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*A Special Report by Paula Begoun and Bryan Barron
Special thanks to Tama Gearhart, our Research Director*

We're now well on our way into 2009, and with any luck, your year is going well so far and will continue. Even though we've packed away the New Year's hats and noisemakers, Paula and the Cosmetics Cop Team have been assembling our annual list of the best new products reviewed in 2008. This highly anticipated list is sure to direct you to some fantastic finds, regardless of your needs or budget.

Although 2008 had its share of problems, it was indeed a banner year for product launches in the ever-growing world of beauty. Out of the hundreds upon hundreds of new skin-care and makeup products launched in 2008, my team and I analyzed and critiqued the vast majority, and posted the reviews on www.beautypedia.com, the one-of-a-kind database of beauty products in the world.

Looking back at all the reviews we did and the past years of our Best Products lists it is impressive that this 2008 compendium is larger than ever before with a whopping 135

products that received my highest rating (Paula's Pick)! If that's not proof that I do think highly of lots of products (despite criticism that I don't like anything except my products), I don't know what is!

Why is there an unprecedented number of positive reviews? There are two reasons: first, there were more products and new lines launched in 2008 than ever before and second, the cosmetics industry really upped its game in some key categories, launching formulas that are distinct improvements over what was available as little as one year ago. I am very pleased to see so many outstanding well-formulated new products. That doesn't mean there isn't the flipside as well: many poorly formulated products, ineffective packaging, problematic ingredients, and absurd, misleading claims. It'll be interesting to see how 2009 will end up by comparison. From the way things are going, I have a feeling that the annual Best Products list in 2009 will be even longer than this one!

As is the tradition, I've divided this year's best new products into the best skin-care products and the best makeup products. Keep in mind that because I do not assign a Paula's Pick rating to hair-care products (because the formulas from brand to brand are exceptionally ordinary and almost identical within product lines) there are no hair-care products listed. However, there are countless inexpensive hair-care products that are well-formulated and readily available. In fact it is almost impossible to buy a poorly formulated hair-care product. (However, that doesn't mean you might not end up with a formula that is inappropriate for your hair type or that the claims are just an assortment of deceptions and pretext that have nothing to do with the formulas.)

In these lists, you'll find options you can use to assemble a complete skin-care or makeup routine, or simply to augment or replace an item or two in your existing routine. Keep in mind, however, that these lists include only products that were introduced this year, and although every product listed received a Paula's Pick rating, there often are still products from previous years that are less expensive and brilliantly formulated that work just as well if not better. All of those and thousands more product reviews are accessible to Beautypedia subscribers.

One more thing, I don't want anyone who reads this report to think that getting a truly outstanding skin-care or makeup product requires considerable expense. Of course, splurging on key items that work really well for you is another story, but there is almost always a less expensive alternative to consider alongside the pricier option. That's one more reason why a subscription to Beautypedia.com is useful: it's your all-access pass to stay informed about all of the latest cosmetic products, so that you'll always shop smart and look beautiful. Enough said—let's get to the products that really impressed us in 2008!

The Best Skin-Care Products of 2008

You'll notice that among the 42 skin-care products on this list, many are moisturizers and serums, some with sunscreen, some without. This is one area where several cosmetics companies are really starting to shine. It's apparent the ingredients that they are now including are those that research has shown are truly important for skin's healthy functioning. Please keep in mind, however, that the claims on the labels can be utter nonsense, exaggerated, deceptive, and misleading. And even though eye creams or specialty products may get a great rating it doesn't mean they are necessary. There is no research showing that the eye area needs

anything different from the rest of the face, same for the throat and neck. The ratings are strictly about the quality of the formula, not the claims on the label.

When it comes to facial moisturizers with sunscreens most have their act together when it comes to UVA protection, sometimes even including an impressive array and amount of antioxidants that help boost the efficacy of the active sunscreen ingredients. Unfortunately, L'Oreal continues to be the biggest mainstream line to have a steadily inconsistent track record, still launching new products whose sunscreen does not include at least one of the key UVA-protecting ingredients, even though they're keenly aware of how important this is because they own the patent on one of the five UVA ingredients allowable in sunscreens.

There were no facial or body scrubs that qualified for the Paula's Pick list because these products are repetitive, boring, and ordinary. One formula does not outdo another, and there is little reason to consider a scrub over a washcloth.

A surprising change of pace are three well-formulated beta hydroxy acid (BHA) products that proved effective, gentle, and, in one case, innovative. Cosmedicine, a small boutique brand sold at Sephora and Nordstrom stores, leads the way with its excellent range of Speedy Recovery acne products, although they're on the pricey side. When it comes to finding effective BHA products, only a few lines offer them. I'm glad to see that there are a few more options, and I'm also proud to brag that among the small group of cosmetics companies that do offer BHAs, my line, Paula's Choice, has an extensive range of salicylic acid options.

You'll also find a few body-care products on the list, including a unique cleanser from Eucerin and a self-tanner from Clinique, both of which are a cut above what we usually see in this product category. There weren't many exciting body-care product launches in 2008, but those looking for sensible, well-formulated products to use from the neck down should concentrate on the Olay, Neutrogena, Curel, and Dove brands. Olay's Quench moisturizers continue to lead the pack with the most state-of-the-art formulas in the mass market.

If you're looking to try something different or to experiment with something outside your normal routine, you'll find an innovative option to enhance eyelashes, potentially reduce discolorations from sun damage, and treat dry skin to a facial mask that many spa lines should envy. Yes, the products listed are a varied bunch, but all of them have one important thing in common: their formulas and performance raise the bar for what consumers should expect from skin-care and body-care products going forward.

Cleansers

Kiehl's Ultra Facial Cleanser, for All Skin Types (\$17.50 for 5 ounces)

Best of the Year Because: This effective yet gentle cleanser is fragrance-free and wonderful for all skin types. It is capable of removing all but the most tenacious makeup and it rinses completely.



Toners

Beauticontrol Skinlogics Platinum Plus Relaxing Tonic (\$22.50 for 6.7 ounces)

Best of the Year Because: Well-formulated toners are hard to find, and this one exceeds expectations. This is a state-of-

the-art formulation for normal to very dry skin. It is loaded with water-binding agents, antioxidants (including non-fragrant plant oils), and ingredients that help reinforce skin's protective barrier.

Bioelements Calmitude Hydrating Solution (\$26 for 4 ounces)

Best of the Year Because: This is an excellent toner for all skin types experiencing sensitivity or redness. The formula is brilliant for those dealing with sensitive, reactive skin. It contains potent anti-irritants and moisturizing glycerin (a skin-identical ingredient), and it's free of fragrance and coloring agents.

Eye Makeup Removers

Sephora FACE Waterproof Eye Makeup Remover (\$10 for 4.22 ounces)

Best of the Year Because: A very good water- and silicone-based dual-phase makeup remover, this effectively takes off all types of eye makeup, including waterproof mascara. The formula is fragrance-free, too, making it an unquestionable "best"!



AHA & BHA Products

Clinique Medical Skin Conditioning Treatment (\$65 for 1 ounce)

Best of the Year Because: Although pricey, this BHA product's silky, cream-gel texture not only makes skin look very smooth but also provides light hydration. The formula contains approximately 1% salicylic acid and has a pH of 3.6, so you will definitely benefit from exfoliation.

As for the medical positioning, chalk it up to marketing rather than to any special benefit that warrants the cost. There are no ingredients in this or any of the other Clinique Medical products that are not found in products sold outside your physician's office.

Cosmedicine Speedy Recovery Acne Treatment On-the-Spot Gel (\$18 for 0.23 ounce)

Best of the Year Because: This water- and silicone-based gel contains 2% salicylic acid at a pH of 3.3 and is free of needless irritants. It is an excellent, albeit pricy BHA option for acne- or blackhead-prone skin, be it oily or dry.



Moisturizers with Sunscreen

Avon Anew Alternative Photo-Radiance Treatment SPF 15 (\$25 for 1 ounce)

Best of the Year Because: This daytime moisturizer with sunscreen is great for normal to dry skin. It contains an in-part avobenzone sunscreen, several antioxidants, cell-communicating peptides, and Avon's AHA blend of thiodipropionic acid and ammonium glycolate at a pH of 3.6. In terms of exfoliation, I wouldn't expect too much despite the effective pH because the amount of AHAs is likely no more than 2%. That's acceptable for salicylic acid (BHA), but AHAs need a higher concentration to be effective as exfoliants. The mica and titanium dioxide combine to cast a soft, illuminated glow to skin.

Avon Mark for Goodness Face Antioxidant Skin Moisturizing Lotion SPF 30 (\$15 for 1.7 ounces)

Best of the Year Because: Another well-formulated daytime moisturizer with sunscreen! The actives include avobenzone in a lightweight moisturizing base that is best for normal to oily skin. The air-tight jar packaging helps keep the many antioxidants and plant extracts stable during use. This also contains a cell-communicating ingredient.

