

THE CEW  
2023  
BEAUTY  
AWARDS

ENTRIES BY CATEGORY



# CONTENTS

BEST NEW BODY PRODUCT - MASS & PRESTIGE - 3

BEST NEW BODY PRODUCT - MASS & PRESTIGE - 4

BEST NEW SUN CARE OR SELF TAN – MASS & PRESTIGE - 6

BEST NEW HAND OR FOOT PRODUCT - MASS & PRESTIGE - 8

BEST NEW SKIN PREP – MASS - 9

BEST NEW SKIN PREP – PRESTIGE - 11

BEST NEW SKINTELLECTUAL – MASS - 14

BEST NEW SKINTELLECTUAL – PRESTIGE - 17

BEST NEW TARGETED SKINCARE – MASS - 22

BEST NEW TARGETED SKINCARE – PRESTIGE - 25

BEST NEW MASK – MASS - 28

BEST NEW MASK – PRESTIGE - 29

BEST NEW HAIR PRODUCT – MASS - 31

BEST NEW HAIR PRODUCT – PRESTIGE - 33

BEST NEW GROOMING OR PERSONAL CARE PRODUCT – MASS & PRESTIGE - 37

BEST NEW BEAUTY TOOL OR ACCESSORY – MASS & PRESTIGE - 38

BEST NEW FACE MAKEUP – MASS - 40

BEST NEW FACE MAKEUP – PRESTIGE - 41

BEST NEW EYE MAKEUP – MASS & PRESTIGE - 43

BEST NEW EYE MAKEUP – MASS & PRESTIGE - 45

BEST NEW LIP MAKEUP – MASS & PRESTIGE - 46

BEST NEW VEGAN BEAUTY PRODUCT – MASS & PRESTIGE - 48

BEST NEW WELLBEING PRODUCT – MASS & PRESTIGE - 51

BEST NEW BEAUTY SUPPLEMENT – MASS & PRESTIGE - 54

BEST NEW FRAGRANCE – PRESTIGE - 56

BEST BEAUTY ICON – MASS - 58

BEST BEAUTY ICON – PRESTIGE - 61

BEST NEW BRAND – MASS - 65

BEST NEW BRAND – PRESTIGE - 68

BEST BRITISH BRAND – MASS & PRESTIGE - 70

BEST NEW ELECTRICAL APPLIANCE – MASS & PRESTIGE - 74

RESPONSIBLE BEAUTY AWARD - 75

# BEST NEW BODY PRODUCT - MASS & PRESTIGE



Nurseem  
Ultra Caring Body Balm

1 in 10 people have the dry skin gene which means they may have low levels of filaggrin which can result in skin that is prone to dryness and cracking. Our Body Balm is powered by clinically proven ingredients to boost filaggrin levels for smoother, healthier, balanced skin.



Roger & Gallet  
Fleur de Figuier Wellbeing  
Shower Gel

A newly repackaged version of a firm favourite from Roger & Gallet, Fleur de Figuier Wellbeing Shower Gel. A hydrating gel-to-foam texture that leaves skin feeling soft and clean with a beautiful fig aroma. Can be used in both bath and shower to cleanse skin. Transforms into a creamy foam when lathered with water.



Sundae Body  
Green Tea Exfoliating Body  
Wash

Sundae's Green Tea Exfoliating Body Wash contains special AHAs that gently exfoliate away dead skin and clear out clogged pores, Sundae Green Tea will give your skin the detox it didn't even know it needed, leaving it feeling as good as new. Beautifully fragranced with Green Tea, Jasmine and Cedarwood - leaving your skin feeling fresh and smelling divine.

# BEST NEW BODY PRODUCT - MASS & PRESTIGE



Emma Hardie  
Moringa Luxury Body  
Scrub

Formulated to gently buff and exfoliate skin leaving it soft, smooth and refreshed. A blend of natural oils work together to moisturise and condition skin leaving skin velvety and radiant. Himalayan Pink Salts are rich in minerals, improving skin condition through exfoliating. Crambe and Hemp oil act as natural emollients whilst Blackcurrant Oil, Sweet Almond Oil and Moringa Oil moisturise and leave skin smooth. The Moringa Luxury Body Scrub contains Emma Hardie's signature soft citrus scent.



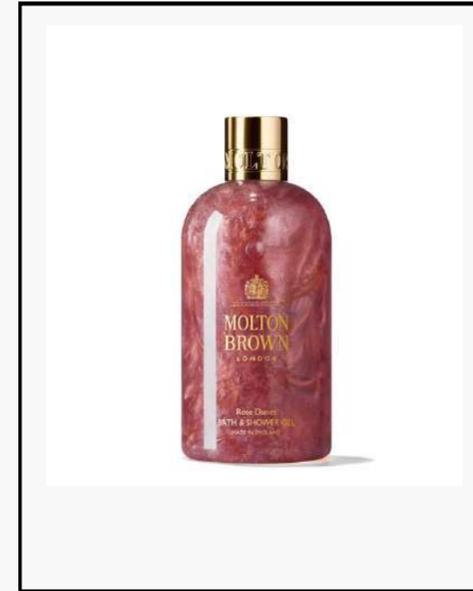
ishga  
Muscle Recovery Oil

ishga Muscle Recovery Oil is a certified organic (COSMOS) stimulating blend of essential oils formulated by ishga's scientific development team to increase circulation and aid muscle recovery naturally. Using a blend of ishga's unique Hebridean seaweed extract and pure essential oils of eucalyptus, may chang, peppermint, rosemary, lavender and rose geranium, the formulation delivers a soothing and relaxing effect to tired muscles. Almond and jojoba oils are skin nourishing and anti-inflammatory.



