deep, restful sleep. The mess-free formula features a blend of epsom salts, lavender oil and chamomile to polish skin and release a calming aroma in the bath.

● **HEATHCOTE & IVORY, BY THE SEA BODY WASH**

A body cleanser that is designed to mimic a 'walk by the sea', the fragrances in this product are said to energise and soothe with lemon and bergamot, fresh violets, rose, iris and calming woods. Made in England, the vegan-friendly formula contains rose water, minerals and a seaweed complex, while the bottle, made from sustainably sourced sugarcane, is 100% recyclable.

● **humble, HONEYSUCKLE BATH HONEY**

This bath soak from Kate Humble's humble brand is formulated with natural and biodegradable ingredients. Delicately scented with honeysuckle, the blend features moisturising aloe vera, oat extracts and naturally cleansing willow bark, as well as sustainably-sourced English honey. To use, consumers are recommended to pour the product under hot running water. Meanwhile, its packaging is recyclable.

● **kalmar, love sensual senses bath oil**

Featuring active ingredients including velvet bean, edelweiss and rose stem cells, as well as ruby gemstone extract, this bath oil can be used in the bath by applying to hands and massaging into skin before stepping in, or pouring directly into a hot bath. Notes of jasmine, ylang ylang and vanilla are said to give a relaxing scent, while the formula is designed to leave the user's skin feeling conditioned, hydrated and nourished.

● **LEVEL naturals, SHOWER BOMB - AROMATHERAPY BOMB**

These junior bombs are said to transform a utilitarian shower into a 'spa escape' when there is no time for a bath. Menthol provides an airway-clearing, cooling sensation that opens up the sinuses, while essential oils and botanical extracts pamper the skin. Users are suggested to place one on the floor of the shower and let the scent disperse for a spa-steaming, aromatherapy experience.

● **MOLTON BROWN LONDON, Flora Luminare BATH & SHOWER GEL**

Top notes of this fragrant bath and shower gel, inspired by the island of Tahiti, include orange blossom, mandarin and ylang ylang; while the heart contains notes of Polynesian frangipani, jasmine and rose absolute. The base meanwhile features scents of vanilla, cedarwood and musk. The formula is said to deeply cleanse the skin, while leaving it with an invigorating scent.

● **ROSE & CARAMEL, PURITY Self Tan Removing Bubble Bath**

Launched as the 'world's first' self-tan removing bubble bath, users can relax in the bath for 20 minutes and gently buff away false tan with exfoliating mitts provided by the brand. The product formula is 100% colour, paraben, alcohol and perfume-free and is said to be suitable for all skin types.

● **SO...? SORRY NOT SORRY, MILK VIBES BATH MILK with Golden Chamomile**

Enriched with golden chamomile and lightly scented with sweet almond essence, this creamy bath milk is said to leave skin feeling soft and silky. It can be enjoyed in the bath by pouring under hot water and is housed in a milk carton-like package.

● **THE SCOTTISH FINE SOAPS COMPANY, CALLUNA BOTANICALS BODY WASH**

The botanical fragrance of this natural plant-based wash features a blend of softly spiced rose, cocooned within bergamot, warm woods and a hint of sweetness found in vanilla pods, creating a well rounded oriental scent. Featuring heather extract, it is designed to leave skin feeling hydrated and nourished, without being harsh on skin. The gentle barrier is also said to help protect skin.

● **YARDLEY LONDON, FLOWERAZZI MAGNOLIA & PINK ORCHID EXFOLIATING BODY SCRUB**

This lightly foaming gel body scrub with pumice and walnut shell exfoliating particles is said to leave skin feeling soft and smooth. Containing 95% naturally derived ingredients including sustainable shea butter, organic and sustainably-sourced camellia oil, the product is suitable for vegans and cruelty free.



BEST NEW WELLNESS PRODUCT

● **APOTHEM, LIGHTS OUT CBD x BOTANICALS 3000mg CB**

A powerful formulation to help users relax and wind down before bed, this blend of high quality CBD works synergistically with L-Theanine, chamomile and 5-HTP helping to quieten a busy mind and encourage a deeper, more restorative night's sleep. In the range, consumers can choose from soothing flavours of vanilla, cardamom and caramel.

● **CUBID CBD, Re:vive STAY ACTIVE GEL**

Compared with a standard medicated muscle or joint relief gel, the fruity blend in this product from CUBID CBD gives off pleasant, botanical notes. The addition of grape seed extract is said to improve blood flow around the body after exercising. The anti-inflammatory properties of the CBD in the gel penetrate the skin to the desired area, soothing muscles and joints, and helping users sleep.

● **Feather & Down, SWEET DREAMS Magnesium Sleep Salts**

These sleep salts are enhanced with lavender and chamomile essential oils that fill the bathroom with a calming fragrance, said to help relieve stress and tension. Containing magnesium, which is naturally occurring in the body and has a positive impact on the nervous cells, the product is also claimed to encourage a restful night's sleep.

● **HAYO'U, Body Tapper Bamboo**

Based on the ancient Chinese technique of Pai Sha, this energising yet relaxing bamboo tapper is said to provide a simple and



effective way to support health. Suitable for everybody, the natural, sustainable product is designed to clear areas of stagnation, boost circulation and support lymphatic drainage. The brand has also used 100% linseed oil on the handle.

● **HEALTH & HER, PERIMENOPAUSE COMPLEX**

Using data gathered from 50,000 women, which identified the need for a perimenopause supplement, this daily natural vitamin, mineral and herbal blend is claimed to address nine of the most common symptoms of perimenopause, including hot flushes and night sweats. The supplement can be used in conjunction with the brand's app to track and support the user's symptoms.

● **kalmar, Peace Balm of Serenity**

Designed to clear and calm the mind, this balm is scented with delicate and earthy notes. Passionfruit and lime flower are included to aid sleep, while leaving the skin feeling smooth, soft and hydrated. Meanwhile, gardenia stem cells are known to stimulate collagen production, and protect skin against UV and oxidative damage.

● **life armour, drops of slumber**

This 100% natural and vegan-friendly liquid supplement is said to help calm the mind and ease users into a deep and restorative sleep. The drops have been created to help calm the mind for a restful night and leave users feeling refreshed without lingering drowsiness. The blend features lavender flower, passionfruit, chamomile, zizyphus and peppermint syrup.

● **Rejuvenated, Immune complex**

This complex is a natural supplement created to help support gut health and promote general wellbeing. The product contains a blend of prebiotics and probiotics to naturally prime the digestive system. Probiotics and prebiotics help to build and maintain a healthy colony of bacteria and microorganisms, thus supporting and aiding the digestive system.

● **RMDY CBD, THE RMDY CBD**

This blend is infused with 500mg/5% CBD, grape seed oil and organic essential oils to help improve hormone imbalance and tackle menstrual pains, according to the brand. The product contains clary sage and peppermint to impart a fresher taste when administered. The blend's organic formula is also made without the use of GMOs or pesticides.

● **THE LONDON SLEEP COMPANY, SLEEP SIGNATURES, BATH & SHOWER ELIXIR**

Featuring a complex blend of pure essential oils, expertly formulated with deep, restorative sleep in mind, this elixir contains nourishing safflower oil and hydrating vitamin E. Meanwhile, calming ylang ylang, soothing frankincense and vetivert are included to help induce sleep. For best results, the product is recommended to be spritzed over pillows before bed.

● **thisworks, love sleep pillow spray**

This spray is described as a nightly turndown ritual to encourage relaxation and a sense of wellbeing, paving the way for pleasure, togetherness and sleep. The deeply relaxing scent of ylang ylang is said to encourage a sense of calm and help relax the mind. The formula features a blend of frankincense gum oil and patchouli leaf oil.

● **ZOETIC, ULTRA NATURAL CBD 3000 MG**

This brand oversees all processes from seed to shelf and has developed an ultra-strength CBD oil with a medicinal strength of 3000mg for everyday use. This formula is government-certified and enables the user to maximise the benefits of taking CBD to address general health and wellbeing concerns such as fatigue, sleep, anxiety, stress and body aches.



BEST NEW SUN CARE & TANNING PRODUCT

● **AMANDA HARRINGTON LONDON, Illuminating Bronzing Mousse**

This mousse is a non-drip, super-blendable soufflé formula. It is infused with hyaluronic acid and aloe vera to deeply hydrate, while CQ10 firms and lifts, and green tea extract awakens and revives tired looking skin. The mousse is designed to give an instant glow that develops into a lasting colour.

● **bBold, SUPERSPRITZ**

This self-tan is made with Colour Fix Technology, ensuring the resulting tan always lasts one week. Said to be easy to apply, the product gives an instant and glowing colour. Meanwhile, the spray has been formulated with skin in mind and is packed full of skin-loving ingredients such as cold pressed raspberry seed oil, to hydrate and nourish skin.



● **BELLAMIANTA, FLAWLESS FILTER BODY MAKEUP**

This body make-up is designed to bronze and gloss skin, giving a HD finish with an iridescent glow, while delivering coverage to mask imperfections, such as pores, stretch marks and blemishes, and evening out skin tone. It is said to be ideal to use on top of fake tan or to enhance a natural glow. The quick drying, full coverage formula is available in two flawless shades.



● **COCOA BROWN by Marissa Carter, MIRACLE MIST TANNING WATER**

Designed for the face and body, this non-comedogenic tanning water is ideal for make-up-free days to leave the skin with a healthy golden glow. The tanning water dries in seconds and develops in under four hours. Odour-free and water resistant, the product is vegan, cruelty-free and 100% PETA-approved.

● **Dr RUSSO, ONCE A DAY SUN PROTECTION INVISIBLE FACE GEL**

Users can protect, hydrate and repair their complexion with a single sweep of this product once a day. The SPF50 gel offers up to 12 hours of sun protection and is said to be sweat-proof for up to 80 minutes. Meanwhile, antioxidants, vitamin E, hyaluronic and ferulic acid are included to help repair existing signs of DNA damage, inhibit tyrosinase, and maintain elastin and collagen levels.



● **inspira:med, ANTI AGING SUN PROTECTION Sun Guard SPRAY**

This spray with SPF50 contains the active cell compound Ectoin, a natural UV protection, karanja oil and vitamin E. It moisturises, is quickly absorbed, non-greasy and water-repellent. Ectoin is obtained from microorganisms, which live in extreme environments such as in geysers, salt lakes or in the ice of the Arctic, and are said to offer anti-inflammatory and protective properties.



● **epicuren, Defend & Balance Tinted Mineral Sunscreen SPF50**

This unique lightweight tinted SPF50 moisturiser is specifically formulated to be

a chemical-free, mineral-based CC cream. The subtle tint auto-adjusts to the skin tone for even coverage. It provides 50 times the skin's natural protection against UVA and UVB rays, and contains hydrating ingredients and antioxidants such as vitamin C, vitamin E, green tea extract and kukui nut oil.

● INSTITUT ESTHEDERM, PHOTO REVERSE TINTED

This high protection cream provides hyperpigmented skin with a guard from UV rays and photoageing, while also providing it with a natural tint. The complexion is said to appear brighter and more even, while the skin is further protected from new pigmentation spots appearing. Global Cellular Protection, meanwhile, helps prevent cellular damage and gradually brightens the skin.

● LUSSO TAN, SUMMER MEADOW BATH BOMB



This product is said to be unlike any other bath bomb on the market. Gently stripping away a self-tan in minutes, the tan-removing bath bomb is packed with natural essential oils and fragrances, which are claimed to hydrate the skin, leaving it feeling soft and nourished. The longer the user soaks, the more the skin benefits from these skin-loving oils.

● pai, British Summer Time Sensitive Sunscreen SPF 30

This is a daily face sunscreen containing broad spectrum UVA/UVB protection. The mineral and plant formula is reef-friendly, non-irritating, non-greasy and will repair the skin while protecting from UVA/UVB, blue-light and infra-red rays. It has also been developed to provide the perfect base for make-up.

● ROSE & CARAMEL, CLARITY Self Tan BY RHIAN SUGDEN

Made using all vegan-friendly ingredients, with natural caramel colouring, this self-tan contains no harsh chemicals, parabens, colourants or preservatives. Its streak-free formula is said to be hydrating, kind to skin and achieves a flawless self-tan at home, without having to worry about what is inside the bottle. The brand strives to use minimal ingredients, while still achieving maximum results.