Beauticontrol Cell Block-C New Cell Protection SPF 20 (\$30.50 for 1 ounce)

Best of the Year Because: This is a remarkable mineral sunscreen (titanium dioxide is the sole active ingredient) for normal to dry or sensitive skin. It is fragrance-free and loaded with antioxidants and cell-communicating ingredients, and the packaging will keep these sensitive ingredients stable during use. There are very few sunscreens/daytime moisturizers available that supply skin with such an impressive cocktail of beneficial ingredients. As such, this deserves strong consideration, particularly by those with rosacea.

Clinique Skin Supplies for Men Age Defense Hydrator SPF 15 (\$30 for 1.7 ounces)

Best of the Year Because: There is much to praise about this daytime moisturizer with sunscreen for normal to dry skin. Antioxidants are plentiful and there are some intriguing cell-communicating ingredients, too. There's no denying that in the category of men's skin care, this product deserves its rating and my strong recommendation.

Cosmedicine Speedy Recovery Acne Treatment Daytime Blemish Lotion SPF 15 (\$40 for 2 ounces)

Best of the Year Because: To the best of my knowledge, this is the first and only pH-effective BHA product that also provides broad-spectrum sun protection in a base formula suitable for normal to oily, blemish-prone skin. I'm not sure how Cosmedicine did it, but this 2% salicylic acid plus an in-part avobenzone sunscreen is an ideal matte-finish daytime option for those looking to combine the need for sun protection with fighting blemishes and/or exfoliation. The formula contains appreciable amounts of antioxidants and the cell-communicating ingredient linoleic acid, and it's fragrance-free.



DDF Protect and Correct UV Moisturizer SPF 15 (\$60 for 1.7 ounces)

Best of the Year Because: The amount of niacinamide in this product will likely have a positive impact on skin discolorations, and the formula also includes several antioxidants (though only a couple are present in meaningful amounts). The amount of mica present in this moisturizer with sunscreen leaves a soft shimmer on skin. The Olay equivalent of this product is Definity Correcting Protective Lotion with SPF 15, though I must tell you that DDF's version has a few more bells and whistles (both Olay and DDF are owned by Procter & Gamble). This is best for normal to dry skin.

Dr. Denese New York SPF 30 Neck Defense Day Cream UVA/UVB (\$32.25 for 2 ounces)

Best of the Year Because: Whether you use it on your neck or your face, this is an excellent daytime moisturizer with an in-part avobenzone sunscreen for normal to dry skin. Retinol, other cell-communicating ingredients, and antioxidants improve your skin as it is being protected.

MD Formulations Moisture Defense Antioxidant Moisturizer SPF 20 (\$36 for 1.7 ounces)

Best of the Year Because: UVA protection is assured thanks to zinc oxide, and the silky lotion formula feels great and works beautifully for normal to dry skin. Antioxidants are

plentiful, the formula includes some good water-binding agents, and it is fragrance-free. "Moisture and protection without a greasy look and feel" is how MD Formulations describes this product, and that's fairly accurate.

Paula's Choice Skin Recovery Daily Moisturizing Lotion with SPF 15 & Antioxidants (\$18.95 for 2 ounces)

Best of the Year Because: My daytime moisturizer with sunscreen is ideal for normal to dry or sensitive skin, including those struggling with rosacea. The active ingredients are gentle mineral sunscreens and the base formula is a silky blend of lightweight emollients, antioxidants, skin-identical ingredients, and cell-communicating ingredients. Like all Paula's Choice products, it is fragrance-free and doesn't contain irritating plant extracts. This has quickly become a customer favorite!



Prescriptives All You Need + SPF 15 Continuous Action 24-Hour Moisture for Normal Skin (\$39.50 for 1.7 ounces)

Best of the Year Because: This is another very good daytime moisturizer with an in-part avobenzone sunscreen. The lightweight but substantial lotion texture is suitable for normal to slightly dry skin. It treats your skin to several antioxidants and water-binding agents along with lesser amounts of cell-communicating ingredients. Although this is an excellent formula, it does not provide *all* that your skin needs—no single product does, especially when you consider that your skin doesn't need sunscreen, especially synthetic sunscreen agents, at night.

Prescriptives All You Need + SPF 15 Continuous Action 24-Hour Moisture for Oilier Skin (\$39.50 for 1.7 ounces)

Best of the Year Because: This very good daytime moisturizer with an in-part avobenzone sunscreen contains smoothing slip agents and silicones that give this product a silky-light texture that those with normal to oily or blemish-prone skin will appreciate. This All You Need + product (the name is misleading because no single product can really fulfill *all* of your skin's needs, you don't need a sunscreen at night, especially not one with synthetic sunscreen agents) contains several helpful antioxidants and algae-based water-binding agents. Cell-communicating ingredients are on board, too, which is great news for skin.

Prescriptives All-Weather Friend Daily UVA/UVB Sun Protection SPF 40 (\$26.50 for 1 ounce) **Best of the Year Because:** With an in-part titanium dioxide sunscreen and silicone-enhanced lotion texture, this is an ideal daytime moisturizer for normal to oily skin. It leaves a soft matte finish, provides significant sun protection, and treats your skin to several antioxidants and some good anti-irritants, all without any fragrance. This also works beautifully under makeup.

Moisturizers without Sunscreen

Beauticontrol Cell Block-C P.M. Cell Protection (\$36.50 for 1 ounce)

Best of the Year Because: This is an impressive, silky-textured moisturizer for normal to dry skin, and for once the claims of enhancing skin's repair process are accurate. That's because the numerous antioxidants, lightweight emollients, and cell-communicating ingredients it contains can help your skin help itself when it's exposed to damaging elements (except

sunlight, so you'll still need sunscreen). This contains fragrance in the form of citronellyl methylcrotonate.

Beauticontrol Cell Block-C Intensive Brightening Elixir (*\$26 for 1 ounce*)

Best of the Year Because: Although this is unlikely to effectively fade skin discolorations because it has only a small amount of ingredients that have that effect, it still has a lot going for it in terms of providing an antioxidant boost to normal to slightly dry skin. Moreover, the opaque tube packaging helps keep the vitamin C and other antioxidants in this elixir stable during use.

Beauticontrol Skinlogics Platinum Plus Brightening Day Creme (*\$26 for 3.5 ounces*)

Best of the Year Because: This moisturizer contains a very good mix of emollients, cell-communicating ingredients, several antioxidants, and beneficial plant extracts. The alpha-arbutin may have some impact on brown skin discolorations, but I suspect there isn't enough of it to net what most consumers would consider significant improvement. Still, this is definitely worth a try if you need a great moisturizer and want to see if an alternative to hydroquinone may help lighten sun-induced discolorations.

Clinique Super Rescue Antioxidant Night Moisturizer, for Combination Oily to Oily Skin (*\$42.50 for 1.7 ounces*)

Best of the Year Because: This contains some great emollients, silicone, slip agents, several antioxidants, Vaseline, cell-communicating ingredients, and soothing plant extracts. The only frustrating element is that half of the really intriguing ingredients are listed after one of the preservatives, which means that they're basically window dressing. However, even considering the mere dustings of those ingredients, this fragrance-free moisturizer is packed with antioxidants and is recommended for normal to slightly dry or slightly oily skin. Super Rescue is suitable for normal to combination skin, but is probably too heavy for oily skin or really oily areas. It is fragrance-free and suitable for sensitive skin, too.

Clinique Super Rescue Antioxidant Night Moisturizer, for Dry Combination Skin (*\$42.50 for 1.7 ounces*)

Best of the Year Because: All of Clinique's Super Rescue moisturizers are excellent. This one is well suited for dry combination skin as claimed, but it's too emollient to use on oily or breakout-prone areas. It is an outstanding blend of water, silicone, thickeners, shea butter, fatty acids, glycerin, antioxidants, cell-communicating ingredients, and skin-identical ingredients. In short, this fragrance-free moisturizer takes advantage of what solid research has shown is necessary to create a truly state-of-the-art moisturizer (while remaining fragrance-free and suitable for sensitive skin).

Clinique Super Rescue Antioxidant Night Moisturizer, for Very Dry to Dry Skin (*\$42.50 for 1.7 ounces*)

Best of the Year Because: This is the richest of Clinique's three Super Rescue Antioxidant Night Moisturizers and is appropriate for dry to very dry skin. Interestingly, this version contains greater amounts of antioxidants known for their potent anti-inflammatory effect. This attention to detail (that is, more anti-inflammatory antioxidants) can help dry skin repair itself because the less inflammation skin endures the better able it is to strengthen itself and repair damage. Some of the intriguing ingredients aren't present in amounts large enough to provide much benefit to your skin, but there are enough other bells and whistles in this moisturizer to compensate for that.