L'OCCITANE  
Immortelle Shea Pro-  
Youth Body Balm

A velvety smooth body cream that melts into the skin providing intense nourishment & hydration whilst reducing the appearance of pigmentation, lines & wrinkles. The first body product to feature L'OCCITANE's hero ingredient, Immortelle, one of nature's most powerful antioxidants that also boosts the skin's production of collagen and elastin, improving firmness and smoothness. Also contains 5% nourishing Shea Butter and firming Pea Peptides. 100% vegan. 97% natural and sustainable ingredients.



Molton Brown  
Rose Dunes Bath &  
Shower Gel

The bathroom essential to recreate a mysterious beauty of the Arabian Desert. Its shimmering aesthetic, swirls with a warm velvety rose and earthy patchouli Sulawesi. It's been designed to capture a romantic, hazy desert at sunset, with the captivating pearlescent texture of the gel itself. Patchouli, the signature note, is sourced from Sulawesi for its intensity and high quality reaffirming Molton Brown's commitments to only working with sustainably sourced and 100% cruelty free ingredients.



Nécessaire  
The Body Serum

The Body Serum is a daily Hyaluronic Acid treatment for the skin. This fast-absorbing rehydrating serum is formulated with five (5) molecular weights of Hyaluronic Acid for multi-level hydration. The Body Serum has been awarded the Seal Of Acceptance By The National Eczema Association. The Body Serum is packaged in an airless pack. The bottle and cap are made from 100% bio-resin (plant).



Paula's Choice  
5% Niacinamide

A lightweight body serum made with 5% niacinamide, that targets patchy, uneven tone and rough, flaky texture, while restoring a healthy skin barrier.

# BEST NEW BODY PRODUCT - MASS & PRESTIGE



NEOM Organics  
Super Shower Power Body  
Cleanser

Take on the day with a zap of energy and a charge of hydration with the NEW Super Shower Power Body Cleanser, superpowered by 100% natural spearmint, rosemary and eucalyptus essential oils. Gently cleanse, nourish and care for skin with a vitamin and antioxidant-rich shot of organic coffee extract and moisturising oat milk. With long-lasting scent and up to 24 hours of hydration, continue to recharge as you nail it all day. Waking up never felt so good!



This Works  
Perfect Legs Body Butter

A 98% natural, deeply moisturising body butter with mood-boosting Geranium & Sweet Orange essential oils, to nourish your skin and put a spring in your step. This vegan body butter is formulated with Hemp extract to support skin microbiome, while Hyaluronic Acid and Shea Butter moisturises and nourishes the skin making it the perfect way to start your morning and boost your mood!



U Beauty  
Super Body Hydrator

The Super Body Hydrator is a luxe, intuitive emulsion with lightning-fast absorption and ground-breaking body benefits. A lightweight formula nourishes with sustained hydration and skin-fortifying ingredients for up to 48 hours. Featuring double patent-pending SIREN Capsule Technology™, The Super Body's SIREN and HYDRA-SIREN Capsules strategically carry mega-hydrating ingredients to dry, distressed, frail skin and help transform compromised areas into fresh, radiant, dewy-looking skin



Willowberry  
Indulgent Hand & Body  
Lotion

An ultra-nourishing, easily absorbed Hand & Body Lotion with a beautiful spa scent to treat skin, soul and senses. It provides rich hydration to hands and body without greasiness or residue. Enriched with soothing aloe vera, nourishing shea butter and a nutrient-rich blend of sweet almond, pomegranate, kahai and rosehip oils, this 99% naturally-derived hand and body lotion leaves skin feeling softer, smoother and more comfortable. It is vegan and cruelty-free.



TAN-LUXE  
Express Mousse

From the brand that brought you the world's first completely transparent, skincare powered self-tan mousse, Tan-Luxe launches NEW Express Mousse, combining signature clear formulation with skincare-first ingredients to deliver long-lasting, instant results in as little as 30 minutes. Dedicated to a fully customisable approach to self-tanning, you can achieve a sun-kissed glow in just 30 minutes, a golden tan in just two-hours or a dark bronze after three. A supercharged skincare blend of Vitamin C, Beta Glucan and Hyaluronic Acid smooth and brighten while deeply hydrating skin for up to 48 hours. No guide colour means no transfer – just your most even, long-lasting, streak-free glow, fast.

# BEST NEW SUN CARE OR SELF TAN



Bare by Vogue  
Liquid Body Illuminator

The Liquid Body Illuminator is a hydrating liquid illuminator for the ultimate sun-kissed glow. Enriched with amino acids (Goji Berry & Pomegranate) that help to nourish and improve the texture of the skin and Vitamin A&C (Grapefruit) for radiant, glowing skin. Perfecting skin by minimizing blemishes, covering imperfections and smoothing the skin's appearance while reflecting light for the ultimate glowy skin. The water-based formula blends seamlessly and is both water and transfer resistant.



Bellamianta  
Luxury Tanning Liquid

To hydrate, plump, protect and even skin tone. Suitable for all skin types, Bellamianta's range of products are all vegan, cruelty free, PETA approved and alcohol free. This formulation is packed with even more natural, skin loving ingredients: Mango, Papaya, Goji berry and Pomegranate Extract: containing Vitamins A, B, and C to condition and protect skin. Hyaluronic Acid: hydrates, plumps and protects skin. Ginkgo biloba extract: stimulates collagen production and skin regeneration. Witch Hazel extract: soothes skin and contains flavonoids which hold antioxidant properties. Seabuckthorn Extract: moisturising and rejuvenating properties, with Provitamin A, Vitamin E and Linolenic acid to improve skin's appearance.



e.l.f. SKIN  
Suntouchable! Whoa Glow SPF 30

This lightweight face sunscreen and primer hybrid delivers broad-spectrum SPF 30 sun protection, primes your skin for long-lasting makeup wear, and imparts a glowy, sheer finish. With just a hint of peach-tone shimmer, the non-greasy, soothing, and hydrating formula is also boosted with aloe, hyaluronic acid, and squalane. Use it as the last step in your skincare routine before makeup, or wear on its own for a natural glow with a hint of shimmer.