● siennaX, ULTRA DARK Q10 TINTED SELF TAN LOTION

Users are said to be able to achieve the deepest, darkest holiday glow yet with this self-tan lotion. The ultra-hydrating formula glides onto skin for an easy, streak-free application. Formulated with Q10 and shea butter to leave skin feeling moisturised and rich in colour, lemon peel extract works to reduce the appearance of cellulite.

● ST. MORIZ, ADVANCED PRO FORMULA SPRAY TAN, CLEAR SPRAY TAN IN A CAN

This spray tan in a can is for those who want a mess-free, bronzed spray tan at home. With an easy to use 360° spray, hard to reach areas are said to be a thing of the past. The clear mist stays wet long enough to enable users to feel where they have applied it, but dries within minutes, without the need to blend or rub in.



● TROPIC, SUN DAY facial UV defence

This UV defence facial product offers broad spectrum, high protection from sun damage. With a silky, lightweight finish, and no white cast, this daily sun care staple is designed to glide onto skin, while doubling up as an effective make-up primer. Bursting with ingredients such as hydrating hyaluronic acid, soothing banana flower extract, antioxidant-rich hibiscus

extract and certified reef-safe sun filters, it is claimed to nourish and protect facial skin in equal measure.

● VITA LIBERATA, SELF TANNING MIST

Offering an all-natural tan, this brand prides itself on its perfume, paraben and alcohol-free, organic collection. From a sun-kissed glow to a deep bronze, users can tailor their tan with this grease-free, untinted tanning water by reapplying as soon as the first application dries for a deeper tan, or using as a daily top-up to gradually intensify the glow.

Get ready to celebrate in style at the Pure Beauty Awards!

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BEST NEW HAND & NAIL PRODUCT

● BEYOND ORGANIC SKINCARE, HAND SANITISER REFILL

This refillable hand sanitiser in lavender and tea tree is for use on hands, around the house and travel-friendly. The refills are provided in spray form with 75% alcohol that kills bacteria and viruses while keeping hands clean, fresh and moisturised. It is available in two spray sizes, 50ml and 100ml, and a refillable 1 litre version.

● BURT'S BEES, Hemp Hand Cream

This hand cream is designed to restore moisture to dry skin. With a 99% natural origin, non-greasy formula, it is said to sink in effortlessly, while providing heavy duty hydration. Hemp seed oil, sunflower oil, coconut oil and shea butter are blended to leave hands feeling restored, soft and hydrated while a fresh verbena and basil fragrance enlivens the senses.



● CONNOCK LONDON, KUKUI OIL HAND SANITISER

This hand sanitiser contains more than 60% alcohol to help reduce levels of bacteria and viruses on the skin. The refreshing mist is supercharged with skin-conditioning kukui oil and betaine (a naturally derived moisturiser), and is delicately scented with the brand's signature fragrance blend. The brand is also supporting anti-poverty charity Beauty Banks' #helpinghands campaign.



● Dr.PAWPAW, AGE RENEWAL HAND CREAM TRIO

Each hand cream in this trio includes the brand's signature blend of hero ingredients including nourishing papaya, soothing aloe vera and moisturising olive oil. In addition, all of the hand creams contain colloidal oatmeal, which provides age renewal properties, and shea butter and cocoa butter for extra nourishment and moisture. It is available in either an unfragranced formula, orange and mango fragrance, or cocoa and coconut scent.

● FARMOLOGIE by Childs Farm, Hand Cream

This hand cream delivers the brand's active ingredients of ECOCERT sustainably-sourced colloidal oatmeal and oat lipid. It contains 96% naturally derived ingredients to soothe, hydrate and moisturise dry, sensitive and eczema-prone skin. According to the brand, all users surveyed claimed it causes no irritation to skin, while 92% said it is quickly absorbed.

● HEATHCOTE & IVORY, in the garden ALL PURPOSE BALM

A hard-working super salve for dry, over-washed hands, inspired by the wellbeing of gardening. This vegan-friendly balm is blended with shea and cocoa seed butters, lavender, sage and rosemary essential oils helping soften cuticles and combat dryness, while delivering a pleasant fragrance. The balm comes inside a reusable tin embossed with imagery of allotment flowers.

● Juliette has a gun, NOT A HAND CREAM

Softening and nourishing yet non-sticky, this product is designed to allow the skin to stay matte and hydrated, with a long lasting scent and silky feel. The formula contains no artificial colourants, sulfates, SLS or SLES, mineral oils, phthalates or parabens. The product is scented with the brand's cult scent Not a Perfume, a unique molecular fragrance made of a single base note Cetalex.

● L'ATELIER Green PARIS, SOS DAMAGED NAILS

A rejuvenating, miracle nail treatment, users are recommended to apply this product twice weekly to stimulate nail growth and improve strength. The formula promises to repair any damage incurred over the years, while moisturising, nourishing and returning nails to their virgin state. Infused with vitamin B5 and C, cocoa butter, bamboo, biotin, silicium and acai extracts, this treatment is 13-free, bio-sourced and breathable.



● LEIGHTON DENNY, BACK TO NATURE, Snapdragon

This low-chemical nail polish contains an impressive 75% plant-sourced ingredients, without compromising on performance. Marine bio-ceramics, rich in magnesium and trace elements, are also included to support natural nails and help extend polish wear. Snapdragon is a playful and joyous coral pink shade.

● Margaret Dabbs LONDON, PURE NAIL & CUTICLE TREATMENT PEN

This is a powerful serum pen formulated with nourishing, natural plant extracts to help hydrate, strengthen and protect nails and cuticles. Jojoba oil helps promote healthy nail growth by strengthening the

nail bed while buriti oil offers deep hydration and anti-inflammatory benefits. Developed for weak, brittle, dry and thickened nails, the pinpoint tube applicator is ideal for easy application throughout the day.

● **MYGEL by mylee, 5-in-1 Builder Gel**

This gel is said to help create perfectly-shaped nails. Expertly formulated to ensure long lasting, professional results, the multi-use product allows consumers to shape, and attach decals/jewels and length up to 1cm. The gel also provides a strong and protective base coat, or a tough and long lasting top coat. The brand has sold 10,000 of the bottles in five months.

● **NAIL KIND, QUICK DRY NATURAL NAIL WEAR**

This is the only universal nail polish designed to comply with the main philosophies, religious beliefs and way of life. Halal compliant, 100% vegan and 85% bio-sourced from ingredients such as potato, corn, wheat and manioc, it claims to be a sustainable solution that reduces the environmental footprint. It focuses on purity, high-performance and gorgeous colours for affordable luxury.



● **NAILBERRY, TREAT à la rose, Conditioning Cuticle Cream**

The daily nail care essential is an intensely hydrating yet ultra-light blend of antioxidant marula oil, jojoba oil and shea butter, plus the brand's signature rose essential oil. Sinking into skin in mere moments, cuticles are said to immediately feel softer, soothed, nourished and protected against further moisture loss.

● **NAILS.INC, SUPERFOOD REPAIR OIL**

This oil aims to be a care and repair system for maintaining healthy nails and cuticles. A best selling product, it contains a moisturising blend of sweet almond oil, argan oil and rosehip oil. Each natural oil has been selected to offer caring benefits to encourage healthy nails and cuticles. Rosehip oil helps strengthen nails with its regenerating antioxidant benefits and high levels of vitamin A.

● **PALMER'S, Natural Vitamin E CONCENTRATED CREAM**

This natural super-strength vitamin E-focused cream is a multi-purpose product and also contains vitamin C. The cream can be used on lips, hands, elbows, knees and feet, helping to soothe dry, damaged, cracked and chafed skin. Perfect for on-the-go, it can be used by the whole family.

● **Perricone MD, Cold Plasma Plus+ Hand Therapy**

This multi-tasking cream strengthens, softens and replenishes the look of thin, crepey skin on the hands through intense moisturisation, and diminishes the look of dark spots, veins and discolouration. With a silky formula, it absorbs quickly and is designed to visibly firm, tighten and brighten, while smoothing the look of fine lines and wrinkles and improving the skin's elasticity over time.

● **Polaar, THE GENUINE LAPLAND CREAM**

A fine and creamy 97% natural cream that wraps the hands in a delicate and protective coat, this product has an ultra-soft texture that is instantly absorbed, without leaving an oily film. Made in France, the vegan-friendly formula features natural polar active ingredients and offers a cocooning treatment with the inclusion of three Arctic berries.

● **SPRITZ WELLNESS LONDON, PROTECT hand cleanser AROMATHERAPY**

Users can protect their hands from bacteria and germs, while leaving them soft and hydrated with this product The no-

rinse formula is developed to be quickly absorbed by the skin, killing germs naturally and leaving no greasy residue. The 100% natural plant-based blend includes aloe vera, vitamin E and essential oils, as well as 60% alcohol.

● **yard BOTANICAL BEAUTY CO, Mandarin + Kunzea Hand Cream with Maracuja Oil**

This rich, skin-softening, thick-consistency cream contains carefully selected emollient ingredients to soften the skin and provide sustained hydration, while remaining non-greasy. It is developed for all skin types, particularly gardeners and dry, labour-wearied hands and cuticles. The skin should feel exceptionally soft with a greaseless finish, says the brand.

● **ZOETIC, CBD HAND CREAM, LEMONGRASS & YLANG YLANG**

Consumers with dry and tired hands can get the care and repair they need with this CBD hand cream, enriched with vitamin E and macadamia oil to hydrate and protect hands against the elements. Fragranced with lemongrass and ylang ylang for a fresh and uplifting scent, the product targets cracked areas and inflamed skin, and provides pain relief for aching joints.

Vote now!

Go to purebeautyawards.com and decide which brands deserve to be the winners of this year's Pure Beauty Awards. **Voting must close on 24 September.**

BEST NEW ORAL BEAUTY PRODUCT

● CURAPROX, HYDROSONIC EASY

This toothbrush cleans up to 42,000 movements per minute and aims to reach interdental spaces that a normal brush cannot. It is designed to be suitable for those who wear braces, have implants, complicated tooth alignment or difficult to clean bridges. The heads are made from Curen bristles instead of nylon bristles, said to be more consistent than other bristles, while still being gentle.



● GLO32, ADVANCED WHITENING SYSTEM



This vegan-friendly whitening system is formulated with coconut oil to help users achieve a whiter, brighter smile. Users can 'double their glow' with the Advanced Whitening System, which includes a 14-day treatment of Advanced Whitening Strips designed to lift the smile, and the Advanced Whitening Stilo for on-the-go whitening.

● INTELLIGENT, Natural Enzymes Toothpaste

This toothpaste has been developed to adjust and purify the oral ecological balance through the same natural microbial enzymes as saliva. The purpose is to activate the body's self-healing ability to enable the saliva to protect the mouth from oral problems. The formula is sourced from enzyme ingredients found in saliva, including lactoperoxidase (an antibacterial agent), lysozyme (antimicrobial), lactoferrin (anti-inflammatory), sorbitol and glucose oxidase.



● WAKEN, SPEARMINT MOUTHWASH

This vegan mouthwash uses natural mint. Bottled in sustainable packaging, Waken's Mouthwashes disrupt the dental aisles with a modern approach to mouth care. Each wash has been formulated to be kinder to the mouth and the planet. The brand does not use artificial colours, fake flavours or single-use black plastic. The alcohol-free formula contains sodium fluoride to help protect teeth and gums from cavities.



● PHILIPS, DiamondClean 9000

The brand's most elegant sonic electric toothbrush, this product has a built-in pressure sensor, smart brush head recognition and app connectivity, for a personalised brushing experience. Users can get whiter teeth in a day with five times more stain removal and up to ten times more plaque removal than a manual toothbrush.



BEST NEW BEAUTY ACCESSORY OR BRUSH

● BELLAMIANTA, Kabuki Bronzing Brush

Developed as an essential tanning addition to the brand's tanning family of products, this kabuki brush is designed with soft synthetic bristles that are gentle on the skin. The domed head is the perfect shape to buff in the desired product on hands, face and skin, which results in an even, streak-free application. The tanning accessory is suitable to use with all Bellamianta Luxury Tanning products.