Clinique Redness Solutions Urgent Relief Cream (\$30 for 1 ounce)

Best of the Year Because: This is one of the most elegant options around if you need a product that contains hydrocortisone. Cortisones are definitely capable of reducing inflammation, itching, and signs of redness. However, ongoing, long-term use isn't wise because eventually the hydrocortisone will lead to collagen destruction. For occasional use to calm reddened, itchy skin this cream is a very good option. However, aside from its silky texture, efficacy-wise it isn't any better than some of the far less expensive products available at the drugstore, and some of those have twice the concentration of hydrocortisone that this product does.

Clinique Medical Recovery Week Complex (\$65 for 1 ounce)

Best of the Year Because: This very thick but silky moisturizer is intended to protect dry skin while also improving barrier function, and it contains a class of ingredients capable of doing that. Price notwithstanding, this is recommended for those with rosacea or sensitive, dry skin; it's certainly more elegant than several other sensitive skin–geared moisturizers from other lines.

Cosmedicine Eye Specialist Essential Moisture Treatment (\$45 for 0.5 ounce)

Best of the Year Because: This silky yet moisturizing eye cream for normal to dry skin has a formula that doesn't include any objectionable ingredients for the eye area. The main antioxidants are forms of vitamin C, but others are present, too, along with lesser amounts of skin-identical and cell-communicating ingredients. This overall elegant formula is also fragrance-free. Of course, there is nothing about this product that makes it any better for the eye area than the rest of the face.

DDF Wrinkle Resist Plus Pore Minimizer Moisturizing Serum (\$85 for 1.7 ounces)

Best of the Year Because: This is a well-formulated serum whose formula echoes that of Olay's Regenerist Daily Regenerating Serum, which isn't surprising given Proctor & Gamble own DDF. Whether you pay \$80 for DDF's serum or \$20 for the one from Olay, you'll be getting a serum that treats skin to smoothing silicone, glycerin, cell-communicating ingredients (niacinamide and peptides), plus notable antioxidants. This version from DDF has pigments for a slight shimmery finish, but that's not enough reason to pay so much. Still, this is a notable serum for normal to slightly dry or slightly oily skin.

Dermalogica AGE Smart Map-15 Regenerator (\$85 for 0.3 ounce)

Best of the Year Because: There is every reason (other than the price, that is) to consider this an excellent way to treat your skin to the benefits of stabilized vitamin C. The "Map" in this product's name stands for magnesium ascorbyl phosphate, a form of vitamin C that research has shown to be beneficial for skin. Dermalogica purports to include 15% of this ingredient, which means it also can have a skin-lightening effect. The silicone-enhanced, powder-to-lotion texture is unique, and it also treats your skin to some good water-binding agents and additional antioxidants, all without a hint of fragrance.

Dr. Denese New York HydroShield Neck Serum (\$44.50 for 1 ounce)

Best of the Year Because: This is yet another well-formulated, fragrance-free, silicone-based serum with retinol from Dr. Denese. It holds no special benefit for skin on the neck, so you certainly can use it on your face and/or around your eyes, and anywhere else on your body for that matter. It contains an exciting blend of silkening silicones with retinol, skin-identical ingredients, cell-communicating ingredients, and antioxidants.

Estee Lauder Perfectionist [CP+] Wrinkle Lifting Serum (\$55 for 1 ounce)

Best of the Year Because: Lauder is asking consumers to believe that this is their most effective wrinkle-fighting formula ever, but if that's the case, why are they also selling numerous other ultra-pricey antiwrinkle products in their Re-Nutriv, La Mer, Prescriptives, or Origins lines? They claim that this new serum is the most effective because it begins stimulating collagen production in only two hours, but that is meaningless because other well-formulated products can do the same. When skin is protected from sun damage and gets a generous amount of antioxidants, skin-identical ingredients, and cell-communicating ingredients it will make lots of healthy collagen on its own.

Despite some over-the-top anti-aging claims, there's no question that this is a sophisticated formula that does an excellent job of combining and supplying skin with a wide complement of beneficial ingredients. Some of those ingredients can notably improve your skin's appearance, and, yes, reduce the signs of aging, including, to some extent, wrinkles.

Estee Lauder Nutritious Vita-Mineral Radiance Serum (\$40 for 1 ounce)

Best of the Year Because: This serum is similar to Lauder-owned Prescriptives' slightly more expensive Super Line Preventor Extreme. Although the mix of beneficial ingredients is different, the results are the same, skin can make healthier cells. Both the Lauder version and the Prescriptives version are fragrance-free, and both are great examples of how to formulate a state-of-the-art product. Antioxidants and cell-communicating ingredients are present in appreciable amounts, which is what you want to see in a skin-care product at any price point, regardless of the name or claim on the label.

Prescriptives Super Line Preventor Xtreme Lifting Concentrate (\$38 for 0.44 ounce)

Best of the Year Because: Although the silicone polymers in this serum-like product are a clever way to temporarily reduce the appearance of lines (and large pores), its real benefit lies in the dozens of antioxidants and the cell-communicating ingredients it contains. In that regard, it excels and can make skin very happy. The formula is a boon for anyone looking for an antioxidant-rich product in stable packaging.

As for the lifting claims, that won't happen, and that is precisely why the claims pertaining to it are so carefully worded, so that the promise is cloaked in a way that avoids making a definitive statement, your skin won't actually *be* lifted, but it will be more lifted-*looking*.

RoC Multi-Correxion Night Treatment (\$24.99 for 1 ounce)

Best of the Year Because: RoC's other retinol products aren't as multifaceted as this one, which begs the question of why they're still around, but I suppose it gives RoC more presence in stores if they offer numerous "treatment" products. This moisturizer with retinol, vitamin C, and other skin-care goodies is great for normal to slightly dry skin.

Sunscreens

MD Skincare by Dr. Dennis Gross Powerful Sun Protection SPF 45 Sunscreen Cream (\$42 for 4.2 ounces)

Best of the Year Because: This is a very good sunscreen that includes zinc oxide for sufficient UVA protection (among other sunscreen actives). It's water-resistant and great for normal to dry skin not prone to blemishes, and it contains some unique antioxidants to help boost skin's environmental defenses. It's fragrance-free, too.

Neutrogena Age Shield Face Sunblock SPF 55 (\$10.99 for 4 ounces)

Best of the Year Because: This is a very good sunscreen with antioxidants for all skin types except sensitive. It is suitable for use on the face, but if your facial skin is dry, you may want to apply a moisturizer first. Although this launched in 2008, it must be said that all of Neutrogena's Age Shield Sunblocks are worth considering.



Paula's Choice Ultra-Light Sunscreen Spray Lotion SPF 55 (\$15.95 for 4 ounces)

Best of the Year Because: A quick, convenient spray-on application and nearly weightless lotion texture are two reasons I love this new sunscreen. It includes avobenzone for UVA protection and also boosts skin's environmental defenses with proven antioxidants. It is ideal for active people because the formula is very water-resistant and, of course, fragrance-free .

Peter Thomas Roth Uber-Dry Sunscreen Cream SPF 30 (\$26 for 4 ounces)

Best of the Year Because: This product earns its stripes not only for providing broad-spectrum sun protection, but also for being fragrance-free and treating skin to antioxidant vitamins and phospholipids. It is an excellent sunscreen option for all skin types, particularly normal to oily skin (and there is no reason you cannot also use it on facial skin).



Self-Tanners

Clinique Self-Sun Touch of Bronze Moisturizing Body Lotion (\$18.50 for 5 ounces)

Best of the Year Because: It's true that this self-tanner contains the same active ingredient—dihydroxyacetone—that you'll find in almost every other self-tanner being sold in the world. However, this formula contains some skin-identical ingredients as well as antioxidants, which is more than can be said for most of the self-tanning lotions available. It earns a Paula's Pick rating for surpassing the norm for body lotions that provide a touch of sun-color without exposing skin to harmful ultraviolet light.

Specialty Skin Care Products

Dermologica ChromaWhite TRx Extreme C (\$85 for 0.3 ounce)

Best of the Year Because: This liquid powder product is an interesting way to experiment with stabilized vitamin C. Based on the vitamin C concentration, there is reason to believe you'll see some improvement in skin discolorations. It's good that there are other antioxidants, a cell-communicating ingredient, and some skin-identical ingredients included, too, because without them this would have been a one-note product not worth its price. This product is suitable for all skin types.

Peter Thomas Roth Mega Rich Intensive Anti-Aging Cellular Moisture Masque (\$60 for 3.4 ounces)

Best of the Year Because: Although this doesn't have a mega-rich texture to make it suitable for very dry, dehydrated skin, those with normal to dry skin



looking for an indulgent mask should consider this state-of-the-art formula. The company's comments about the peptides in this product helping to improve skin's texture are surprisingly low key and fairly accurate. Assuming the peptides can penetrate skin and not be destroyed by enzymes en route, they stand a good chance of improving cellular functioning, which in turn improves skin's texture and appearance. For that potential benefit and because this mask contains impressive levels of well-researched antioxidants, it is best left on skin overnight rather than rinsed after several minutes. This mask is fragrance-free.