Isle of Paradise  
Self-Tanning Body Drops

The world's first color-correcting and best-selling Self-Tanning Drops are now formulated specifically for your BODY. These customisable drops have been supercharged with body loving ingredients such as Caffeine, Hydrolyzed Rice Protein and Antioxidant-rich Kukui Nut Oil to smooth, brighten and firm the skin. Naturally derived tanning actives reacts with your skin tone for the most natural looking, long-lasting head-to-toe glow.



Keys Soulcare  
Protect Your Light Daily Moisturizer  
Broad Spectrum SPF30

Protect Your Light Daily Moisturizer from Keys Soulcare offers maximum hydration and broad spectrum sun protection for all skin tones that applies completely clear – all in one formulation. The appeal doesn't end there, however, as a lightweight texture makes applying this innovative formula a seamless experience.

# BEST NEW SUN CARE OR SELF TAN



Lancaster  
Sun beauty Invisible Face Fluid SPF

The most advanced facial sun protection is here. Sun Beauty Protective Face Fluid SPF30 targets 100% of the sun spectrum\* and helps repair skin from sun-induced damage, now with a vegan, clean & ocean friendly formula. As their newest face care innovation, this ultra-lightweight and invisible sunscreen is the perfect daily SPF, instantly leaving skin with a dry touch finish. Water & sweat-resistant formula. Vegan, clean & ocean friendly. Non comedogenic and dermatologically tested.



Scence Natural Skincare  
SPF30 Natural Zinc  
Sunscreen

SPF30 broad spectrum protection. Instantly effective and transparent (non-whitening) formula. Solid push up balm. Glides on the skin. Easy to apply. Reef safe, non-nano mineral screen. Made with a zinc suspension to ensure even coverage (no clumping or slumping). Suitable for all skin types, including sensitive, and all the family. Presented in 100% paper, compostable, plastic-free packaging. Vegan Society certified. Vegan Beauty Awards Winner 2023. Organic coconut oil & Mango Butter base.



Sun Bum  
SPF 50 Face Lotion

A lightweight, daily moisturizing lotion that quickly absorbs into skin for invisible, matte-finish protection. Made for the face but works all over skin. Light in texture — making it a dream to apply and more importantly, re-apply — this daily face lotion boasts a high level of sun protection that doesn't leave behind a white cast.



TAN-LUXE  
Express Mousse

From the brand that brought you the world's first completely transparent, skincare powered self-tan mousse, Tan-Luxe launches NEW Express Mousse, combining signature clear formulation with skincare-first ingredients to deliver long-lasting, instant results in as little as 30 minutes. With a fully customisable approach to self-tanning, you can achieve a sun-kissed glow in just 30 minutes, a golden tan in just two-hours or a dark bronze after three. A supercharged skincare blend of Vitamin C, Beta Glucan and Hyaluronic Acid smooth and brighten while deeply hydrating skin for up to 48 hours. No guide colour means no transfer – just your most even, long-lasting, streak-free glow, fast."



YOUR gorgeous SKIN created by  
Dr.PAWPAW  
SPF 50+ PA++++ Day Cream

YOUR gorgeous SKIN SPF 50+ PA++++ Day Cream is a multi-tasking hydrating day cream which protects and nourishes the skin. Armored with SPF 50+ and pa +++++ for extremely effective protection against UVA & UVB. This PEG free formula contains ethically sourced, powerfully delivered ingredients including Vitamin E and Papayaluronic™ a bespoke blend of 8 x Hyaluronic Acids and Papaya.

# BEST NEW HAND OR FOOT PRODUCT



MANUCURIST  
Green Bois De Rose

Green bois de rose : a 9-free, vegan, cruelty-free nail polish. A rosewood pink for year-round wear. Potato, corn, cassava and cotton: nothing's too good for your nails. A range using up to 84% bio-sourced ingredients that's made in France and kind to the planet.



Margaret Dabbs London  
PURE Overnight Hand Mask &  
Luxury Treatment Gloves

The PURE Overnight Hand Mask contains natural botanical extracts and antioxidants that deliver powerful benefits to help renew and revitalise the skin. Containing Buriti Oil, Turmeric, White Water-Lily and Calendula, this vegan-friendly formulation will instantly reduce the visible signs of lines and wrinkles on the skin on the back of the hands, giving you younger-looking hands. The Luxury Treatment Gloves enhance the benefits of the Hand Mask and are silky, soft, and gentle on the skin.



Mii Cosmetics  
Care + Caress Hand  
Serum

Introducing you to our Cuticle Balm, enriched with Rosehip oil, Aloe Vera extract and Coconut Oil. Gently scented with our very own brand scent. Made in North Yorkshire by a small family run company. The formula was developed specifically for use on hands and nails to enhance nail growth and keep the skin hydrated and nourished.



Navy  
Professional Ltd  
Cuticle Balm

Introducing you to our Cuticle Balm, enriched with Rosehip oil, Aloe Vera extract and Coconut Oil. Gently scented with our very own brand scent. Made in North Yorkshire by a small family run company. The formula was developed specifically for use on hands and nails to enhance nail growth and keep the skin hydrated and nourished.