● BOBOU BEAUTY, VELLUTO RANGE Professional Makeup Brushes

Handcrafted in Italy with the world's first luxurious scarlet velvet handle, these make-up brushes use super-soft dermafibre technology that is said to be hypoallergenic and dermatologically tested for sensitive skin types. The brushes in the range have 30% more hairs compared to average density brushes, giving a lovely sheer finish and superior tactile perception. These luxury brushes are 100% cruelty-free and vegan.



● **CURRENTBODY SKIN, LED LIGHT THERAPY MASK**

After listening to skin concerns and feedback from customers, this brand worked with leading scientists to develop the second device in its CurrentBody Skin offering. The flexible, wearable LED device focuses on targeting skin ageing by using dual wave red and near infrared light. The appearance of fine lines and wrinkles are said to be reduced in four weeks.



● **DONNA MAY LONDON, Vegan Leather Lay Flat Make Up Bag**

This brand's best selling luxury PU vegan leatherette drawstring make-up bags are designed to keep customers' daily routines simple and organised. The unique lay flat design and fully wipeable interior keeps make-up mess to a minimum and saves time each morning when users need it most. All bags come with the company's iconic red lip pendant and the option to personalise with an initial in either silver or gold. They are available in a variety of beautiful colours.



● **FACE HALO, Cherry Morello**

This pack contains three of the brand's signature make-up removing pads. Using only water, the product traps and removes make-up for a deep clean and gentle

exfoliation. The make-up remover is dual-sided and reusable, replacing up to 500 traditional make-up wipes. The cherry red set is as soft as the original pads, with a luxurious, plush finish.

● **No Mo-Stache, ALL-STAR BRUSH**

This manual brush is designed to help tighten pores, firm skin, boost radiance and help skin care formulas to be absorbed more effectively. It is created with a dual head action: one side cleanses gently to remove daily debris, while the other side helps to exfoliate for a deeper cleanse on desired areas with its silicone touch points.

● **OPATRA LONDON, LUXBRUSH**

This brush helps to repair and maintain the condition of the hair and scalp by using light and massage therapy. The red LED light strengthens the hair's natural keratin, increases blood circulation to hair follicles and promotes vital nutrients necessary for healthier hair, ensuring any damage and breakage is limited. The blue LED light eliminates bacteria from the scalp to hair tips, preventing irritation and build-up.

● **Ere Perez, Quartz sculpt & lift face stone**

This face massage stone encourages radiant, healthy skin. Crafted with authentic clear quartz, the luxurious tool adjusts to the natural contours of the face to sculpt and lift. By gently massaging over the skin, it stimulates lymphatic drainage and kickstarts micro-circulation. It is based on the Chinese technique of Gua Sha, known to decrease puffiness, promote anti-ageing, improve elasticity, oxygenate skin, detoxify and rebuild collagen.

● **urban veda, Ayurvedic Dry Body Brush**

Sustainably produced, this walnut wood and cactus sisal fibre body brush is used for the ancient Ayurvedic ritual of Garshana (dry body brushing). Used to detoxify and stimulate lymphatic drainage, the tool also enhances blood circulation and softens skin through exfoliation. Daily dry brushing is said to release the body's internal glow

and let it radiate from the capillaries with a feeling of warmth and nourishment.

● **WBCo., the brow brush**

This brow brush is a dual-ended applicator specifically designed for use with the brand's brow soap. One end is a traditional spoolie to apply product and brush through the brows. The unique flat end flattens brow hairs to the skin and removes excess product, designed to help create the ultimate brow look.

BEST NEW ELECTRICAL PRODUCT

● **Avologi Scientific, LUMINICE Advanced body contouring**

This product aims to treat sagging-looking skin, cellulite and excessive fat, and improve body skin appearance by using a combination of electrical wave pulses and fractional LED light. Intense cold waves are also used to freeze and melt the fat cells without harming the skin tissue. It is said to be the world's first body device for home use, which combines these technologies.



● **GLAMORISER, Instant Autocurler**

Users can create glamorous curls at the touch of a button, thanks to this curler's automatic rotating black diamond oil barrel that creates waves in seconds. The device has an easy to use LCD display and variable heat from 80-210°C. Consumers can also choose the appropriate setting for their individual hair type for long lasting curl impact.

● **CURRENTBODY SKIN, LED NECK AND DEC PERFECTOR**

After listening to skin concerns and feedback from customers, the brand has worked with leading scientists to develop the second device in its CurrentBody Skin offering. The flexible, wearable LED device focuses on targeting ageing by using dual wave red and near infrared light. The appearance of fine lines and wrinkles are said to be reduced in four weeks.



● **INSTYLER, CERASILK Curling Wand**

This curling wand features a woven ceramic covered barrel that serves as a built-in heat protectant to defend against damage with every pass. The CeraSilk texture creates micro sub-surface recesses that generate hot air pockets with intense heat, eliminating direct contact with a harmful surface. The cool touch grip tip features silicone bristles that gently hold sections of hair to allow for easy, hands-free wrapping.

● **OPATRA LONDON, CleanLift**

This ultrasonic device provides a deep clean to help remove impurities, refresh skin and enable products to penetrate for better results. With a 24K gold-plated spatula, the device features two modes: 'clean' and 'lift'. In 'clean' mode, ultrasonic vibrations exfoliate to push out dirt, oil and remove dead skin cells. The 'lift' mode stimulates circulation and tones facial muscles to revitalise and smooth skin.

● **NU SKIN, ageLOC Galvanic Spa**

With interchangeable heads for the face, body and scalp, this device helps to

promote the skin's youthful look from head to toe. It is designed to optimise the benefits of the brand's products such as the Galvanic Spa Facial Gels and is said to make it easier than ever for consumers to enjoy a professional spa-like experience in their home.



● **PHILIPS, Series 8000 Wet and Dry Epilator**

This epilator boasts powerful yet gentle hair removal. With over 70,000 hair-catching actions per minute, this is said to be the fastest epilator by the brand. Users can expect to treat their lower legs in as little as 10 minutes. The product is designed to achieve flawless smoothness for up to four weeks.

● **REMINGTON, Curl & Straight Confidence Hot Air Styler**

This styler offers four attachments that aim to achieve any hairstyle. Once users have given their locks an initial blast with the drying concentrator, they can curl, smooth and shape their locks while they dry them using the firm paddle brush, rotating soft-bristle brush or the rotating tong attachments provided.

● **WE ARE PARADOXX, SUPERNOVA Cordless 3-in-1 Hair Tool**

Patent-pending, this is said to be the world's first cordless 3-in-1 hair tool. A straightener, wand and tong with no attachments needed, it has been developed to heat up in one minute and is said to last for 20 minutes styling time for one full style, or multiple top-ups. Designed to be lightweight and travel-sized, it features full-size styling plates for maximum effect.

BEST NEW LIP PRODUCT

● **ARTISTRY STUDIO, tokyo edition, JELLY PLUMPING LIP TINT**

With hydrating and lip-plumping ingredients, lips will love the sensation of this sheer, water-based tint with a



matte finish. A heart-shaped applicator makes the tint easy to apply. After setting for 15 seconds, it can be reapplied to build colour. Inspired by shades of Japanese watercolours, it is available in two hues: Sakura and Persimmon.

● **CHARLOTTE TILBURY, MAGIC LIP OIL CRYSTAL ELIXIR**

This elixir focuses on crystal infusion for a supercharged lip oil that hydrates and provides luscious lips. A lip conditioner by day and lip mask by night, it is enriched with ground-breaking ingredients from potent plant extracts to hyaluronic acid to hydrate, smooth and enhance while worn.

● **CTZN, LIPSTROKE**

This long lasting vegan lip liner is available in five shades of nude. It is developed as an incredibly soft lip liner that does not dry out the lips and can be used in place of lipstick thanks to its soft, creamy and blendable formula.

● **e.i.f., LIP LACQUER**

This lacquer lip gloss has been developed to provide maximum colour and brilliant shine. Formulated with vitamin E to moisturise lips, consumers can wear it alone, or layer it over another lipstick for a bold lip statement.

● **Ere Perez, mango lip honey**

Consumers can find this vegan-friendly lip gloss in four shades. Wearable sheens add intense syrupy gloss and subtle colour,

while it offers an ultra-hydration effect that lasts. Wild mango is said to boost lips with vitamins and minerals, while jojoba seed oil softens delicate skin and is not drying. Never goopy, the honey texture is sticky enough to glide on smooth.

● **INC.REDIBLE, JAMMY LIPS**

This product has a texture similar to summer fruits simmering before they are made into a jam. The payoff is rich and juicy with a shiny, glossy effect. The applicator is designed with ease in mind: twist, click and sweep the angled nib across lips. The plump colour is enriched with vitamin E, said to act as a shield to prevent chapping.

● **juni, luxury hydrating lipstick**

This bespoke aluminium bullet is 100% plastic-free, recyclable and certified by A Plastic Planet. Meanwhile, vegan and organic waxes and oils are used with botanical hyaluronic acid to create the ultimate hydrating lipstick, which is suitable for even the most sensitive lips. Juni aims to fuse the worlds of sustainability and luxury cosmetics.

● **KEVYN AUCOIN, UNFORGETTABLE LIP DEFINER**

This product taps into Kevyn's original lip liner theory: matching liner to lip shade, not lipstick shade. A long wearing, water resistant lip liner that maintains a precise tip, it includes a separate sharpener and attached brush for precise application and artistry techniques at home. It is designed to outline, define and enhance the natural shape of lips.

● **LIVING NATURE, NATURAL LIPSTICK glamorous**

This natural lipstick is a classic rich red shade with blue undertones and a satin finish. Enriched with all natural waxes, butters and oils, including certified organic shea butter and jojoba oil, the moisture-rich formula has an intense colour payoff and provides a long lasting, comfortable wear. Cruelty-free and made in New Zealand, the shade glamorous is the brand's natural alternative to mainstream classic red lipsticks.

● **MARY KAY, GEL SEMI-MATTE LIPSTICK**

This full-coverage semi-matte lipstick utilises gel microsphere technology for rich, stay-true colour that lasts for hours – without leaving lips looking or feeling dry. Plus, it is formulated to provide a soft-focus effect with optical enhancers included to scatter light and blur the appearance of minor imperfections. Pigments are milled for 24 hours for an ultra-fine, smooth colour.

● **PROJECT LIP, PLUMP AND GLOSS**

This high-shine plump and gloss formula includes collagen-boosting active ingredients, which are said to instantly plump and define lips. Infused with vitamin E, the vegan, cruelty-free and gender inclusive gloss delivers an addictive tingling sensation upon application as it volumises, hydrates and stimulates the lips. The formula aims to produce long lasting benefits if used consecutively for 28 days, says the brand, increasing the volume of the lips over time.

BEST NEW EYE PRODUCT

● **ARTISTRY STUDIO, POWER BROW PEN tokyo edition**

This brow pen instantly creates a microblade effect, shaping and filling brows with ease. The precision felt-tip pen is designed to fill in, comb and create hair-like strokes with every sweep. The effect is natural and defined, or as bold as the user desires. Sweat-proof, smudge-proof and waterproof, the formula lasts up to 12 hours.

● **CARTER BEAUTY, CHERRY BOMB MIXED FACE AND EYE PALETTE**

This face and eyeshadow palette is said to have sold out three times over. Named after founder Marissa Carter's Bichon

Frise, Cherry, the product focuses on glamour. The all-in-one palette boasts high pigments and shimmery hues. The 12 eyeshadow shades range from berry tones to blossoms to butter foils and glitters, while the palette includes three generous face pans to contour, highlight and blush.

● **CHARLOTTE TILBURY, INSTANT EYE PALETTE PILLOW TALK**

Inspired by Charlotte Tilbury's best selling, globally adored nude-pink shade Pillow Talk, this 12-pan eyeshadow palette features four eye glow looks, from rose gold, peachy-caramel and dreamy champagne pink eyeshadow shades to soft tawny brown, rosy pink and blushed berry-rose. Wearers can create a Pillow Talk gaze anywhere.

● **CHARLOTTE TILBURY, LUXURY PALETTE DESERT HAZE**

This eye product combines flattering peachy brown hues in rich, creamy velvet-matte textures for seductive, supermodel summer eyes. Inspired by the iconic sultry and smokey eye look, this matte eyeshadow palette of airbrush-like shades blend together seamlessly. Consumers can create a subtle, peachy sunrise day look or dial up the smoke for contoured, sunset eyes.