Peter Thomas Roth Lashes to Die For (\$125 for 0.2 ounce)

Best of the Year Because: This should work as claimed! It seems that the folks at Peter Thomas Roth have found a prostaglandin analogue (listed as 17-phenyl trinor Pge2-Sa), an ingredient related to a glaucoma medication that has the side effect of growing lashes. And for now this product isn't in trouble with the FDA. Certain prostaglandin derivatives can have undesirable side effects and hurting your eyes for the sake of long lashes is not a good idea. The tiny and useless amount of radish root and alcohol is likely not enough to cause irritation, but it is something to be aware of if you choose to use this product and notice signs of irritation or increased sensitivity along the lash line.



Hand Creams

ROC Retinol Correxion Hand Repair SPF 15 (\$14.99 for 1.7 ounces)

Best of the Year Because: This hand cream deserves strong consideration, not only for its convenient, take-along size, but also for its inclusion of avobenzone for UVA protection, several antioxidants for skin, and retinol, all in stable packaging. Although this isn't the richest hand cream around, it moisturizes well enough for daytime use, and it doesn't leave hands feeling slippery.

Body Washes

Eucerin Calming Body Wash Daily Shower Oil (\$6.29

for 8.4 ounces)

Best of the Year Because: Without question, this is an innovative body wash for those with dry to very dry or eczema-prone, itchy skin. Labeling it a shower oil is correct because although this has cleansing ingredients, it does not look or behave like a typical body wash. It is fluid and, being oil-based, a bit greasy, though mixing it with water does produce a low-foaming creamy lather that rinses surprisingly well. True to its claim, your skin will be left noticeably soft and smooth, though anyone with bothersome dry skin will still need to follow up with a moisturizer after showering.



The Best Makeup Products of 2008

Of all the products launched in 2008, I rated more than twice as many makeup products Paula's Picks as I did skin-care products. Why? Because some truly phenomenal makeup products were launched last year! That made our job harder than ever, but the result was more rewarding than we expected!

As usual, the two makeup categories with the most impressive products and the largest new selection are foundations (with and without sunscreen) and mascaras (including waterproof formulas). Foundations just keep getting better and better. It is a rare thing nowadays to find a foundation with sunscreen that leaves skin exposed to UVA damage, and the continually improving pigment technology is inching us ever closer to foundations that look like normal skin with all its dimensional qualities. There is no excuse for not trying foundation in an effort to improve your overall skin tone. And if you have oily skin, a matte-finish foundation with broad-spectrum sunscreen can simplify your morning routine and improve the appearance of your skin.

When it comes to mascaras, the operative phrase for 2008 was "really big lashes." Maybelline New York launched not one, not two, but *five* superb mascaras, including my new personal favorite, The Colossal. Actually, Maybelline deserves special mention not only for their mascaras but also for their continuing improvements in foundations, blushes, and brow pencils.

Taking the list of best makeup products for 2008 in its entirety reveals a cavalcade of wonderful products available at drugstores and at department stores. I even found some mineral makeup that deserves your attention and several products with shine that give skin an alluring glow rather than glitzy, flaking sparkles. I am already looking forward to what's in the makeup pipeline for 2009—if it offers further improvements and convenience over what we saw in 2008, we'll be sitting even prettier!

Foundations with Sunscreen

Almay TLC Truly Lasting Color 16 Hour Makeup SPF 15 (\$12.49)

Best of the Year Because: The silky texture is a pleasure to blend and provides medium coverage that layers well over trouble spots. Sun protection is assured from the blend of titanium dioxide and zinc oxide, while the smooth matte finish helps keep excess oil in check (although not for 16 hours) without looking chalky. The eight mostly neutral shades are indicative of what Almay usually produces, which is good. There are no options for dark skin tones, and the lightest shades may present some trouble for fair skin due to overtones of pink and yellow, but they're still worth considering. Avoid Warm, which is too peach.

Chanel Mat Lumiere Long Lasting Soft Matte Makeup SPF 15 (\$54)

Best of the Year Because: This represents a new breed of matte-finish makeup. This fluid, ultra-smooth foundation is a pleasure to blend. It provides medium to almost full coverage and leaves skin looking what is best described as "luminous matte." That means this isn't as reflective or moist-feeling as foundations with a satin finish, but it also isn't powdery matte like most traditional oil-free liquid foundations. Mat Lumiere is definitely a consideration for those with normal to slightly oily or slightly dry skin, and its sunscreen is pure titanium dioxide, which is excellent. Among the range of 12 shades are several beautiful options. Porcelaine 0.5 is great for fair skin, while Chestnut 8.0 is a very good dark shade. The shades to avoid due to overtones of orange or peach include Natural 4.0, Cedar 6.0, and Walnut 7.0.

Cle de Peau Refining Fluid Foundation SPF 24 (\$115)

Best of the Year Because: I know the price is out of line, and there is nothing in this product that warrants that price. Moreover, it is easily replaced by far less expensive options, but a great product is a great product, regardless of price. This does have a wonderfully smooth, fluid texture that blends well (though it takes more time to blend than many liquid

foundations) and sets to a satin-matte finish with a hint of luminescence. Calling this a "treatment foundation" is stretching the truth because it does not contain any ingredients that aren't also found in similar water- and silicone-based foundations. This medium- to almost full-coverage option may prove appealing to those with normal to slightly dry or slightly oily skin inclined to overspend on makeup. Among the eight shades, P10 is too pink and B10 is too peach. The rest of the shades are well-suited for light to medium skin tones. The sunscreen includes titanium dioxide for UVA protection.

Clinique Almost Powder Makeup SPF 15 (\$22.50)

Best of the Year Because: This has a buttery smooth texture that slips on like a second skin and blends to a seamless satin-matte finish with a hint of sparkling shine. It also feels incredibly light for a pressed-powder foundation capable of sheer to medium coverage, and you get brilliant sun protection from 13% titanium dioxide. In addition, there's a synthetic sunscreen active, something you don't typically see in a product being sold as mineral makeup. Almost all nine shades are soft and neutral, although Deep Honey may be too orange for some skin tones and Deep is slightly ash, probably due to the amount of titanium dioxide.

Lancome Absolue BX Makeup Absolute Replenishing Radiant Makeup SPF 18 (\$57)

Best of the Year Because: Positioned as anti-aging makeup for mature skin, the only legitimate anti-aging element in this product is the effective sunscreen that includes titanium dioxide for UVA protection. Taken on the merit of foundation alone, this has an exquisite, fluid texture that glides over skin. It provides almost full coverage and sets to an attractive satin-matte finish that won't make dry skin look dull, assuming you've taken pre-makeup steps to smooth over dry patches. Lancome claims this will not settle into lines, and for the most part, that's true. Deep wrinkles will see some settling, but that's true for all foundations and concealers; however, this does a good job of smoothing over superficial to moderate lines. Almost all of the 12 shades are impressive, and there are options for fair to dark (but not very dark) skin tones. Avoid Absolute Ecu 240 and Absolute Caramel 420.



Maybelline Instant Age Rewind Custom Face Perfector Cream Compact Foundation SPF 18 (\$9.99)

Best of the Year Because: This cream-to-powder foundation is one of the best at the drugstore. The sunscreen is pure titanium dioxide, which is great news not only for sun protection but also for those with sensitive skin. The silky, initially creamy texture is a pleasure to blend and sets to a soft, natural matte finish that enlivens skin. This foundation has so much slip that even after it sets it keeps slipping, and that includes slipping into wrinkles and creasing on the eyelids, even when set with powder. This drawback will be most apparent to those with oily skin or oily areas, which makes this foundation best for normal to dry skin (the finish does not exaggerate dry spots in the least).

Coverage varies depending on which side of the included sponge you use. The white side of the sponge produces nearly full coverage and does a good job of keeping the foundation out of lines and large pores. The pink side produces sheer coverage and tends to exaggerate lines and pores, so it is not preferred. Actually, a flat, round latex sponge is the best way to apply this foundation, but you can also use a foundation brush if that's your preference. Among the eight shades are mostly neutral options suitable for light to tan skin tones. Pure Beige will be too peach for most medium skin tones and Tan has the same issue but is still worth considering.

Neutrogena Mineral Sheers Powder Foundation SPF 20 (\$12.99)

Best of the Year Because: This pressed-powder foundation has a smoother, more elegant texture than Neutrogena's Healthy Defense Protective Powder SPF 30. Although both provide excellent sun protection, this Mineral Sheers version looks more natural on skin. Coverage, even when you apply it with a sponge, is more sheer than what you get with most standard pressed-powder foundations. Overall, this is an excellent way to boost the protection of your foundation or daytime moisturizer with sunscreen. Among the eight mostly excellent shades the only one to avoid is Honey Beige 70.