Protein Formula for  
Nails  
Formula 2 - I Grow

Targeted and effective Protein Formula 2 is designed specifically for soft, thin, peeling or weak nails. The concentrated blend of AHA's and panthenol will help the nail structure become denser, as it helps to rebuild links between damaged keratin fibres, whilst Biotin will increase nail strength.



UpCircle Beauty  
Hand Cream with upcycled  
Hibiscus Flowers

Always have hydration on hand with UpCircle's dermatologically approved Hibiscus Hand Cream. Its expertly blended, fast absorbing and non-greasy formulation contains over 10% skin-softening shea butter which far exceeds the industry standard of 2-3%. The shea butter used comes from a sustainable source and provides women in the community with secured income. Our source of shea butter has made significant positive impacts on communities in Ghana where it's from. In true UpCircle style, it's made from hibiscus flowers that have been upcycled from the food supplement industry! With 45% AHAs, hibiscus acids gently remove pollutants from the upper layers of the skin, fade dark spots, even skin tone and assist in stimulating cell renewal. The cream has a fresh citrus herb accord with Lemon and Lemongrass being the top notes, Lavender the middle note and Patchouli grass the grounding base note. Housed in a 100% metal tube AND metal lid.

# BEST NEW SKIN PREP - MASS

Bioderma  
Sensibio H2O Micellar  
Eye Makeup Remover



Sensibio H2O Eye is a biphasic micellar makeup remover that gently cleanses sensitive eyes and lips, even the most intense and heavy makeup (mascara & lipstick) and impurities without rubbing. Enriched with dermatological active ingredients, it soothes, moisturises and repairs the skin barrier. Enriched with Vitamin E, it supports stronger and more voluminous eyelashes. No greasy finish.

B. Skincare by Superdrug  
B. Melting Cleansing Balm



Melt away dirt and impurities with this velvety soft balm which helps to remove every trace of make-up. Rinses clean to leave skin feeling soft, hydrated and soothed, with no residue.

BYOMA  
Melting Balm Cleanser



Melting Balm Cleanser is an ultra-effective, daily balm cleanser with a creamy, luxurious texture at an accessible price point. The buttery soft formula melts into skin, dissolving impurities while effectively conditioning and hydrating thanks to a blend of skin-compatible oils including grapeseed and sea buckthorn. Featuring the brand's new, innovative barrier lipid complex, which is an oil soluble blend of Ceramide NP and Sphingolipids to repair and support skin barrier function with continued use.

e.l.f. Cosmetics  
Power Grip Primer  
+ 4% Niacinamide



A sticky gel-based face primer enriched with 4% niacinamide to help even out skin tone and brighten while gripping makeup. This gel-based formula preps and primes your complexion for makeup application while smoothing and brightening the look of dullness. Ideal for all skin tones, it goes on completely clear and creates a dewy finish.

Keys Soulcare  
Let Me Glow  
Illuminating Serum



Created to balance and brighten your complexion, the Let Me Glow Illuminating Serum from Keys Soulcare is all you need to restore your skin's natural glow. Infused with antioxidants plus skin-nourishing rose water and niacinamide – a potent form of Vitamin B – the serum will hydrate and reinvigorate your skin and leave you feeling refreshed and confident. Simply apply it to freshly moisturised skin and let the formula do the hard work on your behalf.

# BEST NEW SKIN PREP - MASS

Skin + Me  
Purify + Prep  
Hydrating Cleanser



Suitable for all skin types, including those who are dry and/or sensitive, Skin + Me's Purify + Prep Hydrating Cleanser is a gentle, non-foaming cleanser, perfect for morning and evening use. Formulated with Glycerin and light, plant-based, emollient, Isoamyl Cocoate, this cleanser leaves the skin clean, but still hydrated, maintaining the moisture barrier and preparing it for the rest of your routine.

Olay  
Vitamin C +  
AHA24 Day Serum



The Olay Vitamin C + AHA formula is one of the brand's biggest scientific breakthroughs of the last ten years. Developed for those that want to achieve a brighter and more even complexion, with visible and fast acting results. The lightweight serum absorbs quickly into the deepest layers of the skin's surface, while allowing for additional products to be used on top to help seal in the goodness. It promises visibly brighter skin in just 1 day and even skin tone & texture in 14 days.

Kiko Milano  
Hydra Pro Glow



Brightening moisturizing cream with hyaluronic acid. A long-lasting moisturizer for a rejuvenated and radiant complexion. The active ingredients protect the skin from oxidative stress and give it a healthy glow. The formula contains barley seed extract which helps brighten the complexion, hyaluronic acid and ActiGlow, a revolutionary cosmetic advancement that enhances the skin's beauty. Contains sunscreen which helps protect the epidermis.

Hada Labo Tokyo  
Tokyo Premium Lotion Intense  
Super Deep Hydrator



According to Japanese beauty philosophy, skincare products should work in harmony with the skin. That's just what New Hada Labo Tokyo Premium Lotion Intense Super Deep Hydrator does. This powerful moisturising lotion has five types of hyaluronic acid, penetrating deep into the skin and reduces wrinkles, enhances hydration, improves firmness and elasticity and even helps to manage eczema.

# BEST NEW SKIN PREP - PRESTIGE

111SKIN  
Celestial Black Diamond  
Brightening Essence



A luxuriously lightweight essence that typifies the new frontier of bioactive peptides. This enriched formula helps your skin appear brighter, more luminous, and visibly rejuvenated over the course of use. Formulated with a complex of actives known to support healthy collagen synthesis, this routine enhancer firms skin for a lifted, more youthful appearance. Tranexamic Acid and Hematite Extract work alongside potent anti-ageing ingredients to reduce pigmentation irregularities, brighten dull skin and restore loss of volume.