● **Dr RUSSO, ONCE A DAY SUN PROTECTIVE BRUSH-ON EYE CREAM**

Consumers can protect and repair the delicate eye area with this once a day eye cream treatment. Designed with a mini brush applicator to deliver the correct amount of product, the product contains SPF30 for added protection against the sun and harmful UV rays. Antioxidants, vitamins C and E, retinol, hyaluronic and ferulic acid are included to help repair any existing signs of DNA damage, inhibit tyrosinase, and maintain elastin and collagen levels.

● **e.i.f., LIQUID GLITTER EYESHADOW**

This gel-based formula is long lasting, quick-drying and 100% eye-catching. Users can get an amped-up eye look with one-swipe glitter coverage. Formulated for comfortable wear and minimal fall out, this opaque liquid eyeshadow delivers high-impact, multi-dimensional glitters and pearls in a quick-drying gel base.

● **EYLURE LONDON, PROMAGNETIC MAGNETIC EYELINER & LASH SYSTEM**

This magnetic lash and liner duo is designed for simplicity: users apply the eyeliner to the eye as they would a normal liquid eyeliner and, once it is dry, apply the magnetic lash onto the liner. The long lasting, smudge-proof formula is easy to use and lasts up to 15 wears. It is available in four styles: Accents, Naturals, Wispy and Volume.

● **FLAWLESS LASHES BY LORETA, INTENSIVE EYE MASCARA**

This versatile mascara is said to be perfect for giving more density and drama to lifted lashes by providing definition and nourishment to natural lashes when clients are taking breaks from wearing lash extensions. The mascara formula includes castor seed oil and coconut oil to nourish lashes, making them feel just as good as they look.



● **KIKO MILANO, MAXI MOD MASCARA**

This intense black mascara with a mini brush has been developed for a maximum definition and volume-enhancing effect. The product contains an elastic formula with castor oil for softening and nutritional

properties. The mini elastomer applicator allows the distribution of its super-creamy texture onto even the shortest lashes without leaving clumps.

● **The Quick Flick, Quick Lash ADHESIVE LINER**

This liner is said to be the world's first revolutionary adhesive liner. The precision felt-tip liner has been created to make it easy to draw a thin layer of adhesive onto the lash line with zero fuss, and without the use of glues or magnets. The non-latex formula is re-stickable, said to make readjustment easy. Available in black or clear varieties, the product is 100% vegan and cruelty-free.

BEST NEW MAKE-UP BASE PRODUCT

● **B. by Superdrug, Perfect Base, PREP & SET MIST**

This is a hydrating setting and prepping spray from the retailer's Perfect Base range. It is vegan-friendly, cruelty-free and designed to instantly refresh skin. The lightweight formula can be used directly over moisturiser to prime the skin or to help set make-up with a long lasting glowing finish.

● **BEACHED, natural bronzer serum**

Consumers can have 'rays for days' with this multi-purpose natural bronzer serum. Users can wear it on its own, mix with a base, use it as a highlighter or apply as body glow. It is also packed with a trio of Aussie plums – such as vitamin C powerhouse kakadu plum – to help retain moisture, withstand environmental damage and reduce the signs of ageing.

● **CARTER BEAUTY, FULL HOUSE MIXED FACE PALETTE**

This face palette is said to contain everything consumers might need to help

them create radiant, glowing skin. Users can create the base of their dreams with the four generous pans of powder inside, including a creamy bronzer to add warmth, a shimmering blush to make cheeks pop and two highlighters to help create a radiant glow on the skin.

● **CHARLOTTE TILBURY, AIRBRUSH BRONZER**

This next generation matte innovation contains a hyaluronic acid-infused, smoothing, pore-blurring bronzer for the face and body. Inspired by the brand's popular Airbrush Powder, this bronzer uses the same finely milled pigments to blur the appearance of pores and smooth over skin. The desired result is that users look and feel like the most beautiful version of themselves.



● **CHARLOTTE TILBURY, AIRBRUSH FLAWLESS FOUNDATION**

This foundation is said to be the secret to a flawless, poreless-looking complexion that fills the wearer with confidence. A stay all day, weightless, full coverage foundation with a natural matte finish, the product is a hybrid skin care foundation with a sweat-proof, humidity-proof, waterproof and transfer resistant formula. According to the brand, it is the perfect foundation for every type of occasion.

● **Ere Perez, tapioca cheek colour**

This single colour pressed powder is made with tapioca to hydrate, naturally smooth and brighten complexions. Consumers can treat their cheeks with this breathable formula that adds colour and conditions with vitamin E and chamomile. The blush is developed for staying power, and for day to night wear. The mini compact features a magnetic refillable colour insert.

● **DR.CINK, Highly-Moisturized Liquid Foundation**

Made with oxygenated technology, this fluid make-up base is enriched with facial treatment serum that blurs imperfections and minimises pores for a silky, refined finish. The EViDetex technology is said to effectively block sun damage and isolate environmental pollution. Meanwhile, OxyForce helps nourish the skin and support natural collagen production, while Unitamuron H-22 moisturises and maintains skin's elasticity for radiant skin.



formulated with sunflower seed oil, sweet almond oil and shea butter to deliver long lasting hydration.

● **KEYVN AUCOIN, SENSUAL SKIN PRIMER**

This lightweight hydrating primer perfects the skin from environmental pollutants and create a smooth canvas for foundation. Users can customise make-up to the desired level of coverage by mixing with foundation. A unique blend of botanical extracts, antioxidants and hyaluronic acid is used to plump, protect and prime the skin.

● **MARY KAY TIMEWISE, LUMINOUS 3D FOUNDATION**

Shoppers can enjoy 12 hours of weightless wear in a foundation that looks natural and feels comfortable all day. Infused with Age Minimize 3D Complex featuring encapsulated resveratrol, vitamin B3 and an age-defying peptide, this foundation aims to deliver a flawless, younger-looking

complexion with a moisturising formula that blends evenly to provide buildable, medium-to-full coverage.

● **MILANI, BAKED BLUSH**

Richly pigmented and highly buildable, the beautiful matte and shimmery shades of this blusher are the perfect cheeky pop of colour for every skin tone. Sunbaked on Italian terracotta tiles, the warm finish adds a radiance that is the very essence of beauty, helping users shape, contour and highlight their best features. Available in 12 shades, it includes a mirror and mini brush.

● **SAMPURE MINERALS, MINERAL LIQUID FOUNDATION**

This vegan-friendly foundation contains 96.5% natural ingredients. Enriched with safflower seed oil, jojoba seed oil, grape seed oil, argan oil and sodium hyaluronate, the formula aims to perfectly moisturise and feel lightweight on skin, as well as help diminish the appearance of fine lines and wrinkles. It has been developed to be suitable for all skin types and ages.

● **e.l.f., MATTE PUTTY PRIMER**

This brand's best selling primer is now available in a matte alternative. The velvety, oil-free formula has been developed to deliver a perfect matte finish. A vegan-friendly, skin perfecting putty primer, it is infused with kaolin and white charcoal to absorb excess oil to help the wearer achieve a shine-free finish.



● **INIKA ORGANIC, Full Coverage Concealer**

A creamy, full coverage concealer to cover up blemishes, dark circles and dullness to achieve a flawless complexion, this is formulated with skin-caring botanical ingredients to hydrate, smooth and nourish skin. It is certified organic by COSMOS and

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BEST NEW FRAGRANCE

● **escentric molecules, escentric 05**

The top note of this fragrance is very simple: bergamot to keep things light, and orange, an ingredient which has a bright and happy tone to it. It reflects the orange groves that cover a Mediterranean island. Laurel and rosemary are typical Mediterranean plants with a spicy freshness, juniper brings a herbal tonality and cypress is a dry, pungent wood.

● **PERFUMER'S CHOICE, Sofia**

This is a modern vibrant sensuous chypre fragrance with fresh top notes of bergamot, muguet and sparkling water fruits. The fragrance heart blends precious rich jasmine, velvety red rose and woody vetiver. The heady floral heart is enveloped by warm, feminine, sensuous base notes of amber, patchouli and creamy vanilla.

● **Strada PARFUMERIE, VIA VENETO**

This is a light, refreshing blend of sweet tones formulated to awaken the senses. Hints of jasmine, iris and neroli combine with orange flowers and rose damascene to create a unique first impression. Bolder notes of tuberose, myrrh, ginger and cashmere, with a touch of clary sage create a daring, yet highly effective combination, enhanced further by a fusion of patchouli, cypril, sweet woods and amber.



● **smooch BY SO...?, NUDE**

This is described as a delicate fragrance designed for women who adore light, classy scents. This scent boasts top notes of spicy pepper mixed with pink pepper,

and a combination of florals, such as rose, heliotrope, violet and jasmine. These are followed by sweet vanilla at the base, which is infused with sandalwood and white musks.

● **YARDLEY LONDON, BLOSSOM & PEACH edt**

This is a fruity, spicy floral blending citrus and cassis with cherry blossom and pink pepper; a floral heart of rose, peach, lilac and geranium; and woody notes of patchouli and musk. The vegan edt is inspired by a diverse variety of flowers. It contains 90% naturally derived ingredients and a vegetable derived alcohol base.



● **YARDLEY LONDON, FLOWERFUL COLLECTION EXQUISITE PEONY edt**

A vegan perfume inspired by bountiful, beautiful and blooming floral bouquets, this scent contains 90% naturally derived ingredients and a vegetable derived alcohol base. A sophisticated floral bouquet of freesia, rose, jasmine and peony accords with a sparkle of citrus is designed to evolve into a seductive warm base of cedarwood, musk and blond woods.



● **SO...?, RED VELVET BODY MIST**

Wearers are encouraged to indulge their senses and immerse themselves in irresistible aromas with this fresh and easy-to-wear body mist. A smooth and creamy scent with top notes of peach and coco, the fragrance settles into deeper and fuller notes of sandalwood, vanilla and musk.

● **THE PERFUME SHOP, PEPPERED EARTH edp**

This sell-out collection from The Perfume Shop consists of four fragrances. Peppered Earth is a woody scent that sparkles with pink pepper and cassis top notes. Fragrant rose and jasmine are at the heart and patchouli, cedarwood, musk and leather create richness at the base.

BEST NEW PREMIUM FRAGRANCE

● **DAVID JOURQUIN, CUIR MANDARINE**

Cuir Mandarine is a fragrance designed for the 'elegant, rebellious' man. This fragrance aims to transport wearers to the colourful landscapes of Morocco, with scents of orange orchards and sun-ripened fruit. Patchouli vibrates on contact with black pepper and mandarin-coloured leather. Sensual notes of Virginia tobacco are said to be as airy as an intoxicated bubble of champagne in a bouquet of fine and fragrant lavender.

● **MOLTON BROWN, MILK MUSK edp**

Seek cocooning tranquillity with this edp, a comforting balance of enlivening elemi, soothing musk and sensual benzoin. A unique milk accord imparts nostalgic, intimate warmth. Housed in a collectable and refillable glass flacon with a one-of-a-kind spherical resin cap, the fragrance contains a top note of elemi; a heart of musk, ambroxan and vanilla; and a base of benzoin and tonka bean.

● **MR VANGUARD, VANGUARD OUD**

This oud aims to stay true to the core values of the brand Mr Vanguard: inspirational, fearless and self-assured. Made in the UK, the fragrance does not follow the normal traditions of a high intensity oud scent. Instead it is said to present a well-balanced, understated and long lasting scent for the wearer. The oud is described as leaving a stamp of power while maintaining a subtle essence.

● **TEMPLE SPA, MY ESSENCE edt**

Inspired by the Mediterranean, this edt opens with zesty top notes of bergamot and petitgrain; blooms with a heart of jasmine, neroli and rose absolute; and rests on a base of cedarwood and amber. There is also said to be a secret essence that adapts to be exclusive to the wearer.

● **Tonino Lamborghini, GINEVRA**

Inspired by the Italian Lamborghini family heritage, this collection has two distinct personalities: one romantic and delicate, the other fierce and passionate. Named after the daughter of Tonino Lamborghini, the bottle has a cat-shaped silhouette with modern angles and gold details. Influenced by Lamborghini design, the flacon has been designed by world renowned Italian designer Antonio Lemma.