Prescriptives AnyWear Multi-Purpose Makeup Stick SPF 15 (\$35)

Best of the Year Because: This is assuredly one of the better stick foundations among those remaining in this once-very-popular category that has since become a dinosaur in the industry. The cream-to-powder texture is exquisitely smooth, blending on silky and setting to a smooth matte finish. Coverage ranges from light to medium without looking heavy or thick, and the in-part titanium dioxide sunscreen provides broad-spectrum sun protection. It is best for normal to slightly oily or slightly dry skin (and I mean only slightly dry). Drier areas, even minor ones, should be prepped with moisturizer to ensure a natural-looking result. A whopping 23 shades are available, including options for fair to dark skin tones. Avoid the very pink Rose and the rosy orange Dusk. Pecan and Cocoa are excellent shades for women of color.

Revlon Beyond Natural Skin Matching Makeup SPF 15 (\$12.99)

Best of the Year Because: Despite its strange appearance when being dispensed from the tube, this is an excellent tinted moisturizer/foundation hybrid that provides light to medium coverage (you definitely get more coverage from this than from many tinted moisturizers). Zinc oxide and titanium dioxide are on hand for broad-spectrum sun protection and they also contribute to this makeup's matte finish and shine-absorbing quality. There are five shades available, and all five are great. This is recommended for those with normal to oily or even slightly dry skin.

Shiseido STM Smoothing Compact Foundation SPF 15 (\$39)

Best of the Year Because: This is an excellent pressed-powder foundation and its sole active ingredient is titanium dioxide. The powdery texture is exceptionally silky and it leaves skin looking beautifully smooth and polished rather than dry. The satin-matte finish is laced with subtle sparkles that are not distracting for daytime wear. You can get sheer to light coverage that never looks powdery and the formula blends seamlessly. All of the shades go on more neutral than they look and all but one are stellar; avoid shade #060. This foundation is suitable for all skin types except very oily.

The Body Shop Flawless Skin Protecting Foundation SPF 25 (\$25)

Best of the Year Because: Those with normal to oily skin will find this cream-to-powder foundation's formula works quite well, providing medium coverage and a natural-looking matte finish. Add to that the sun protection provided by the in-part titanium dioxide sunscreen and this foundation is a home run. The shade range favors those with light to medium-dark skin tones, but all of the options are good.

Foundations without Sunscreen

Boots No7 Intelligent Balance Mousse Foundation (\$13.99)

Best of the Year Because: This is an outstanding, feather-light mousse foundation for normal

to very oily skin. The sponge-like texture blends seamlessly over skin, leaving a smooth matte finish without a hint of flatness. The powdery silicones (which comprise the bulk of this non-aqueous formula) do a good job of keeping excess shine in check, although this foundation's finish can magnify dry areas, so be sure to prep your skin beforehand. You'll enjoy sheer to light coverage that holds up surprisingly well throughout the day, except for over very oily areas, which will require some blotting and perhaps a powder touch-up or two. All of the shades are very good, and finish lighter than they appear.

Clinique Superfit Makeup Oil-Free Long Wear (\$20.50)

Best of the Year Because: This reformulation of an old favorite remains a formidable foundation for normal to very oily skin. It does an impressive job of keeping excess shine in check without breaking down and making skin look spotty. Superfit has a beautifully fluid, silky texture that blends easily and sets to a soft matte finish. It's a great medium-coverage foundation for those who don't want to "feel" their makeup, which is basically everyone, but especially for those with oily skin! There are 15 shades available, but be careful when considering Champagne, Shell, Toffee Bronze, Spicy, and Petal.

Cover Girl TruBlend Liquid Makeup (\$9.39)

Best of the Year Because: This reformulated version of Cover Girl's original TruBlend foundation is different primarily because it has a thinner texture and reduced coverage. It's a formidable makeup that exemplifies just how natural a foundation can look on skin. This is indicative of what today's best foundations can accomplish.

The tricky aspect of this particular makeup is choosing a shade. Some of the lightest shades go on an unattractive grayish pink, while others in the medium skin tone range are blatantly pink to rose. None of the following shades are recommended: Natural Ivory 415, Classic Beige 430, Medium Light 435, Natural Beige 440, Creamy Beige 450, and Toasted Almond 470. The other nine shades are worth considering and include options for fair and dark skin tones.

Cover Girl TruBlend Minerals Pressed Mineral Foundation (\$9.39)

Best of the Year Because: In contrast to standard mineral makeup, this pressed-powder foundation has a buttery smooth texture that blends seamlessly with skin, producing a non-sparkling natural matte finish. Layering it for more coverage results in a drier-looking finish, but this one doesn't feel as thick as many other mineral makeups would. It is a very good option for normal to oily skin prone to blemishes. There are six shades available, most of which resemble real skin tones. Be careful with Natural Beige because unless blended on sheer, it is simply too pink.

Lauren Hutton Good Stuff Aqua Elements Loose Powder Foundation (\$25)

Best of the Year Because: Although this isn't a mineral makeup for women with dry skin or wrinkles, it is fantastic as an oil-absorbing powder for normal to very oily skin of any age. Few mineral makeups look this natural on skin without also looking flat and dry. This has a strong matte finish (without a hint of sparkles) and a nearly weightless texture, and it's a pleasure to blend whether you apply it with a sponge or a brush. All four shades are recommended and are best for light to tan skin tones. Note: If applied over moist skin, the color goes on at least one shade darker than it does when applied over dry skin (or a matte-finish primer/daytime moisturizer).



Lorac Natural Finish Foundation (\$35 for 1 ounce)

Best of the Year Because: This looks great when blended over normal to dry skin. This medium-coverage foundation comes in a neutral range of colors to suit very fair to dark skin tones. The satin finish is more semi-matte than dewy. Those with sensitive skin may also find this a good option because it is fragrance-free.

Make Up For Ever HD Invisible Cover Foundation (\$40)

Best of the Year Because: This liquid foundation is among the best of the best, assuming your preferences mesh with what it provides. The creamy, fluid texture has great slip, but not so much that blending is a problem. It sets to a natural matte finish that looks incredibly skin-like while offering medium to almost full coverage. The pigment technology behind this makeup, like many of today's best foundations, allows it to blur imperfections and improve skin tone without feeling or looking like a mask. The formula makes it best for normal to very oily skin.

The selection of no less than 25 shades is staggering, and most of them are staggeringly good, too. Only the following shades are not recommended: 135 Vanilla, 145 Neutral, 150 Pink Beige, 160 Golden Beige, 170 Caramel, and 165 Honey Beige.

Mary Kay Mineral Powder Foundation (\$18)

Best of the Year Because: Mary Kay has crafted a loose-powder foundation with a superior smooth texture that feels almost creamy and blends beautifully. You get an initially sheer application with buildable coverage that's not nearly as heavy as many other mineral-type foundations. It also won't give your face that "glow" or sparkling shine for which mineral foundations are well known. As a bonus, if you have oily or combination skin, you do not need to use an additional loose powder to control shine. Among the six shades, most are impressive, neutral options. Bronze 1 will be too peach for most medium to tan skin tones, but Bronze 2 is a winner. If you're curious to try a mineral foundation this is highly recommended as one of the best available, most notably for how great it looks on skin.



Tinted Moisturizers

Laura Mercier Illuminating Tinted Moisturizer SPF 20 (\$42)

Best of the Year Because: This is an awesome tinted moisturizer if you have normal to dry skin and want an attractive glow finish that is sophisticated without being sparkly. Unlike Mercier's other tinted moisturizers, this one gets the UVA issue right by including avobenzone. The silicone-enhanced formula contains several antioxidants, is fragrance-free, and comes in three versatile sheer shades ideal for fair to medium skin tones.

Concealers



L'Oreal Paris Visible Lift Line-Minimizing & Tone-Enhancing Under Eye Concealer SPF 20 (\$11.95)

Best of the Year Because: L'Oreal has come up with a very good liquid concealer that includes titanium dioxide as the sole active ingredient. That means it's gentle enough to use around the eyes; it also excels at covering dark circles and other discolorations. It sets to a satin finish that you must set with powder to avoid creasing into lines and to enhance longevity. All four shades are excellent and designed for fair to medium skin tones.

Loose Powders

Avon Anew Beauty Age-Transforming Pressed Powder SPF 15 (\$12)

Best of the Year Because: This pressed powder provides great sun protection with its in-part titanium dioxide and zinc oxide sunscreens. It has a silky, dry texture but a very smooth application that blends well, plus it provides more coverage than a standard pressed powder. Given the amount of titanium dioxide and zinc oxide, the finish feels matte, but its mica content lends a soft sheen so your skin isn't left looking flat or dull. This doesn't soften the look of lines and wrinkles any better than other highly rated powders, but it doesn't exaggerate them either. Most of the six shades are commendable and will work for fair to tan skin tones. This is fragrance-free and best for normal to dry skin.

DHC Q10 Face Powder (\$17)

Best of the Year Because: This talc-based powder has a beautifully airy texture and gives skin a polished look without being the least bit dry or powdery. Recommended for all but very oily skin, this powder's four shades are nearly interchangeable.