ARgENTUM  
l'eau de jouvence soothing  
silver tonic water



l'eau de jouvence is a hydrating and reviving tonic water, created to soothe and support the skin. Our patented fusion of Silver Hydrosol & DNA HP offers deep hydrating, antibacterial and anti-inflammatory action ~ immediate and long-term.

Enhanced by Copper Hydrosol, l'eau de jouvence encourages skin to produce collagen and elastin, protecting it from antioxidants. This simple, effective, leave-on tonic targets the appearance of dryness, fine lines, wrinkles and blemishes.

Charlotte Tilbury  
Glow Toner



The Charlotte Tilbury Glow Toner is a vegan, pore-refining, acid-free hydrating toner with niacinamide. It is your daily radiant glow solution and an unmissable step in your skincare routine! Inspired by the brightening, pore refining effects of an acid toner, this high-performance acid-free toner is enriched with high-performance ingredients; from the balancing, smoothing and pore-refining properties of Niacinamide, resurfacing acid-alternatives Super Peptide Royalepigen P5 and Exfolactive™. Apply on cleansed skin before your serums and moisturiser to gently resurface and prep your skin to achieve brighter, smoother and baby soft skin!

Dermalogica  
Daily Milkfoliant



Calming vegan exfoliating powder polishes skin while supporting the skin's moisture barrier. Vegan milky powder exfoliant with Oat and Coconut activates upon contact with water, releasing botanical extracts to help polish away dead skin cells. This gentle exfoliating powder and a blend with fruit-based Grape Extract and Arginine rich in Alpha Hydroxy Acids (AHAs) and Beta Hydroxy Acids (BHAs) work together with Coconut Milk for smoother, softer skin. Regular exfoliation helps achieve soft

# BEST NEW SKIN PREP - PRESTIGE

ELEMIS  
Dynamic Resurfacing Super C  
Serum



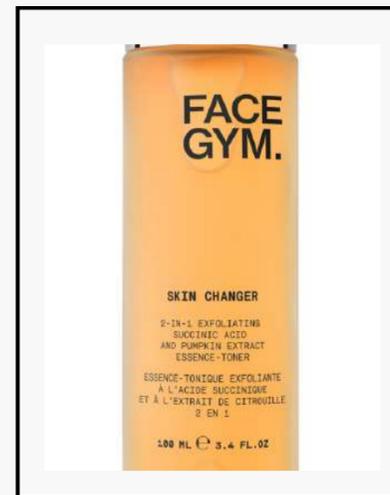
A clinically proven serum with a highly stable Vitamin C<sup>3</sup> to help reduce visible signs of pigmentation in as little as 5 days\*. Combined with Radiance actives and our patented<sup>^</sup> Tri-Enzyme technology, this non-greasy serum will leave skin looking visibly smoother, brighter and radiant.

Empower Beaute  
The Serum



The serum: 100% vegan 99 % natural . The ultra - light effective formula suitable for all skin types. Excellent for age management, contains kakadu plum extract, the first stable, natural, active and bio-available vitamin c and powerful peptide that is produced according to the principles of green chemistry.this powerful combination reduces the appearance of age relates chages in all skin layers, evens out skin tone, boost radiance brightens the skin. Aids acne conditions and recent scaring

FaceGym  
Skin Changer



2-in-1 exfoliation Succinic Acid and Pumpkin Extract Essence-Toner - a powerful essence-toner hybrid that offers skin-transforming results through a triple-action formula: multi-level exfoliation, targeted blemish care and deep hydration. Boosted by a powerful complex of Succinic Acid and Gluconolactone which helps calm temporary redness, re-densify the skin and improve radiance.

Formulae Prescott  
Tri-Balm



Tri-Balm Mandarin & Geranium Cleansing Balm with 24hr Moisturisation & Plant Stem Cells. A new formulation of Formulae Prescott's award winning 3-in-1 signature cleansing balm now including 24hr Moisturisation & Plant Stem Cells, which works hard to effortlessly reduce your skincare routine in just one simple step. Cleanse, exfoliate and moisturise to leave skin softer, clearer, nourished and hydrated. This compact, yet mighty miracle product, boasts a blend of botanical oils, starflower and oats to effectively cleanse removing impurities and make-up including stubborn mascara.

Gatineau  
Exfoliating PHA+BHA Glow  
Tonique



A radiance boosting acid tonique to gently exfoliate, hydrate and refine skin for a bright, smooth and glowing complexion.

# BEST NEW SKIN PREP - PRESTIGE

MALIN+GOETZ  
foaming cream cleanser



The first cleanser launch in over ten years, MALIN+GOETZ's pH-balanced formula, housed in a recyclable aluminum tube, deeply cleanses while instantly delivering comfort, hydration, and protection after each use. Formulated for dry, sensitive skin - especially skin exposed to environmental aggressors - this 100% fragrance-free formula effectively lifts oil, dirt and makeup with non-stripping coconut + lipid-derived surfactants and maintains skin's optimal hydration levels with jojoba milk.

Pai Skincare  
Century Flower Barrier  
Defence Mist



A super-soothing face mist that's clinically proven to strengthen the skin's barrier function - meaning fewer flare-ups. This 100% alcohol-free infusion cools, calms and hydrates sensitive skin, gently replenishing moisture with its ultra-fine spray. This universal mist blends the active water from the root of the Lotus - a nutrient-rich plant juice with the exact pH of healthy skin - with scientifically-proven prebiotics & Hyaluronic Acid. It's Certified COSMOS Natural, Vegan & Cruelty-free.