BEST NEW NICHE FRAGRANCE

● **ART DE PARFUM, LE JOKER**

The concept of this fragrance is that reality is often hidden behind a mask. The

perfume expresses this with unexpected pairings and ingredients, such as a woody fragrance revealing spicy and tropical accents followed by powdery notes, smoky cigarette facets and salty ambergris. Rare Timur pepper reveals spicy and tropical accents, and gives a sparkling lemony effect with nuances of passion fruit.

● **ATELIER MATERI, Cacao Porcelana**

White cacao beans are a rare ancestral variety of cacao also known as the 'nectar of the Gods'. White cacao yields notes of walnut and milk with hints of tonka bean. After opening on sweet, syrupy top notes, this scent unpacks its bitterness, sustained by powdery and woody notes. Light tobacco, patchouli and sandalwood notes give it a sensual, even fleshy signature.

● **esentric molecules, molecule 05**

The top note of this fragrance is very simple: bergamot to keep things light, and orange, an ingredient which has a bright and happy tone to it. It reflects the orange groves that cover a Mediterranean island. Laurel and rosemary are typical Mediterranean plants with a spicy freshness, juniper brings a herbal tonality and cypress is a dry, pungent wood.

● **Maison Crivelli, Santal Volcanique**

This fragrance is inspired by the discovery of scorched sandalwood on the slopes of an erupting volcano. The scent is a fusion between fresh spices and a sandalwood/coffee accord, which aims to leave a long lasting and sensual, gourmand aroma on the skin.

● **PARFUMS CLANDESTINS, Eresia THE SICILY QUARTET edp**

Eresia or 'heresy' in Italian is influenced by a 19th century Sicilian scene and a noble family at evening Rosary, where a prince has his mind elsewhere on romance. Opening with sharp citrus and spice, this edp evolves into sultry ylang ylang and white oud drying down to smouldering blond woods.

● **VILHELM PARFUMERIE, BODY PAINT**

This niche scent aims to bring Henri Matisse's 1910 masterpiece 'La Danse' to life in edp form, as well as an erotic fantasy of a secret cult of women dancing in Paris in 1988. Top notes include pear, lemon, green and red pepper, while the middle is Iso E Super, nutmeg nut and clove. The base is cedar, ambroxan and oak moss.

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BEST NEW MALE SKIN & BODY CARE PRODUCT

● BENNY HANCOCK FOR MEN, MOISTURISING FACE PERFECTER

A lightweight, moisturising foundation, this vegan product comes in five colours. Offering natural coverage, it evens out uneven skin tones, imperfections and blemishes, while hydrating the skin. With SPF15, it also contains anti-pollution ingredient Ectoin, which is clinically proven to protect skin from pollutants that cause premature ageing.



● BULLDOG SKINCARE, Original Natural Deodorant

This vegan and cruelty-free deodorant is formulated to deliver 24-hour odour protection using a prebiotic extracted from chicory root and 100% natural fragrances. Formulated with no aluminium, sodium bicarbonate or drying alcohol, this has been created to be kind to skin. Featuring the brand's signature scent with notes of lemon, geranium and patchouli, this deodorant keeps the wearer smelling fresh.

● HAWKINS & BRIMBLE, ELEMI & GINSENG LUXURY SOAP

This 100% sustainable palm oil soap bar gently cleanses the skin from head to toe, helping consumers to look and feel fresh. Formulated with elemi essential oil, this hero plastic-free ingredient helps to nourish, soften and rejuvenate skin. Added ginseng helps to diminish dullness, so that all skin types look bright and even in tone.

● HOMMAGE, FACE MOISTURIZER Fortify

This moisturiser was formulated to lightly hydrate and soothe skin that undergoes daily shaving. Patch technology locks in moisture throughout the day while delivering a powerful and instant anti-irritant so over time skin is less sensitive to shaving. Infused with the brand's Monaco scent, Fortify is designed to enhance cellular repair, reduce sensitivity and 'fortify' the skin's natural barrier.

● KIND NATURED FOR MEN, Energising Body Wash

Consumers are encouraged to start their day with this energising body wash. A blend of rejuvenating ginger, balancing lemongrass and deep cleansing turmeric has been formulated to help leave skin cleansed and refreshed. The user is left feeling invigorated for the day ahead thanks to the uplifting aroma.



● SCRUBD, ANTI-AGEING FACE SERUM

This all natural high potency face serum features hyaluronic acid and silk peptide and is designed to deliver a moisture hit to the skin, helping users minimise the appearance of fine lines and wrinkles. Consumers are advised to pair this with the brand's moisturiser and eye gel from the same range. SCRUBD is a proudly British brand using global ingredients.

● THE GRUFF STUFF, THE SPRAY ON MOISTURISER

This moisturiser is a fast-absorbing, anti-ageing product in spray form designed for quick and easy application. The advanced formula contains a powerful combination of vitamins, antioxidants and active

ingredients to stimulate production of collagen and hyaluronic acid, which help to rejuvenate the skin and minimise the signs of ageing.



● TIMELESS TRUTH MASK, Black Bee Honey Skin Recovery Bio Cellulose Mask

This biocellulose mask features active ingredients that are developed from Swiss black bee honey, which is said to be purer than regular honey, to help rebuild the skin's microbiome. With a 3-stage formula, the mask is designed to slow down the ageing process while providing a cooling and revitalising effect when applied to the skin. The product has also been developed to perfectly fit each individual user's facial contours, restoring the skin's balance and improving its appearance.

BEST NEW MALE SHAVING & HAIR PRODUCT

● BENNY HANCOCK FOR MEN, BEARD DEFINER

This beard definer is a revolutionary grooming product made for bearded men. The product is created for evening out a mixture of hair colours in beards. The wash-off formula has been designed to be perfectly pigmented for easy blending and application, while the easy-to-use wand applicator gives a natural-looking finish.

● BULLDOG SKINCARE, Sensitive Bamboo Razor

This bamboo razor is specially designed to deliver a close, comfortable and

environmentally conscious shave for those with sensitive skin. With a purpose-built lubrication strip enriched with baobab oil, five tempered steel blades and a pivoting design, it provides everything needed to protect against skin irritation. It is also developed to use a lot less plastic than the standard razor.

● **ECO WARRIOR, SHAVING BAR**

This natural and moisturising shaving bar creates a luxurious lather without the need for any harsh, drying or irritating synthetic ingredients, according to the brand. Made from 99.8% naturally derived, plant-based ingredients including coconut oil, glycerine and shea butter to create a rich, natural lather, it is designed to soothe and moisturise the skin.

● **Fish, 2 IN 1 STYLE & FINISH WAX SPRAY**

A multifunctional style fixer and finisher, this wax spray is said to be easy to wash out and quick drying. It can be layered up to texturise, hold and tame hair for defined styles. After shaking the can well, users are recommended to spray onto dry hair at arm's length, work through and style as usual.

● **Fish, PUFFER FISH ROOT BOOST STYLING POWDER**

Described as an instant root booster, this lightweight, matte styling powder can be applied to the roots of the hair for instant



volume, texture and hold, giving a much fuller look. With a medium hold, the end result is said to be fuller-looking and more textured locks.

● **PHILIPS, S9000 Prestige**

This beard styler is said to deliver 'unmatched precision' thanks to the built-in metal comb, giving consistent trimming results no matter how much pressure is applied. Hair can be styled with accuracy by choosing a hair length down to 0.2mm precision. The zoom wheel can be used to select from 30 different length settings.

● **RAW NATURALS, TRANSPARENT SHAVE GEL**

This clear shave gel softens and lifts facial hair for friction-free shaving, according to the brand. The transparent, non-foaming formula is designed to allow for a clear view for more accurate results and precise line control. Ingredients include anti-irritating allantoin and refreshing menthol.

● **REMINGTON, Ultimate Series RX5 Head Shaver**

With the bald look bang on trend, this head shaver offers a skin-close cutting performance. Fitting into the palm of the hand, the shaver glides over the skin for a quick head shave. The five cutting heads will cut to 0.2mm, while the pop-up trimmer captures any stray hairs.



● **THE SCOTTISH FINE SOAPS COMPANY, THISTLE & BLACK PEPPER SHAMPOO BAR**

A long lasting shampoo bar presented in a striking retro tin, this shampoo bar is said to provide a rich, conditioning wash. It is enriched with thistle seed oil and wheat protein to strengthen and smooth hair, while sodium PCA enhances the appearance and feel of hair by helping to moisturise hair follicles.

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BEST NEW INCLUSIVE SKIN & BODY CARE PRODUCT

● **FARMOLOGIE** by Childs Farm, **pink grapefruit moisturiser**

New from the creator of Childs Farm is the Farmologie range for adults. This moisturiser contains 96% naturally derived ingredients to soothe, hydrate and moisturise dry, sensitive and eczema-prone skin. In tests, 178 out of 180 users claimed it caused no irritation to skin. The product features 100% recycled plastic bottles and a metal-free pump for 100% recyclability.



● **INIKA ORGANIC, PHYTOFUSE RENEW Resveratrol Night Cream**

A certified Halal and vegan formula, this cream is suitable for multiple religions and lifestyle beliefs. Free from animal-derived ingredients and alcohol, the replenishing formula contains resveratrol, and is further boosted with Phytofuse Renew, an extract derived from the regenerative rose of Jericho plant.

● **Mal and Mod, ACTIVE HYDRATION TONIC**

This is described as an energising, uplifting gender-neutral tonic to refresh, hydrate and energise the complexion. With an essential oil blend, the product is said to help to lift and brighten the senses, while a complex of anti-inflammatory, skin quenching and protective bioactive ingredients help to rejuvenate and refine the complexion.

● **SUNEETA LONDON, BRIGHTENING SKIN DROPS**

A handmade, 100% natural product, these drops feature a blend of pure, potent oils, especially rich in vitamin C, to brighten and give skin an intensive boost and glow. With healing turmeric and calendula ingredients, the product is said to be particularly beneficial for hyper-pigmentation on darker skin types, which can be prone to dark marks and scarring after inflammation, blemishes or acne. One drop can be mixed with the user's normal moisturiser, or a few drops can be massaged into the face alone to bring a natural healthy glow to the complexion, while also providing nourishing skin benefits.

BEST NEW INCLUSIVE HAIR PRODUCT

● **Purely Natural by Anastasia, SANDALWOOD 6 COMB AND BRUSH SET**

A handcrafted, organic green sandalwood hair tool set, this features six combs and one brush. The brand's tools have that distinctive sandalwood aroma and are packaged in a beautiful gift box. The products inside are intended to last a lifetime, even when tackling thick curly hair, according to the brand.



● **Simone Thomas WELLNESS, THE GINKGO HAIR CARE PLAN**

This hair plan is expertly formulated to promote healthy hair growth. The set contains ginkgo biloba, super green and everyday wellness capsules to supply the

body with vitamins, iodine, live cultures and botanicals. Certified by the Vegan Society, and gluten and dairy-free, it contains eight superfood ingredients and six probiotics, and is rich in minerals and amino acids.

● **Imbue., CURL ENERGISING HYDRATION SERUM**

This cacao-infused serum is designed to absorb instantly into hair to plump and define from the inside out, without that limp, coated feeling. Users are recommended to add a few pumps during styling for extra smoothness or use on the bits that dry differently. For second, third and fourth day hair, the product can be massaged into lengths to re-energise curls and give them added bounce.

BEST NEW INCLUSIVE MAKE-UP PRODUCT

● **Dr.PAWPAW, RICH MOCHA BALM, 10ml**

Now available in a pocket-size tube, this balm is created to suit and compliment all skin tones and all ages, offering the conditioning results of a lip balm with the added colour of lipstick. Each colour is semi-sheer and buildable. This allows you to create unique looks from subtle natural sheens to more vibrant and bold statements.



● **Kohl Kreatives, Ei8ht Brush**

A non-rolling brush that won't end up on the floor, this tool is said to be perfect for 8am concealer and an 8pm smokey eye. It features synthetic fibre, with multi-use

technology, allowing the user to go from concealer to eyeshadow to highlighter and back again. The brush claims to use all of the product on it, reducing the risk of cross-contamination.