Giorgio Armani Luminous Silk Powder (\$44)

Best of the Year Because: This is an outstanding talc-based pressed powder whose pigments and talc are finely milled so you get a silky, sheer application that meshes with skin and provides a matte finish that's not powdery or dry. Each of the eight shades is recommended and there are options for fair to dark (but not very dark) skin. If you're going to spend top dollar on a pressed powder, you should be looking at products like this. (But note: L'Oreal and Maybelline offer competitive pressed powders at the drugstore for one-fourth the price.)

Lancome Color Ideal Pressed Powder Precise Match Skin Perfecting Pressed Powder (\$33)

Best of the Year Because: Color Ideal is one of the most exquisite powders you'll find at the department store. It has a beautifully smooth texture and a finish that meshes so well with skin that it just looks better, rather than powdered or starkly matte. My only complaint, and this is primarily for those with oily skin, is that each of the 11 superb shades is laced with sparkles, and adding shine to already shiny skin is counterproductive, although in this case the effect is really subtle. By the way, this is almost identical to, but less expensive than, Giorgio Armani's Luminous Silk Powder.

Max Factor ColorGenius Pressed Powder (\$9.99)

Best of the Year Because: This talc- and cornstarch-based powder has a supremely smooth texture that applies and blends well without looking dry or powdery. All of the shades are excellent, and this is recommended for all skin types, although cornstarch is not an ideal ingredient for use on blemish-prone skin.

Physician's Formula Mineral Wear Talc-Free Mineral Pressed Powder SPF 16 (\$12.95)

Best of the Year Because: Physician's Formula pulled out all the stops with this pressed powder! It protects skin from sun damage with its titanium dioxide and zinc oxide sunscreen and the texture feels wonderfully creamy for a powder, becoming almost like a second skin after application. I was surprised that this can get extremely powdery, almost dusty as you swirl the brush over the compact, but that doesn't hinder its application. This fragrance-free powder comes in a neutral range of four shades that are best for fair to medium skin tones.

Shu Uemura Matte Loose Face Powder (\$39)

Best of the Year Because: Superbly silky with a refined, natural-looking matte finish is how I would describe this excellent talc-based loose powder. It is ideally suited for those with oily skin who want to temper shine and set their makeup. The shade range is exceptionally neutral and workable for very fair to tan skin tones—there's not a bad color in the bunch. Colorless is exactly that, yet it doesn't go on white or make darker skin tones look chalky.

Bronzers

Clarins Sun Face Palette SPF 20 (\$35)

Best of the Year Because: This pressed bronzing powder has a beautifully smooth texture that applies softly and evenly, leaving a satin matte finish with a hint of sparkle. The tan color is believable and looks best on fair to barely medium skin tones. As icing on the cake, the sunscreen is pure titanium dioxide, making this product a helpful adjunct to your moisturizer or foundation with sunscreen.

Giorgio Armani Bronze Mania Skin Tint (\$55)

Best of the Year Because: This liquid bronzer is exceptional, especially with its range of four convincing colors that are suitable for a range of skin tones. Dispense it carefully, though, because it's very fluid, and a little goes a long way. Blending is best done by dabbing it on your face in dots of color, then blending together using small circular motions. The sheer tint sets to a translucent matte finish and it layers well if you need additional color.

Stila Stila Sun SPF 15 (\$28)

Best of the Year Because: Stila's classic pressed bronzing powder is back, now with an in-part titanium dioxide sunscreen, and it is a fine adjunct to your moisturizer or foundation with sunscreen. This powder has a very smooth texture and sheer application whose finish leaves a faint trace of shine.



Blushes

American Beauty Beloved Rose Powder Blush (\$18)

Best of the Year Because: This pressed-powder blush promises a true color payoff and each of its attractive shades delivers just that. The suede-smooth texture promotes even application, while the lovely satin finish adds a shimmering glow to cheeks. Every shade is worth considering.

DHC Face Color Perfect Pro Cheek (\$9)

Best of the Year Because: This is a surprisingly impressive powder blush for normal to dry skin! It has a very smooth, non-powdery texture that supplies concentrated color (begin with a sheer application) and leaves a satin-smooth, non-flat finish to enliven cheeks. Each shade is infused with shimmer that translates into a soft, minimally sparkling glow on skin.



Clinique Blushwear Cream Stick (\$18.50)

Best of the Year Because: Basically a cream-to-powder blush in stick form, this is easy to blend over moist skin and provides a soft wash of color that looks quite natural. Each of the pastel shades has a touch of shine, but the effect is a subtle

glow rather than obvious sparkles. This is an excellent option for those with normal to dry skin.

Estee Lauder Signature Satin Creme Blush (\$26)

Best of the Year Because: This blush's exquisite texture applies smoothly, setting to a silky soft powder finish that feels slightly moist. Ideal for normal to dry skin, the colors go on translucent and build well if you want more intensity. The small amount of shine isn't objectionable for daytime wear.

Lancome Color Design Blush Sensational Effects Cream Blush, Smooth Hold (\$27)

Best of the Year Because: This has a lovely cream-to-powder texture that blends on sheer and smooth and, yes, "holds" well, at least for those with normal to dry skin (those with oily skin should avoid this type of blush). Most of the shades have a hint of shine, but it's still acceptable for daytime wear. The Freeze Frame and Model Mocha shades have a strong shimmer and are best for evening wear when you want more shine than color.

Prestige Skin Loving Minerals Fresh Glow Baked Mineral Blush (\$11.99)

Best of the Year Because: This emollient-rich powder blush applies smooth and sheer, and you'll need several layers if you want stronger color. If sheer blush with a radiant glow finish is what you want, this is a great product. All of the shades are attractive and are suitable for fair to medium skin tones.

Facial Illuminators

DHC Face Color Perfect Pro Highlighter (\$9)

Best of the Year Because: This is shine done right! This pressed-powder highlighter comes in three workable shades, each with a sheer, buttery smooth texture that leaves a soft glow on skin. All work quite well as highlighting powders, but the intensity of the shades makes them best for fair to light skin tones.



Lancome Color Ideal Illuminateur Sheer Highlighting Pressed Powder (\$31)

Best of the Year Because: This very silky pressed shimmer powder casts a subtle yet radiant glow on skin. Perfect for adding a hint of shimmer to skin, regardless of which of the three flesh-toned shades you choose. Another impressive trait of this powder is its ability to cling well—flaking is minimal and you can use it over a regular powder blush or bronzing powder if you want shine.

Prescriptives Winter Reflections All-Over Highlighter (\$35)

Best of the Year Because: Prescriptives deserves ample praise for creating this excellent version of brush-on powder beads. Simply brush on anywhere you wish to highlight skin. The sheer colors impart an attractive mélange of peach, pale pink, soft rose, and opalescent white that work for fair to medium skin tones. Shine is present, and reads on skin as a soft to moderate sparkling glow, depending on how much you apply.

Eyeliners

Avon Perfectly Portable Liquid Eye Liner (\$4.99)

Best of the Year Because: This liquid eyeliner includes a felt-tip pen-style brush that applies

color evenly. The richly pigmented formula dries quickly and stays put without flaking or smearing. For the money and ease of precise application, this is an outstanding liquid eyeliner.

Estee Lauder Double Wear Zero Smudge Liquid Eyeliner (\$19.50)

Best of the Year Because: This is an excellent liquid liner with a precision felt-tip applicator that applies color evenly and easily. It takes several seconds to set, but once it does, it won't move until you're ready to take it off. An interesting twist to this liner is that all of the shades have a slightly glossy finish. Consider this a top choice for fans of liquid eyeliner.



Eyeshadows

Clarins Single Eye Colour (\$20)

Best of the Year Because: This has a velvety smooth texture and applies beautifully without flaking. Color saturation is on the sheer side, with the exception of the dark brown and black shades, both of which are suitable for eyelining. This is a great eyeshadow to check out if your budget permits, although you don't need to spend this much for a quality powder eyeshadow.

Clinique Colour Surge Eye Shadow Stay Matte (\$14)

Best of the Year Because: The smooth texture and strong pigmentation create a lasting impact. Application is smooth, there's no flaking, and several of the shades work well for creating the classic smoky eye. Despite the word "matte" as part of this product's name, each shade has a hint of shine. The shine is little enough to almost be a non-issue, but those shopping for a completely matte option should know that these aren't it.



DHC Eye Shadow Moon (\$6)

Best of the Year Because: This powder eyeshadow applies smoothly and covers well, with noticeable color impact from one stroke of the brush. Every shade has some amount of shine, and for most the shine is quite pronounced, so this isn't recommended for a less-than-taut eye area because shiny eyeshadows enhance the appearance of wrinkles.

L'Oreal H.I.P Cream Shadow Paint (\$12)

Best of the Year Because: This deserves your attention if you're seeking an alternative to powder eyeshadows. You'll be rewarded with a long-wearing, shine-infused cream eyeshadow that has enough slip to be blendable without sliding all over your eye area. Although the H.I.P. line is known for bolder hues, the shade selection of this product doesn't follow suit. The colors, though all shiny, are soft and neutral or brown to gray tones that look beautiful.