REN Clean Skincare  
Perfect Canvas Smooth,  
Prep & Plump Essence



Make your routine work harder. Proven to boost the benefits of skincare, and clinically proven to help strengthen the skin barrier and protect against pollution, this smoothing facial essence creates a perfect canvas that's perfectly plumped, protected and prepped for the day ahead. Powered by a synergetic trio of postbiotic bio-ferments and potent antioxidants, this simple, yet transformative step elevates the everyday by optimising the absorption of the products you use on top of it.

TATCHA  
The Liquid Silk Canvas Primer



This weightless liquid primer is formulated with silk extracts to shield your skin from pollutants while helping makeup apply better and last longer.

TULA Skincare  
Rose Glow & Get It



Featuring the glow-enhancing addition of rosewater and rosehip oil (known to be a plant-based retinol alternative), this hyaluronic eye balm delivers an instant pick-me-up so you look refreshed and feel energised, instantly hydrating and cooling the eye area whilst reducing the appearance of fine lines and wrinkles. It works well under or over makeup and can also be used as a highlighter for the cheekbones, cupid's bow and nose for a rosy, glowing finish

# BEST NEW SKINTELECTUAL - MASS



Bioderma  
Sebium Kerato+

Sebium Kerato+ is a high tolerance anti-acne gel cream with visible results in 2 days. Non-irritating, hydrating treatment to reduce pimples, blackheads and refine skin texture, while reducing existing marks. Contains Salicylic Acid to refine skin texture.



BYOMA  
Moisturizing Gel Cream SPF30

BYOMA's Moisturizing Gel-Cream SPF 30 is an ultra-effective, deeply hydrating, non-greasy SPF 30 daily moisturizer. It's the ultimate blend of skincare, barrier care and sun care. The lightweight gel-cream SPF 30 formula offers broad spectrum protection from UVA/UVB rays, instantly absorbing into skin and leaving a glowing, radiant finish, with zero white cast. The effective formula provides photostable protection from UVA/UVB rays while shielding from the damaging effects of daily aggressors and pollution. The SPF is a chemical complex of 3 SPF agents (homosalate, octisalate, avobenzone) and is free from mineral oils and silicones. Combined with our Tri-Ceramide Complex, these best-in-class filters offer complete protection for both your skin and your barrier.



CeraVe  
Resurfacing Retinol Serum

Resurfacing Blemish Control Retinol Serum designed to reduce the appearance of post-acne marks by exfoliating & brightening the skin, while protecting the skin's natural barrier. Suitable for blemish-prone skin, sensitive and younger skin. Containing Encapsulated Retinol & Licorice Root Extract, this CeraVe retinol serum exfoliates and brightens. With Niacinamide & 3 Essential Ceramides, the product helps protect the skin barrier.



e.l.f. SKIN  
Youth Boosting Advance Night  
Retinoid Serum

"The most powerful retinoid you can get without a 'script reduces the appearance of fine lines and wrinkles over time to reveal rejuvenated, smooth and radiant skin. The potent formula is also supercharged with hydrating hyaluronic acid and antioxidants to help brighten skin tone. Key ingredients: Retinoid + Antioxidant Complex (1% Granactive Retinoid, 0.06% retinal, and antioxidants): Helps reduce the appearance of fine lines and wrinkles. Hyaluronic Acid: Helps moisturize skin for a plump"



Grown Alchemist  
Instant Smoothing Hyaluronic  
Acid Serum

Grown Alchemist's Instant Smoothing Serum is a concentrated Hyaluronic Acid serum featuring plant-derived high, medium and low weight Hyaluronan molecules that sink into the skin like water on a sponge. Low and medium weight Hyaluronic Acid draw moisture into the lower layers of the dermis and high weight HA locks in moisture on skin surface. With daily use, you'll notice long-term benefits, including a visibly healthy, stronger skin barrier plus instant plumping, smoothing and softening benefits. In an Independent User Trial 2022, based on 120 participants over 4 weeks, 96% of users saw skin looking noticeably hydrated and looking revitalised. In addition, 95% saw visible dehydration lines appear smoothed with moisture, leaving skin looking rejuvenated and radiant and 92% said after the first use, skin feels instantly smoother, hydrated all day and looking plumped with moisture.

# BEST NEW SKINTELLECTUAL - MASS



Hada Labo Tokyo  
New Premium Hada Labo  
Tokyo Extreme Skin  
Regenerator 5xHA Night Super  
Cream

According to Japanese beauty philosophy, products should work in harmony with the skin. Embracing this ethos, Hada Labo Tokyo's Anti-Aging Repair Night cream has a 'lock-in Moist' signature formula packed with 4 HAs (hyaluronic acid), plus 20 carefully blended active ingredients, providing intensely regenerating multi-layer hydration for dry and dehydrated skin while asleep. The night cream has an emulgel texture that intensely moisturises the skin by rehydrating from within with four HAs.



Skeyndor  
Corrective Serum

DEEP WRINKLE AND EXPRESSION LINE CORRECTING SERUM. Combines peptides and active ingredients that relax the overall appearance of wrinkles, together with a biological exfoliant to stimulate the renewed, smooth appearance of the skin. REFINES - FILLS - DECONTRACTS. ACTIVE INGREDIENTS. - Biological peel. - Pre-synaptic dermolifting peptides with COSMETIC DRONE™ technology. - Post-synaptic dermolifting peptides. - Neuro-inhibiting agents. - Fast-filling surface tissue substance. ALL SKIN TYPES



Olay  
Hyaluronic24 + Vitamin  
B5 Day Gel

Olay Hyaluronic24 + Vitamin B5 Day Gel takes hydration to the next level, providing visibly healthier skin from day one. The innovative, lightweight formulations provide multi-layer hydration – instantly absorbing into skin and replenishing the natural moisture barrier over time. Combining active ingredients – Hyaluronic Acid, Vitamin B5, Glycerin and Niacinamide, the formula is expertly blended and curated to seamlessly work together. Within two weeks, skin will look smoother with a healthy glow.