● **SHADE M BEAUTY, MUSE MATTE LIQUID LIPSTICK**

This 'clean', halal-certified, vegan-friendly and cruelty-free beauty brand recently launched 15 shades of liquid lipsticks. With the mantra 'I am my own shade', Shade M encourages women of all shapes, ages, sizes and ethnicities to be proud of who they are and express themselves through a combination of beauty and art.



● **mented, Skin by mented**

This foundation for women of colour is said to be perfectly pigmented to match different skin tones. Ultra-hydrating, lightweight and buildable, it combines coverage with a natural finish. Offered in 16 shades from fair to deep with carefully curated undertones, consumers can take a 60-second quiz online to find their perfect match.

● **UOMA, SAY WHAT?! WEIGHTLESS SOFT MATTE HYDRATING FOUNDATION**

This foundation is claimed to be the best inclusive foundation on the market, with 51 shades. Acting like a 'second skin', it features one base formula with six 'skin kins'. The product is made of a revolutionary and innovative formula, according to the brand, that offers a long wear, vibrant-matte finish with nourishing hydration.

● **War Paint for Men, The Ultimate Set**

This set consists of ten make-up products designed for men, including a primer, concealer, tinted moisturiser, foundation, anti-shine bronzer, remover sponge,

application brush and a metal powder brush. The new set was created to give male consumers the full War Paint experience in one single purchase, and has become the brand's largest revenue driver since its launch.



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BEST NEW SUSTAINABLE SKIN & BODY CARE PRODUCT

● **/kili.g/, CERTIFIED NATURAL FACE, EYES & NECK MOUSSE WITH BIOK SPIRULINA**

This mousse contains unique Biok Lab spirulina, an algae extract known for its antioxidant benefits. A natural certified mousse, it is said to help stimulate cell regeneration, resulting in healthy skin with enhanced elasticity. Packaging is made from 50% ocean waste plastic, the equivalent to removing 12 plastic bags from the ocean.

● **DEERIEO, THE VEIL**

This is described as a luxurious spa-grade cleansing balm, face masque and dry skin treatment in one. Fragrant and filled with natural plant oils and botanicals, it is said to gently yet effectively melt away impurities, soothing the senses and deeply nourishing skin, leaving it velvety soft and radiant. Handmade in micro-batches, it is palm oil-free, vegan, cruelty-free, recyclable and sustainable.



● **BAYLIS & HARDING, GOODNESS. NATURAL BODY WASH LEMONGRASS & GINGER**

Featuring a 98% naturally derived formulation, this moisturising body wash is enriched with essential oils as well as

organic extracts of ginger and lemongrass, giving it a zingy and uplifting spa-like scent. Part of the brand's vegan, plant-based and dermatologically-approved Goodness range, it is formulated without sulfates, silicones and artificial colours. It is also housed in 100% recyclable packaging.

● **BEAUTY KITCHEN, ORGANIC VEGAN BODY CREAM BOTANIC BLISS**

This organic and vegan hand and body cream contains sustainably sourced ingredients, such as organic aloe vera and shea butter, for soft skin from top to toe. The 'berry-bursting' cream contains no microplastics and is part of the brand's Return. Refill. Repeat. scheme. All packaging is sustainable from the aluminium bottle to the paper label and the fully recyclable pump.

● **BULLDOG SKINCARE, Foaming Original Shave Gel**

An eco-conscious shave gel, this product comes in a recyclable aluminium canister that is fully powered by air rather than traditional volatile organic compounds. It is specially formulated to help deliver a close and comfortable shave, while being kind to skin and the planet. Ingredients include aloe vera, camelina oil and green tea.

● **ECO WARRIOR, MINI CUBE**

This set of four plant-based, job-specific mini cleansing bars are each made with their own bespoke essential oil blend and are free from synthetic ingredients. From shaving to shampooing, the cube provides cleansing solutions, with minimum impact on the environment. It comes wrapped in a recyclable box, helping to eliminate single-use plastic.

● **ECOOKING, CLEANSING SCRUB**

This active scrub gently buffs away dead skin cells for a youthful-looking complexion. Natural lava stone helps to regenerate and boost blood circulation, while glycolic acid provides a deep cleanse and unblocks pores for a healthy glow. The scrub is housed in new packaging: 96% polyethylene derived from sugarcane.

● **epoch, YIN AND YANG MASK**

Detoxifying and nourishing, this face mask helps to leave skin looking healthier and brighter, with a luminous lit-from-within glow. Absorbent agents kaolin and charcoal powder transform the mask into its active skin-detoxifying state, turning from white to grey as the user massages it into their skin. The porcelain flower extract in the formula is said to help soften and soothe skin.

● **FARMOLOGIE by Childs Farm, pink grapefruit moisturiser**

New from the creator of Childs Farm is the Farmologie range for adults. This moisturiser contains 96% naturally derived ingredients to soothe, hydrate and moisturise dry, sensitive and eczema prone skin. In tests, 178 out of 180 users claimed it caused no irritation to skin. The product features 100% recycled plastic bottles and a metal-free pump for 100% recyclability.



● **KinKind, BODYWASH BAR**

These body wash bars eliminate plastic shower gel bottles from UK bathrooms. With an energising West Indian lime and black pepper fragrance, the vegan bars are made with certified organic ingredients, rich in glycerine. The product is delivered plastic-free through the letterbox.

● **LEIGHTON DENNY, BACK TO NATURE, Peony**

This low chemical nail polish contains 75% plant-sourced ingredients and is vegan. Ingredients such as potato, corn, wheat and manioc replace classical solvents, plasticisers and nitrocellulose. Marine bio-ceramics, rich in magnesium and trace elements, are also included to support natural nails and help extend polish wear. Peony is a dusky pink shade.

● **NATURALii, intensive hydrating hand cream**

This intensive hydrating cream replenishes and revitalises hard-working hands. Unrefined shea butter, packed full of vitamin A softens and moisturises dehydrated and mature skin, while organic avocado, olive oils and chamomile extract are included to restore skin and retain moisture. Added aloe vera is said to leave hands feeling revitalised and restored.



● **NAYA, Defence, Brighten + Repair**

Using antioxidants to brighten and repair skin, this topical powder is designed to blend with any serum for a supercharged skin care regime. The formula uses sustainably-sourced desert algae and schisandra extract with vitamin C and niacinamide to even skin tone. NAYA teamed up with Climate Partner for the launch, enabling it to develop products in a climate-neutral way to offset emissions.

● **PAPR, DEODORANT**

This brand's packaging is always 100% biodegradable or 100% recyclable, and its deodorants are made from all natural ingredients without aluminium. When consumers have finished a deodorant, the packaging takes anywhere from six weeks to nine months to disintegrate, depending on temperature, humidity and soil. But PAPR recommends recycling to avoid this process and help the environment.

● **P'URE PAPAYACARE, PAPAYA GLOW**

Made with papaya oil, this product is derived from the seeds of the papaya fruit. These seeds are normally thrown away but P'URE found a way to use this part of the fruit, which is rich in enzymes, omega fatty acids and vitamins. Vegan and 100% natural, the product is claimed to help nourish and gently renew the skin.

● **QUANTUM BOTANIKA, Ocean Bathing**

A sustainable and organic body product, the inspiration for this product comes from glorious days spent enjoying warm seas and beautiful beaches, says the brand. Made from dry seaweed, the product is said to enhance mood, trigger the senses and naturally benefit skin and body, with minerals, antioxidants and vitamins. It is suitable for dry and itchy skin, and those with psoriasis, eczema and acne.



● **Seilich, Wild Rose & Mallow Face Mist**

This mist combines floral waters with moisturisers and botanical extracts to create a soothing, hydrating and refreshing experience. The Rose and Mallow mist harbours a calming energy and is made from wild rose and mallow petals, handpicked from the Seilich meadow in Scotland. The product is 100% natural, 95% organic and 95% wildlife-friendly.

● **κεάαρ, HYDRATE RELAX BODY OIL**

This oil is blended with chamomile, sweet almond and rosemary to regenerate skin and leave it feeling silky smooth. It quickly absorbs, while calming the body and mind, and is described as the 'ultimate' after-shower indulgence, according to the brand. Non-greasy and lightweight, the gentle body oil is said to help ease skin discomfort and irritation from dryness.

● **So Eco, Biodegradable Two Sided Foot Rasp**

This tool is said to be ideal for professional results at home. It can be used to remove hard skin and callus build up effectively and safely with the help of both an abrasive and grater side, perfectly smoothing the feet and carefully removing dry skin without the need to soak first.



● **The Handmade Soap Co, BODY OIL**

A handmade blend of pure, natural botanic oils, this oil helps to moisturise, hydrate and soften skin. Scented with the brand's trademark essential oil blends and packaged in an amber glass bottle, it is said to be as kind to the environment as it is to skin. It is free from parabens, SLS, petrochemicals and other synthetics.

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/kili·g/

BEST NEW SUSTAINABLE HAIR PRODUCT

● AROMASE, 5α Juniper Scalp Purifying Liquid Shampoo

This liquid shampoo is said to relieve scalp problems such as irritation. Cradle to Cradle-certified, it has a herbal formula containing glycyrrhetic acid complex, an anti-inflammatory that is claimed to relieve skin irritation and allergies. It is said to only require a 'one-time rinse', consuming less water, and features a user-friendly design.

● AZURE planet friendly beauty, Amplify VOLUMISING SHAMPOO

Packed with plant-based nutrients, this shampoo is said to add body to fine flyaway hair while revitalising tired tresses. It is said to create naturally fuller hair with built-in protection against pollution. The packaging is created using sugarcane, a 100% renewable resource, grown sustainably in Brazil and it is 100% recyclable too.

● BEAUTY KITCHEN, ORGANIC VEGAN ALOE SHAMPOO

This organic shampoo is full of all-natural and sustainably-sourced ingredients, such as organic aloe vera and coconut, that leave hair feeling soft yet clean. The brand washes and reuses all of its packaging. Its bottles are aluminium, while its pumps are fully recyclable and the label is made from rock paper.

● BIOVENE BARCELONA, BIOTIN & APPLE CIDER SHAMPOO-IN-A-BAR

Blended with natural apple cider vinegar, apple extract, biotin, shea butter and beeswax, this shampoo bar is designed to leave hair thicker, fuller and healthier-looking. The blend of ingredients is said to volumise fine hair and seal in moisture, while preventing scalp-irritating build-up.

● grüum, hår SHAMPOO BAR

This solid shampoo is totally plastic-free and has an 85% repeat purchase rate. It is designed to be nourishing, long lasting and foamy. With 100,000+ units sold directly to consumers within six months, and thousands of 5-star reviews, the brand claims this is the first solid shampoo that truly works.



● MONPURE, STRENGTHENING SILK PROTEIN SHAMPOO

This brand only works with suppliers that are focused on sustainability and community outreach. This shampoo's formula predominantly comprises ethically-sourced raw materials. It is housed in a 100% post-consumer recycled plastic bottle and is itself 100% recyclable. The shipping boxes are printed using soy ink.



● NATURTINT, SHAMPOO & CONDITIONER BAR

This bar contains argan oil and has a natural honey aroma. It deeply nourishes hair to help prevent frizziness, and creates a soft, creamy and luxurious foam to clean and condition. Cocoa butter and meadowfoam seed oil hydrate the scalp for comfort, while oleic acid-rich argan oil, and vitamins E and A nourish hair fibres, repairing damage and recovering shine.

● so eco, Oval Detangling Hair Brush

Made from compostable and biodegradable plant derived materials, this brush is ethically sourced, vegan and cruelty-free. It is said to be ideal for keeping hair smooth and tangle-free, and can be used on both wet and dry hair. The cushioned paddle of the brush, featuring ball-ended pins, ensures it is gentle on the scalp.



● WE ARE PARADOXX, MIND BLOWN Hair + Body Treatment Oil Candle

This hot oil mask for hair and skin has a soothing spa-like fragrance. It is vegan, cruelty-free, 94% natural with organic extracts and has been developed with sustainable soy and rapeseed wax. It is cased in aluminium, which is recyclable on an infinite loop with a low carbon footprint, and a fully recyclable, sustainable cardboard box.

● ZEROCARE SUSTAINABLE HAIRCARE, Bamboo Detangle Brush

This brush is 100% plastic-free and made from FSC-certified bamboo. It has long thin, flexible bamboo pins to help detangle all hair types, wet or dry. With a palm contoured shape, it is a lightweight travel brush with a natural rubber and non-toxic varnish coating. There is a bamboo pin refill pouch available for customers to buy if they break a pin, adding another sustainable element to the product.