Lancome Ombre Absolue Duo Radiant Smoothing Eye Shadow Duo 6 Hour Hold (\$35)

Best of the Year Because: Talk about a beautiful sumptuous texture! This eyeshadow formula is one of the silkiest around, and it applies evenly. Color deposit is smooth and allows for much versatility, unless you want a sheer look. The only downside is that these are marketed to older women, when they should be marketed to any woman without wrinkles because every pairing has shine. Shine is not the best for all-over eye-area use once wrinkles and crepey skin are present, regardless of your age, because it only accentuates these signs of sun damage.

Mary Kay Mineral Eye Color (\$6.50)

Best of the Year Because: This collection of powder eyeshadows is enviably silky and a pleasure to apply. The majority of shades have either a matte or soft shimmer finish, but watch out for the strikingly blue and green colors. Purchased individually, these powder tablets arrive enclosed in a handy plastic case. If you opt to purchase the Mary Kay Compact, it can house up to six eyeshadows.

Physician's Formula Shimmer Strips Custom Eye Enhancing Shadow & Liner (\$10.95)

Best of the Year Because: These powder eyeshadows have a remarkably smooth texture and an even, flake-free application (unless you overdo it when using them wet), but they're not for you if you don't want shine. The offerings for Hazel and Brown eyes are the best color combinations. Each set includes one shade dark enough to work as powder eyeliner, making these convenient, all-in-one options to shape and shade the eye.

Prescriptives Winter Reflections Eyeshadow Quad (\$42)

Best of the Year Because: Regardless of whether you choose the warm or cool color combinations, both have a sublime smooth texture that applies evenly and more opaque than many other powder eyeshadows. Blending is easy and the soft-shimmer to high-shine finish of each quad clings well and adds an alluring gleam to special-occasion or evening makeup.

Prestige Skin Loving Minerals Baked Shadow Quad Mineral Eyeshadow (\$9.99)

Best of the Year Because: These eyeshadow quads have a beautifully smooth texture that applies evenly (if a bit sheer) and imparts a moderate shimmer finish. The shimmer stays in place well and because the powder meshes with skin rather than looking like it's just sitting on top of it, the effect is flattering, as long as your eyelid area is smooth and unlined.

Stila Eye Shadow Duo (\$20)

Best of the Year Because: This has the most sublime powder texture that applies creamy smooth and has excellent blendability as well as pigmentation. Every shade in each duo has some amount of shine, but it doesn't flake. The only negative is the number of vivid or pastel duos, none of which work well to shape and shade the eye in a way that appears natural and sophisticated.

Eyebrow Pencils

Maybelline Define-a-Brow Eyebrow Pencil (\$6.69)

Best of the Year Because: Say hello to one of the best brow pencils at the drugstore! This ultra-thin, automatic, non-retractable brow pencil comes in a terrific range of shades, including two options for blonde brows. It does everything a stellar brow pencil should, while offering exemplary texture and long wear. The component includes a useful brow comb for tidying up the results.



Mascaras

American Beauty Perfectly Waterproof Mascara (\$12)

Best of the Year Because: Wow! That was the first word that came to mind as I applied this outstanding waterproof mascara. Just a few sweeps of the wand defined lashes with equal amounts of length and thickness. There was some minor clumping, but that was easily remedied with a few more brush strokes. As with most waterproof formulas, this stays on very well when lashes get wet and it requires an oil- or silicone-based eye-makeup remover.

Chanel Exceptionnel de Chanel Intense Volume and Curl Mascara (\$30)

Best of the Year Because: This mascara delivers 50% on its promises of intense volume and sensational curl. Those hoping for sensational curl will be disappointed (though you can always curl lashes beforehand), but if you can let go of that expectation this ends up being an exceptional mascara if you crave thick, dense lashes. This wears without smudging or flaking, and removes with a water-soluble cleanser. You don't need to spend this much money for a fantastic mascara, but if you choose to do so and want dramatic lashes, you will be pleased.

Dior DiorShow Iconic Mascara (\$27)

Best of the Year Because: The unique rubber-bristled brush does a fantastic job of extending and curling every last lash, all without clumps. This doesn't build the wow-factor thickness of the original DiorShow Mascara, but it has a cleaner, more precise application that refuses to falter (and gets incrementally better) with successive coats.

Elizabeth Arden Ceramide Lash Extending Treatment Mascara (\$20)

Best of the Year Because: You will be impressed with the clean, swift application that lengthens and separates lashes evenly. Unless you were trying for ultra thickness, I can't imagine someone being disappointed with this mascara's performance, plus it leaves lashes feeling soft. This is definitely one of Arden's best mascaras in a long time!

Estee Lauder Sumptuous Bold Volume Lifting Mascara (\$19.50)

Best of the Year Because: Lauder has officially upped its game with this mascara! Its uneven application tends to deposit too much mascara to the outer lashes, getting things off to a rough start, but that gives way to smooth results and long lashes that are assuredly defined and flutter-ready. Want more? Successive coats not only smooth through minor clumps, but also build appreciable thickness.

Estee Lauder Double Wear Zero-Smudge Lengthening Mascara (\$19.50)

Best of the Year Because: This mascara's excellent brush allows for equal measures of length and thickness. It is easily one of Lauder's most impressive mascaras, and it wears tenaciously. The bonus, at least compared with other long-wearing and/or waterproof mascaras, is how easy this is to remove. Warm water and agitation alone will do it, although for best results you should follow that up with your regular cleanser or makeup remover.

Guerlain Le2 de Guerlain Two Brush Mascara (\$35)

Best of the Year Because: This dual-sided mascara comes with two different brushes. The regular-size brush has rubber bristles and works brilliantly to make lashes defined, long, and voluminous. I didn't think the smaller brush was needed at all, but I used it anyway and was able to reach the tiny lashes toward the tear duct that many mascara wands miss. However, defining these tiny lashes can create an odd look on some people, and their proximity to the tear duct can encourage this water-soluble mascara to break down and smear. All in all, this is an expensive mascara that delivers in a way that makes a splurge very tempting!



Jane Max Lash² Waterproof (\$4.99)

Best of the Year Because: I am usually unimpressed by two-step mascaras that involve brushing on a lash primer before the mascara. This one is different! Pairing the mascara with the primer results in long, lush, and perfectly separated lashes compared with just using the

mascara. Whether you use the primer with the mascara or the mascara alone, the results are waterproof lashes.

L'Oreal Paris Voluminous Naturale Natural-Looking Volume & Definition Mascara (\$7.50)

Best of the Year Because: This mascara produces prodigious length and clean definition with just a few strokes. Building thickness takes some effort, but it can be done, and without leaving lashes looking heavy or spiky. True to claim, this really is 100% clump-free. It stays on well and it removes easily with a water-soluble cleanser.

Lorac Visual Effects Curling, Separating, and Lengthening Mascara (\$19.50)

Best of the Year Because: How about getting tremendously long, dramatically defined lashes? It's a breeze to build thickness where you need it most (at the lash roots) and you'll get noticeable lift, soft separation, and a touch of curl with this mascara. The drawbacks, both of which are minor, include a slower-than-average drying time (so be careful or you may end up with some smearing) and slight clumping that is easily combed through.

Maybelline New York Define-a-Lash Lengthening Mascara Waterproof (\$6.99)

Best of the Year Because: This is a superior waterproof mascara that makes lashes impressively longer and well defined with minimal effort. The rubber-bristled brush applies product without a trace of clumping and allows you to reach every lash. Get lashes as wet as you'd like: This isn't budging!

Maybelline New York The Colossal Volum' Express Colossal Mascara (\$6.99)

Best of the Year Because: The huge rubber-bristled brush of this fantastic mascara (a personal favorite of mine) allows you to be surprisingly nimble as you elongate and thicken every lash. The volumizing results are evident almost immediately, though not without some clumping that you'll need to smooth out. Make no mistake, this mascara is not for the lash-timid. It produces Texas-size lashes that keep getting bigger the more you apply.

Maybelline New York XXL Curl Power Volume + Length Microfiber Mascara (\$6.99)

Best of the Year Because: This two-step mascara produces excellent results whether you apply the basecoat or just the mascara alone. Either way, what you'll achieve is long, slightly thickened, clump-free lashes upswept to a soft curl.

Maybelline New York Define-a-Lash Volume Mascara (\$6.49)

Best of the Year Because: The promises of "zero clumps, clean definition, and voluptuous volume" come true with just a few swipes of the wand, though some may find the slightly wetter-than-usual application a bit dismaying. Initially, the application can make lashes look stuck together, but the brush allows for nimble comb-through, so you can soften the result, making lashes look fringed while building considerable thickness and length.