Skin + Me  
Soothe + Smooth Light  
Moisturiser

Skin + Me's Soothe + Smooth Light Moisturiser is the brand's moisturiser offering for those with oily-combination skin. Rich in powerhouse humectants such as Glycerin, Hyaluronic Acid and Betaine, as well as Ceramides and soothing allantoin, the moisturiser boosts skin hydration and strengthens the moisture barrier without clogging the pores.



Skin Republic  
Niacinamide 10% + Zinc  
1% Serum

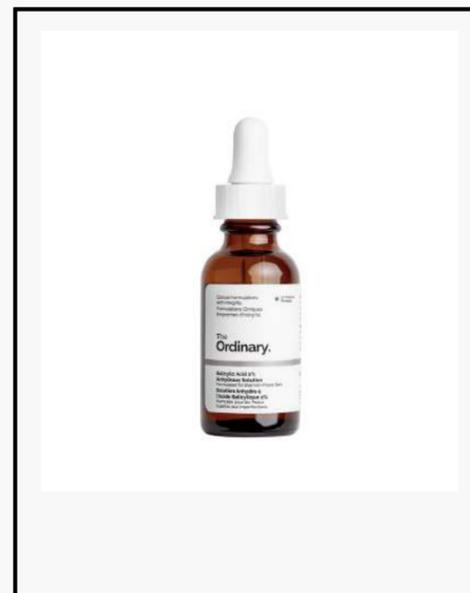
Clinically proven to brighten skin after 4 weeks, 100% noticed clearer skin, 91% said their pores were less visible. Multi-tasking serum with 10% niacinamide to target uneven skin tone and minimise the visible appearance of skin's pores. For visibly clearer skin.

# BEST NEW SKINTELLECTUAL - MASS



Lumene  
LUMENE NORDIC-C [VALO]  
GLOW BOOST ESSENCE

"Best-selling Lumene Nordic-C [Valo] Glow Boost Essence energizes and boosts glow for brighter-looking, containing a potent blend of antioxidant-rich wild Arctic Cloudberry and Vitamin C, Polyglutamic Acid and Hyaluronic Acid in three molecular weights. Skin looks and feels even plumper, smoother and more radiant than before. Vegan and fragrance free, Glow Boost Essence is proudly composed of 96% natural ingredients, while 70% of its ingredients are upcycled from Finnish food industry side streams."



The Ordinary  
The Ordinary Salicylic Acid 2%  
Anhydrous Solution

Squalane Cleanser is formulated to clean skin by removing makeup and dirt. This cleanser also supports your skin's moisture barrier through hydration. Its skin-cleansing properties harness plant-derived squalane, a well-studied moisturizing agent, alongside lipophilic esters that will leave your skin feeling smooth and soft while dissolving makeup. The formula is non-comedogenic and soap-free so it's gentle enough for daily use, suitable for all skin types, and suitable to combine with our other products.



YOUR gorgeous SKIN  
created by Dr.PAWPAW  
4in1 Face Serum

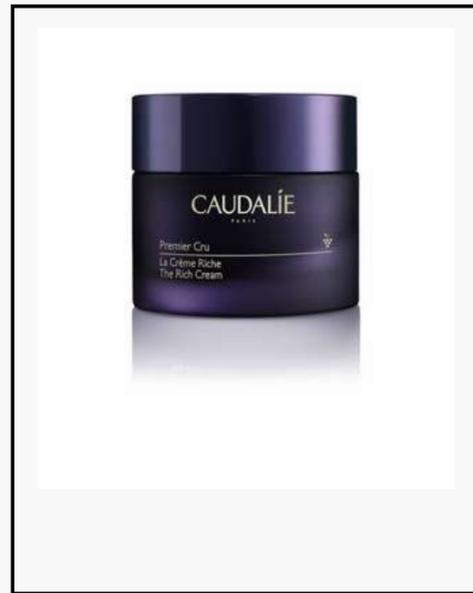
YOUR gorgeous SKIN 4in1 Face Serum is a multi-tasking serum suitable for all skin types. Removing the need to purchase four separate serums, this multi-targeted product moisturises, brightens, rejuvenates and smoothes the skin. It contains a range of ethically sourced and powerfully delivered ingredients including Vitamin C sourced from the Green Tangerine, Bakuchiol and Papayaluronic™, a bespoke blend of 8 x Hyaluronic Acids and Papaya.

# BEST NEW SKINTELLECTUAL - PRESTIGE



Amanda Caroline  
Haute Lift Cream

The ultimate regenerating cream containing our Haute Lift Complex, 7 active ingredients and plant stem cell technology slow the ageing process and work to strengthen the skin. Instantly plumping wrinkles and brightening the complexion, deeply hydrating and leaving the skin glowing and dewy all day. Hyaluronic acid and Argireline boost collagen and skin elasticity whilst Damask rose and rosehip seed oil improve pigmentation and nourish the skin. Satin soft and with a delicate English Rose scent.



Caudalie  
Premier Cru The Rich  
Cream

Premier Cru The Rich Cream is a deeply nourishing moisturiser powered by patented TET8™ technology to correct the 8 signs of ageing without compromise: deep wrinkles, fine lines, firmness, volume, elasticity, dark spots, intense moisture, radiance. Its rich texture, enriched with lipid-replenishing bio-ceramides, restores the skin's natural barrier, limiting water loss and providing comfort to dry and sensitive skin. The Rich Cream jar can be easily refilled thanks to eco-friendly capsules.