BEST NEW VEGAN BEAUTY PRODUCT

● APRICOT, me, myself and eye

These anti-ageing pads are made from pure medical grade silicone, enriched with hyaluronic acid to reduce wrinkles. They can be cleaned and used again, with one pad said to last up to 30 treatments. A smoothing effect is claimed to occur after the first application. They are vegan and cruelty-free.

● AZURE planet friendly beauty, Rescue & Repair REVOLUTIONARY INTENSE MASK

Created for hair that is colour-treated, damaged or dry, this mask is infused with powerful but naturally derived ingredients such as extracts of sunflower seed, shea and baobab. A nourishing product, it is said to seal cuticles and repair split ends, leaving hair stronger, shinier and more manageable. A built-in UV and pollution barrier keeps hair protected.

● CENTRED., Daily Calma Shampoo

This vegan, cruelty-free, coconut-derived cleanser develops a rich lather that gently cleanses while protecting hair's natural lipid layer. Enriched with orange blossom water and amino acid proteins that promote strength and shine, this calming formula is also packed with aloe vera and chamomile said to help soothe the scalp, smooth the hair and calm the mind.

● Dr.Hauschka, Translucent Bronzing Tint

For sun-kissed radiance this tint adds a radiant glow to every complexion. With tinted mineral pigments, olive oil and extracts of medicinal plants such as anhyllis and witch hazel, the vegan formula does not cover the skin, but blends with

each individual skin tone to create a natural sun-kissed and fresh complexion.

● dr.organic, ORGANIC REISHI INSTANT HYDRATING LOTION

Replenish parched skin with this reishi mushroom face and neck lotion, which can help soothe and maintain skin hydration. It is enriched with organic ingredients such as aloe vera leaf juice and shea butter, plus the natural active beta glucans, which can help to plump skin and support a smoother complexion.

● e.i.f, HYDRATING CAMO CONCEALER

This lightweight, full-coverage formula is said to give skin a boost of hydration for a satin finish, without flaking. Users can camouflage pesky spots, blemishes and under-eye circles with this high-coverage, hydrating and longwearing concealer.

● heaven BY DEBORAH MITCHELL, Nettle Venom Eyes Anti-ageing Eye Cream

This product offers the same anti-ageing properties as the brand's hero Bee Venom Masks by using ingredients from nature. Traditionally, vegan ingredients have not made very effective anti-ageing creams, but this cream contains patented Nettatoxin using the common British nettle, which promotes the skin's own rebuilding system to tighten and renew.



● INIKA ORGANIC, PHYTOFUSE RENEW Maca Root Day Cream

This 100% natural, vegan cream is formulated for dry/mature skin and contains a market-leading percentage of

non-animal derived active ingredients (>5%) to stimulate collagen production and reduce the appearance of unwanted texture and fine lines. It is boosted with plant-based botanical argan and avocado oils for additional hydration.

● Marine + Vine, TAHITIAN BALM

This product is a potent, ultra-rich body balm blend of monoi, kukui, macadamia and passionfruit oils. Plant-based oils are said to nourish skin with phytonutrients, while naturally occurring omega fatty acids soothe dryness to improve overall skin texture. The balm has an 'intoxicating' light tropical floral fragrance.

● MONAT, MAKEUP VANISHING BALM

A nourishing make-up remover and cleansing balm that gently melts away stubborn make-up and impurities without drying skin. This balm-to-oil formula removes all make-up, including eye make-up, to leave skin feeling soft, smooth and hydrated for a refreshed look and feel afterwards. Key ingredients include Rejuveniqe S and AHA.

● MONPURE, FOLLICLE BOOST HAIR DENSITY SERUM

This serum features ingredients to 'feed' the scalp for visibly thicker, fuller hair with regular use. Special pumpkin seed extract helps block an enzyme produced by testosterone called DHT, which is a known cause of hair loss, while exfoliating retinol and lactic acid work to remove dead skin and debris that can often inhibit hair growth.



● **NAIL KIND, QUICK DRY NATURAL NAIL WEAR**

This universal nail polish is designed to comply with main philosophies, religious beliefs and ways of life. Halal-certified and vegan, it contains 85% bio-sourced ingredients from potato, corn, wheat and manioc. It has a pro-ecology approach, with a green and sustainable ethos.



● **PROJECT LIP, TINGLE XL Plump and Collagen Lip Gloss**

A UK-born revolutionary 3D dimension, high-shine gloss formula, this lip gloss includes collagen-boosting, active ingredients, which are said to instantly plump and define lips. Infused with vitamin E, the vegan, cruelty-free and gender inclusive gloss delivers a tingling sensation as it voluminises, hydrates and stimulates the lips.

● **Queen Bee Naturals, INK SENTIAL**

For those with ink, this is a 100% natural tattoo healing balm made using berry wax, arnica, calendula and deeply hydrating butters and oils to heal your tattoo quickly and effectively. It is also said to help reduce inflammation and irritation, speeding up recovery, while keeping the area clean.

● **ST. MORIZ, ADVANCED PRO FORMULA SPRAY TAN, CLEAR SPRAY TAN IN A CAN**

Ideal for those who want a mess-free, bronzed spray tan at home, this product has a 360° spray for hard-to-reach areas.

The clear mist stays wet long enough to feel where it has been applied, but dries within minutes, without the need to blend or rub in. It is suitable for vegans and dermatologically tested.

● **Sugar Coated, Full Body Hair Removal Kit VEGAN SUGAR WAX**

This wax kit is 100% natural, vegan and cruelty-free, and is made from sugar and water. It is suitable for all areas of the body and all skin types, including those with sensitive skin. It comes in fully recyclable packaging and features eco-friendly washable and reusable strips.



● **THE GRUFF STUFF, THE SPRAY ON MOISTURISER**

A fast-absorbing, anti-ageing moisturiser in spray form for quick and easy application, this product contains a combination of vitamins, antioxidants and active ingredients to stimulate production of collagen. A hydrating spray, it helps to restore the natural moisture barrier and helps to reduce redness, stress and irritation. It is scented with a blend of natural cedar wood and citrus.

● **The Handmade Soap Co, BODY OIL**

A handmade blend of pure, natural botanic oils designed to moisturise, hydrate and soften skin. Made with vegan-friendly, plant-based oils, this oil promotes a smooth texture. The product is scented with one of the brand's trademark essential oil blends and packaged in an amber glass bottle.

● **TROPIC, GLOW BERRY brightening serum**

This serum harnesses the radiance-boosting powers of advanced vitamin C, tranexamic acid and antioxidant-rich superberries. In every bottle there is 10% highly effective, stabilised vitamin C for antioxidant benefits that last. Skin Tone Meter testing showed that skin tone was 65% brighter and more even after 28 days.



● **yard BOTANICAL BEAUTY CO, Mandarin + Kunzea Hand Cream with Maracuja Oil**

A rich, skin-softening, thick consistency cream containing carefully selected emollient ingredients to soften the skin and provide sustained hydration. The non-greasy formula is said to be particularly suited to gardeners, and those with dry, labour-wearied hands and cuticles.

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BEST NEW DESIGN & PACKAGING

● **ACQUA DI PARMA, ACQUA DI PARMA 2019 Advent Calendar**

Knoll Packaging developed this solar advent calendar in yellow Acqua Di Parma tones for the luxury brand. Shaped like a hatbox, it unfolds in four parts revealing compartments containing miniatures of Colonia or Blu Mediterraneo fragrances, or products for the body or face. Design agency Chic created the design and illustrator Gio Pastori is behind the luminous decor.

● **Apothem, BOTANICAL CBD DAY DROPS**

With a clean, uncomplicated design reflecting the quality of the product inside, this packaging is said to elevate the CBD space. The dosage, product information and usage of the product are clear and laid out simply, helping to educate the consumer on how to use CBD. The primary packaging is UV protected to ensure the product's efficacy.

● **Dr.PAWPAW, Christmas Pyramid**

This eye-catching stocking filler can be hung from the Christmas tree or mantelpiece during the festive period. The multi-purpose balms inside have a multitude of uses from moisturiser, to lip and cheek tint to hair tamer. The three balms all use the same formula found in the brand's hero Original balm, which comprises a blend of papaya fruit, aloe vera and olive oil that help to nourish and hydrate.



● **Cubiq Design, DR LAMIA, COMFORT ANTI-AGE EYE CREAM**

The brand's packaging emulates this luxurious anti-ageing cream: simple with sumptuous contents. The clean, white matte exterior features abstract symbols in rose gold foil to represent the product's unique balance of cruelty-free ingredients, while the interior reflects its rich formula with deep blacks and rose gold patterns.

● **FACE HALO, LOVE IS LOVE**

The Love is Love pack features a limited edition rainbow trim and outer packaging, celebrating hope and love for both the LGBTQ+ community and the world at a time when everyone needs some good news. It is contributing a percentage of all Love is Love proceeds to the Trevor Project.

● **Pollard Boxes, EXPERIMENTAL PERFUME CLUB, Presentation Packs**

These presentation packs enhance and reflect the unique premium nature of the fragrances inside while ensuring minimal impact on the environment. Only uncoated FSC-accredited materials with varnished finishes are used. They combine eye-catching artwork with a robust construction for maximum product protection, minus cellophane wrapping.



● **New Vision Packaging, Pai, BACK TO LIFE HYDRATION Hit**

This card sleeve is beautifully printed, while the slide-out features apertures in the side walls to hold the products within. This means a traditional plastic tray is no longer required, helping boost the brand's eco-friendly credentials. The products can be kept in the tray in the order in which they should be used.

● **POTION PARIS, POTION PARIS**

Reinventing the 18th century tradition of perfume fountains, 10ml refillable fragrances slot inside these vials, inspired by the exquisite perfume bottles of historic perfume houses, which were refilled as desired. The result is a combination of the traditions of the past with the demands of the modern world and the brand's commitment to sustainability.

● **WILDSMITH SKIN, ACTIVE REPAIR COPPER PEPTIDE DUO for the face**

This compostable packaging is made from sustainably-farmed mycelium, a completely organic, new material grown from mushroom roots, reinforced with natural agricultural waste. As mycelium is 100% natural with no chemicals, microplastics or other manufactured additives, it will decompose without trace, causing zero harm to the environment.

● **ZEROCARE SUSTAINABLE HAIRCARE, Planter Box with Seedlings**

This packaging is biodegradable, compostable and leaves zero waste or toxins. Made from recycled materials, it is designed to be reused to sprout seedlings. Empty boxes should be filled with soil before dropping in seedlings and watering. The Planter Box's slide lid doubles as a bench protector.



● **LIPMD, INJECTION FREE LIP PLUMPING SYSTEM**

Created by a leading fashion designer, this lip plumping system is housed in a luxury rose gold keepsake box and includes a 'use anywhere, take everywhere' sleek black device with a built-in cap, designed to be portable and hygienic without the need for a carry pouch. The design is also said to be environmentally friendly and use no redundant materials.

BEST SPECIAL INNOVATION

● 001 LONDON, microSculptor No.1 THE PICK

A scraping facial massage tool designed to alleviate congested under-eyes and take away dark circles, this uses the Gua Sha technique to lift and sculpt skin, assist lymphatic drainage and even skin tone. It is designed to perform modern therapeutic techniques to induce bio-responsive movements resulting in improved internal and external wellbeing, reflected through the skin.

● AVON ANEW, SKIN RESET PLUMPING SHOTS

The brand's breakthrough discovery Protinol is proven to restore both types of collagen found in healthy skin, helping to mimic the ratio found in baby skin. Used over seven days, these plumping shots contain the maximum concentration of Protinol to restore seven years of collagen loss in seven days, for plumper and firmer-looking skin.

● CURRENTBODY SKIN, LED NECK AND DEC PERFECTOR

After listening to skin concerns and feedback from customers, this brand has worked with leading scientists to develop the second device in its CurrentBody Skin offering. The flexible, wearable LED device focuses on targeting ageing by using dual wave red and near infrared light. The appearance of fine lines and wrinkles are said to be reduced in four weeks.