Maybelline New York XXL Extensions XX-Treme Length Microfiber Mascara (\$7.99)

Best of the Year Because: Fans of DiorShow mascaras take note: Here is your drugstore double. This two-step mascara will give your lashes the kind of prodigious length that will get your eyes noticed. The large brushes mean that applying it to smaller lashes can be tricky, but otherwise this mascara applies very easily with no clumping. It also wears beautifully throughout the day without smearing or flaking.

Rimmel Eye Magnifier Exact Definition Clean Definition Lengthening Mascara (\$6.79)

Best of the Year Because: This is another remarkable mascara that provides long, slightly thick, and dramatically defined lashes with just a few sweeps of the rubber-bristled brush. You may experience some minor clumping that requires smoothing out, but the brush allows for this without making matters worse. This stays on quite well yet removes easily with a water-soluble cleanser.

Rimmel Volume Flash Mousse Air-Whipped Volumizing Mascara (\$6.79)

Best of the Year Because: This is one of those mascaras that quickly makes the most of lashes, leaving them full, defined, and softly fringed. You may need a separate lash comb to smooth things out a bit, but those looking to make a bold lash statement should give this mousse-like mascara strong consideration!

Smashbox Bionic Mascara (\$19)

Best of the Year Because: Wow, does this mascara ever deliver dramatic results! With just a few strokes, lashes are thickened, incredibly long, and beautifully defined. It removes with a water-soluble cleanser and wears all day without flaking or smearing, which is just more to love about Smashbox's best mascara.

Victoria's Secret Very Voluptuous Extreme Volume Mascara (\$18)

Best of the Year Because: What this mascara does well (and the reason it is rated a Paula's Pick) is lengthen, separate, and curl lashes. It's not often that I have to stop applying successive coats of mascara because the brush is making my lashes too long and curvy, but I did with this one. Neither clumping nor flaking was an issue, and it came off easily with a water-soluble cleanser.

Lipliners



Dior RougeLiner Automatic Lip Liner (\$25)

Best of the Year Because: Obviously, this lip pencil is expensive; however, it doesn't need sharpening, it's retractable, and it has a beautifully smooth application. The colors really last, too, and some of the shades have such a strong stain it takes considerable effort to remove them! Don't want to spend this much? Almay, Origins, and Clinique have equally good options for less money.

Lipsticks

Clarins Joli Rouge (\$23.50)

Best of the Year Because: This cream lipstick is exceptionally moisturizing, smooth, and pigment-rich. The colors glide on easily and leave a beautiful cream finish that doesn't veer toward being too glossy or slick. Be careful, though, because this is creamy enough to bleed into lines around the mouth. But, if that (and this lipstick's price tag) isn't an issue for you, this is one of the better cream lipstick options at the department store.

Clinique High Impact Lipstick SPF 15 (\$14)

Best of the Year Because: This cream lipstick with an in-part zinc oxide sunscreen has a beautifully creamy texture that feels neither greasy nor thick. It sets to a soft cream finish and provides medium coverage. The colors aren't full coverage, which compromises their longevity, but most of them have a good stain. Just don't expect it to maintain a just-applied

look for eight hours, even if you avoid lipstick-wrecking activities such as eating and drinking.

Laura Mercier Lip Velvet (\$22)

Best of the Year Because: Talk about color payoff! Mercier has done it again with this creamy lipstick, which applies like a gloss and really does feel like velvet on the lips. The colors are matte and apply thickly to the lips, so be careful. Wear time is commendable and Lip Velvet is so heavily pigmented that it will stain the lips a bit, so you can go longer between applications.

Mary Kay Creme Lipstick (\$13)

Best of the Year Because: This feels creamy without a hint of greasiness, and imparts rich, riveting color that really lasts. It offers a soft gloss finish without feeling slick, and it doesn't fade into lines around the mouth as quickly as many creamy lipsticks.



Max Factor Vivid Impact Lipcolor (\$7.98)

Best of the Year Because: The name of this creamy lipstick is 100% accurate. The colors are vivid and go on opaque with a soft cream finish. The shade range offers something for everyone looking for a lipstick that's bound to turn some heads. This is one of the best cream lipsticks at the drugstore, and won't bleed into lines around the mouth.

Rimmel Lasting Finish Intense Wear Lipstick (\$4.99)

Best of the Year Because: This is one of the better (and least expensive) elegant cream lipsticks available at the drugstore. It feels supremely smooth and light, yet leaves lips comfortably moisturized with a soft gloss finish (or shimmer, depending on the shade). I'd put this up against any department store lipstick selling for \$20 and up—that's for sure!

Shu Uemura Rouge Unlimited Creme Matte Lipstick (\$23)

Best of the Year Because: These richly pigmented cream lipsticks feel great without being slick or bleeding into lines around the mouth. The finish is semi-matte and beautifully emphasizes the opacity of the mostly striking colors. Of course, you don't have to spend this much for a quality lipstick, but if you choose to do so and want full coverage and impressive longevity, this will impress.

Wet 'n' Wild Wild Shine Lip Lacquer (\$2.99)

Best of the Year Because: This is best described as a lightweight cream lipstick rather than a lacquer. Application is smooth, coverage and color intensity moderate, and it sets to a soft cream finish that doesn't readily move into lines around the mouth or require frequent touch-ups. One more plus is that it's fragrance-free!

Lip Glosses

Burt's Bees Super Shiny Lip Gloss (\$7)

Best of the Year Because: This lip gloss in a tube has a simple, irritant-free formula that glides over lips, producing a soft gloss finish with subtle shimmer. Completely non-sticky, this is Burt's best gloss (and really best product overall) by far, and one of the better lip gloss options at the drugstore.

Chanel Aqualumiere Gloss High-Shine Sheer Concentrate (\$27)

Best of the Year Because: Easily Chanel's best lip gloss, this applies like liquid silk and enlivens lips with sheer yet exciting color that has more staying power than standard lip gloss (though it doesn't last nearly as long as lipstick). The high-gloss finish is completely non-sticky, while the shade selection is gorgeous.

Dior Creme de Gloss (\$25.50)

Best of the Year Because: This creamy gloss/lipstick hybrid has a smooth, non-sticky application that looks beautiful on the lips. It wears more like a gloss than a lipstick and it will bleed into lines around the mouth. Using a lipliner will help with this problem as well as extend the wear time between applications. All of the colors have subtle shimmer and they are all beautiful; I can't imagine most women not finding a shade to covet.

L'Oreal H.I.P Shine Struck Liquid Lipcolor (\$12)

Best of the Year Because: This is outstanding if you want the opacity of a traditional lipstick and the finish of a standard lip gloss. This cake-scented liquid lipcolor feels great, and its pigmentation ensures above-average longevity. It lacks even a hint of stickiness and has a thinner, non-goopy texture that still feels moisturizing.

Max Factor Maxalicious Glitz (\$6.99)

Best of the Year Because: If you want bold, glossy lips and a non-sticky finish that doesn't feel super slippery, this is one of the superior lip glosses at the drugstore.

Glitzy-looking, shimmery lips are what results from one sweep of this ultra-smooth lip gloss. Color payoff is moderate, so you must apply a thin layer if you want a sheer look.



Prescriptives Colorscope LipGloss (\$17.50)

Best of the Year Because: This brush-on lip gloss has a luxuriously smooth, non-sticky texture that feels great on lips. The glossy finish is just right: shiny without looking overly wet, and not so slick that it slides all over the place.

Revlon Beyond Natural Cream Lip Gloss (\$7.99)

Best of the Year Because: This tube lip gloss adds heightened, translucent color and a soft, non-sticky gloss finish to make this lip gloss even more appealing. The Beyond Natural name is appropriate, making this gloss a sheer alternative to consider.

Trish McEvoy Beauty SPF 15 Lip Gloss (\$25)

Best of the Year Because: This has a smooth texture, a minimally sticky finish, and an in-part avobenzone sunscreen! This is one of the few lip glosses with reliable broad-spectrum sun protection, which makes it even more beautiful (though the price is a pain!).

Lip Balms

L'Oreal Paris Bare Naturelle Gentle Lip Conditioner (\$9.95)

Best of the Year Because: This is an excellent cross between lip balm and lip gloss. It has a smooth, slightly thick texture that's easy to apply and provides substantial moisture with a soft gloss finish. The sheer, lip-toned colors are beautiful.



L'Oreal H.I.P Jelly Balm (\$9.99)

Best of the Year Because: This sheer, jelly-textured lip balm smoothes over lips and feels decadently soft. The colors, while sheer, are still strong enough to wear on their own, or you can increase the intensity and add a patent-leather gloss shine to any lipstick.

MD Skincare by Dr. Dennis Gross Powerful Sun Protection SPF 25 Lip Balm (\$18 for 0.25 ounce)

Best of the Year Because: This is a brilliantly formulated, antioxidant-rich lip balm in a tube. The oil-based formula does its job to keep lips from chapping, while the in-part avobenzone sunscreen provides protection for long days outdoors (be sure to take it with you for reapplication).