● E-commerce, foamer pump

With a patented design, this pump works with standard foamer bottles and does not require special bottle features such as ratchets or lock-keys. It uses standard foamer engines, which eliminate the need for reformulation of existing products, while its up-lock design does not require over-cap, which reduces the overall plastic used for a more eco-friendly dispensing system.

● epoch, YIN AND YANG MASK

Detoxifying and nourishing, this face mask is said to leave skin looking healthier and brighter, with a luminous lit-from-within glow. Absorbent agents kaolin and charcoal powder transform the mask into its active skin-detoxifying state, turning from white to grey as the user massages it in. Porcelain flower extract is said to help soften and soothe the skin.

● Lebarde, Natural Eye Cream

This eye cream contains ingredients from the Alps, including bee nectar and Alp mountain pine tree oil. It is said to nourish, protect and rejuvenate skin, while reducing fine lines, and firming and lifting. The product is 100% natural and rich in nourishing vitamins, minerals, amino acids and antioxidants.



● moia ELIXIRS, CBDerma-Repair CBD nanofiber mask

Based on cutting edge nano technology, this nanofibre mask combines active ingredients including vitamin C, vitamin E, PHA (gluconolactone), CBD and low molecular weight hyaluronic acid for anti-ageing benefits, rejuvenating and firming the skin. It is said to offer a more sophisticated delivery system than other masks on the market, directly targeting and deeply penetrating specific areas to save consumers time.

● ROSE & CARAMEL, PURITY Self Tan Removing Bubble Bath

This bubble bath is described as a 'game-changer' for anyone who loves to self-tan. It removes any self-tan from the skin after soaking in the bath for 20 minutes. It is perfume-free and suitable for sensitive skin types. It is said to leave skin feeling soft and clean, fully prepared for the next self-tan application.

● SKIN ACCENTS, SKIN FIRMING Instant Glow & Lift Complex AMPOULES

A skin care innovation for special occasions, this is said to immediately smooth fine lines and wrinkles with two hyaluronic acids of different molecular weight. It is also said to lift contours with a 3D biopolymer and optically reduce wrinkles with light reflecting pigments. Special glow pigments are used to give radiance.



● STARSKIN, STARSKIN ORGLAMIC CELERY JUICE SERUM-IN-OIL EMULSION

Tapping into the global celery juice movement, this emulsion is designed to achieve healthy looking skin. Celery juice is said to act as a strong natural purifier and be super-replenishing and soothing for skin. Celery is also full of minerals and amino acids, and rich in anti-inflammatory vitamins A, C and K.

● TAMAAR LONDON, REJUVENATE ANTI-AGEING FACE OIL

This certified organic face oil is made with an innovative plant cell technology. The technology uses only a small amount of plant to produce a cell culture reducing the amount of farmland needed to cultivate ingredients in a sustainable method, which the brand believes is the future of beauty.

● **THE GRUFF STUFF, THE SPRAY ON MOISTURISER**

A fast-absorbing, anti-ageing moisturiser in spray form, this is designed for quick and easy application. Containing a powerful combination of vitamins, antioxidants and 'natural' active ingredients, it is designed to stimulate the production of collagen and hyaluronic acid, rejuvenating the skin and reducing visible signs of ageing.

● **THE HAIR BOSS BY LISA SHEPHERD, THE DOUBLE HAIR MASK**

This two-phase mask is formulated to achieve strong, healthy hair at home. Phase 1 is The Bond Restorer, which acts as a protein mask for the hair and contains hydrolysed keratin and shea butter. Phase 2 is The Moisture Hit Mask, which acts as a barrier to seal in the protein from The Bond Restorer and contains hyaluronic acid and natural oils.



● **WE ARE PARADOXX, MIND BLOWN Hair + Body Treatment Oil Candle**

This hot oil mask for hair and skin has a soothing spa-like fragrance. It is vegan, cruelty-free, 94% natural with organic extracts and has been developed with sustainable soy and rapeseed wax. It is cased in aluminium, which is recyclable on an infinite loop with a low carbon footprint, and a fully recyclable, sustainable cardboard box.

● **WHITE LOTUS, Microneedle Roller**

A hypoallergenic dermaroller, this product forges its microneedles from a bio compatible polymer. The polymer needles are said to be perfect for sensitive skin, reducing skin reactions. The polymer microneedles are created in a single mould so it is impossible for a needle to fall out.

● **κείρ, Hydrate & Relax Body Oil**

This is the first liquid beeswax balm as a body oil on the market, according to the brand. It is blended with chamomile, sweet almond and rosemary to regenerate skin and leave it feeling smooth. It quickly absorbs into the skin, while calming the body and mind. It is also formulated to be non-greasy and lightweight.

● **LIPMD, INJECTION FREE LIP PLUMPING SYSTEM**

Said to be the most powerful and effective non-invasive treatment on the market, this kit uses a vacuum-like suction to give users the perfect pout in just two minutes. The system includes a compact device and lip plumping serum, featuring a 97% naturally derived, dermatologically tested and vegan formula to provide an effective lip plumping treatment.



BEST NEW RETAILER'S OWN LABEL PRODUCT

● **B. by Superdrug, liquid blush - PLUM**

These blushes have been designed for sheer but buildable finish and are available in six natural-looking shades. The lightweight, blendable cream formula creates the perfect blushed look. The Plum shade is the brand's most popular colour and is said to complement all complexions. It is vegan friendly, cruelty-free and suitable for vegetarians.

● **Boots INGREDIENTS, BAKUCHIOL SERUM**

This serum contains bakuchiol, a plant-based alternative to retinol, which is said to help skin look radiant and rejuvenated. By applying to the face and neck both day and night, skin is claimed to appear healthier and smoother. The product is also vegan and not tested on animals.

● **Superdrug, VITAMIN C DETOX SKINCARE SUPER BOOSTER**

This product has been developed to help improve the appearance of dark spots and revive the skin's complexion after just four weeks of use. Vitamin C and antioxidant ferulic acid work together to protect against skin ageing, while improving the appearance of fine lines, wrinkles and loss of firmness.

● **THE PERFUME SHOP, THE PERFUME EDIT**

The first own-brand collection from The Perfume Shop, this edit was created by the retailer's expert noses. The four edps are unisex and come in modern, minimalistic bottles with 100% recyclable packaging. They are certified vegan and cruelty-free.

Vote now!
Go to purebeautyawards.com and decide which brands deserve to be the winners of this year's Pure Beauty Awards. Voting must close on 24 September.

BEST NEW INTERNATIONAL BREAKTHROUGH BRAND

● African Extracts

A mass market brand in South Africa, African Extracts' skin care products contain its hero ingredient, organic rooibos extract, which is rich in antioxidants and minerals, and sourced exclusively from the Cederberg mountains of South Africa. The range is vegan and contains natural plant extracts.



● Coco Oils Co

This 'clean' beauty brand aims to educate, empower and enrich consumers with its products for skin. Using high quality, 'clean' ingredients, it offers an eco-friendly range of products that are designed to be good for the planet and its inhabitants, and include a body oil, creams and a masque. Its formulations include certified organic, Fair Trade certified and ecologically harvested ingredients.

● DUOLAB

A new beauty start-up, this brand is part of the L'Occitane Group. It is a revolutionary face care solution offering a new approach to skin care: skin responsive care. The system, comprising an app and counter-top device, uses AI technology to adapt to the skin's changing needs. It produces personalised, natural face care formulas, blended fresh and on demand.

● moia ELIXIRS

A CBD brand connecting historical traditions with modern science, these products combine the power of CBD with

minerals from the famed healing spring of Karlovy Vary in the Czech Republic, and other patented natural-based actives to rebalance skin and deliver desired results.

● Noon Aesthetics

With a line of professional cosmeceutical and prescriptive skin care products, this Israel-manufactured brand is based on an ancient philosophical principle describing the 'primordial waters', believed to constitute the source of all that exists. Formulas contain DermShield, which allows products to contain active ingredients at breakthrough concentration levels with a pH under 1.

● Verolive Natural Products

This Crete-based brand, offering premium cosmetics, takes a proactive approach to NPD. The Messara Valley provides inspiration for the brand's innovation with its endless olive groves. Today the brand develops patented skin care formulations with natural ingredients to combine Cretan tradition with global cosmetology trends and innovation.



● TYPOLOGY

Typology was born out of a mission to demystify the skin care industry through a simple and honest approach. The brand makes naturally active, effective and sustainable skin care in France. A 'clean' offering, it is genderless and 100% digital while prioritising sustainability. It was founded in Paris and created by Ning Li, the co-founder of made.com.

● kēāp

Kear is a new range of elegant balms and oils from Greece, lovingly crafted to restore skin's natural energy. The products embrace their Grecian authenticity and heritage by using genuine, simple ingredients such as beeswax, olive oil, potent herbs and essential oils to help restore skin's natural, flawless beauty.

● LIPMD

Launched in Australia in 2019, LIPMD is the brainchild of award-winning beauty entrepreneur Alex Sisiolas, also behind Skin Physics, David Babaii and Skin Doctors. Offering two hero products, the Electronic Lip Plumping System and the Extreme Lip Plumping Serum, the brand has experienced sell-out success in Australia and the UK with its lip-enhancing device and serum technology, which are said to deliver incredible results.

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BEST NEW BRITISH BRAND

● Apothem

This brand was born from a belief in the restorative nature of CBD from the hemp plant. Its mission from day one was to build a brand consumers can trust, with traceability from seed to sale. Its formulations work by creating botanical synergy, blending the best quality CBD with botanicals to create functional, effective products that unlock CBD's potential.

● AZURE by planet friendly beauty

Founded by British hair care expert Lesley Clarke, this brand aims to enable consumers to look and feel amazing today while being kind to the planet of tomorrow. Following years of development, the affordable hair care brand offers gentle formulations using naturally-sourced ingredients, with salon-quality results.

● FARMOLOGIE by Childs Farm



Using hero ingredients of Ecocert colloidal oatmeal, oat lipid and community farmed organic coconut oil, this brand brings luxury to the adult sensitive skin care market, without a heavy price tag. It contains 94% naturally derived ingredients to soothe, hydrate and moisturise dry, sensitive and even eczema-prone skin.

● BEAUTY CLEANSE SKINCARE

This brand is based on the ethos of plant-based minimalist beauty. It is committed to creating high-performance natural skin care

that simplifies routines, is kind to the planet and addresses the skin care challenges of a conscious urban dweller. With recyclable packaging, it uses organic cold-pressed ingredients and upcycled ingredients from food waste where possible.

● THE HAIR BOSS BY LISA SHEPHERD

This collection has been created by Lisa Shepherd, a renowned UK hair colourist. The brand aims to care for consumers' hair in the same way they would for their skin with a 4-step regime. It is 100% British, vegan and cruelty-free.



● LUNEiA

Described as high performance skin care with a conscience, this brand aims to change the way modern consumers do self-care. With high-performance, clinically-proven active ingredients in eco-conscious packaging, a proportion of profits are donated to charitable causes.

● KinKind

This handmade, vegan-friendly brand offers plastic-free hair and beauty bars that give families the enjoyable experience and results they expect from bottled products, but without the plastic and water. In the first six months of 2020, more than 29,000 plastic bottles were saved from landfill and adding to pollution.

● Skin Proud

This brand, exclusive to ASOS, champions embracing skin and individuality. There is said to be no compromise on price, efficacy or aesthetic, while there is an innovation to

suit every skin type within the range. Science-led ingredients are blended with natural extracts to treat skin transparently.

● THE GRUFF STUFF

A premium, British, vegan skin care brand for men, this capsule range of innovative, easy-to-use, essential everyday products is designed to bring simplicity into consumers' daily skin care regimes. Its three essentials are presented in black, luxe packaging, and include The Spray On Moisturiser, The Eye Balm and The Spray On Body Lotion. All of the ingredients used in the The Gruff Stuff range are ethically and responsibly sourced.



● SAINT FRAGRANCE LONDON

This London brand addresses the reality that fast-paced lives can leave consumers fatigued, while recognising that scent can change a person's mood. Each of its highly fragranced candles are hand-poured in the UK and are created to deliver a specific feeling, such as calm or an instant uplift.

● MONPURE

This brand, from a collective of beauty experts, dermatologists and scientists, is dedicated to finding a solution to hair loss and thinning. An alternative to harsh toxic chemicals, products are said to transform scalp care, bridging the gap between skin and hair care.