Cetuem Cosmetics  
SCR Gold Intensive Serum

SCR Gold Intensive Serum is an anti-ageing serum suitable for all genders and age, irrelevant of skin colour. SCR stands for Skin Cell Regeneration, the process that turns back the clock to achieve a youthful, firmer, smoother and more resilient skin complexion. The natural formula used is an effective synergy blend of willow bark, brown seaweed, hyaluronic acid, 24 carat colloidal gold, vitamins A, C, E. The product is free from Parabens and any harmful chemicals. It's not tested on animals



Dermatologica  
PowerBright Dark Spot  
Serum

New powerbright dark spot serum starts fading dark spots in a week, and continues to diminish them over time. It also brightens and boosts skin's natural luminosity. Light-diffusing technology begins to balance the appearance of uneven pigmentation after one use, and continues working overtime. Clinical test results: 1 week - starts fading dark spots. 4 weeks - begins reducing dark spots' size. 8 weeks - reduces the number of dark spots.



Elemis  
Pro-Collagen Morning  
Matrix

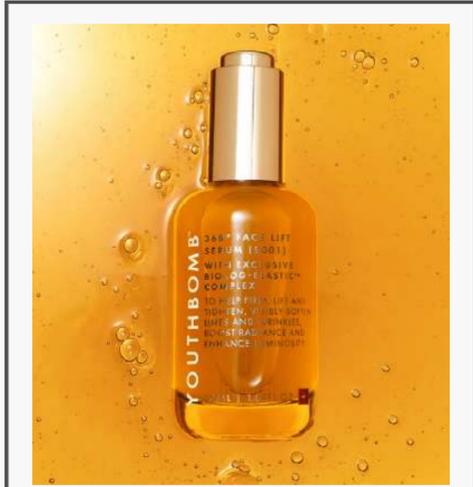
This silicone-free anti-ageing daytime moisturiser improves the feeling of firmness and elasticity, whilst reducing the visible signs of tension and fatigue caused by modern-day stressors, such as Blue Light.



EMPOWER BEAUTE  
THE SERUM

The serum: 100% vegan 99 % natural . The ultra - light effective formula suitable for all skin types. Excellent for age management, contains kakadu plum extract, the first stable, natural, active and bio-available vitamin c and powerful peptide that is produced according to the principles of green chemistry.this powerful combination reduces the appearance of age relates chages in all skin layers, evens out skin tone, boost radiance brightens the skin. Aids acne conditions and recent scaring

# BEST NEW SKINTELLECTUAL - PRESTIGE



Beauty Pie  
Youth Bomb 360  
Radiance Concentrate

In collaboration with world-renowned Consultant Dermatologist, Dr Andrew Markey, to bring an extraordinary skincare radiance concentrate. It's formulated to unlock insanely dewy, glowing skin. (It's like a really expensive doctor brand serum, just not expensive.) Made with an exclusive Biolog-Elastic™ Complex - a powerful proprietary blend of 15 active ingredients, including Di-, Tri- and Hexapeptides, Proteins, Exopolysaccharides, super hydrators and soothers to help visibly firm, resurface, brighten, tighten, hydrate and glow, all in one bottle.



Cellular Good  
Rejuvenating Face Serum

Proven to visibly lift and firm, the ingredients within the serum have capabilities to reverse signs of ageing more effectively than Vitamin C, and as effectively as Retinol, without the associated dryness or irritation that is often an unwanted side effect from these ingredients, due to its unique blend of Matrixyl, a powerful anti-age peptide and CBG a skin soothing anti-inflammatory. Designed using lab made cannabinoids, the solutions are not only proven to be purer and cleaner, but this also reduces water usage and produces less waste and CO2 through industry leading biotechnology and synthetic chemistry. All products are also vegan, cruelty free and free from sulphates, parabens and phthalates.



Eve Lom  
Radiance Repair Retinol  
Serum

EVE LOM Radiance Repair Retinol Serum is an all-in-one, daily anti-ageing serum that illuminates, hydrates, firms and smooths skins. For the first time, the unique Time Retreat Complex combines 2 key active ingredients – wrinkle-fighting Liposome Encapsulated Retinol and microbiome rebalancing Prebiotic Oat Kernel – to improve skin firmness, plumpness and hydration, while reducing fine lines and wrinkles. This formula is fortified with AHAs to gently exfoliate and smooth skin and contains a patented Bio mimetic Mesh that has a second skin effect to form a protective barrier and lift skin.



Pacifica  
Pacifica Vegan Collagen  
Overnight Recovery  
Cream

Supercharge your evening routine while your skin is in rest mode with this rich cream formulated to help quench the thirstiest of skin. Infused with vegan collagen, essential lipids, antioxidants and flower extracts, this overnight treatment helps to revive and hydrate for more dewy, youthful looking skin. Wake up to a healthy radiant complexion, suitable for all and aging skin types. Key ingredients include: Vegan collagen, antioxidants, flower extracts, vitamins C & E.



RéVive  
Moisturizing Renewal  
Day Cream SPF 30

Powered by our signature Bio-Renewal Peptide and a broad-spectrum SPF 30, this daytime formula works to renew skin while protecting against sun damage from UVB/UVA rays that can lead to visible signs of aging. Skin appears firmer and fine lines and wrinkles are diminished. Packed with effective ingredients including our Rapid Renewal Complex and a blend of antioxidants, minerals, vitamins C, E and marine adaptogens to help shield skin from stressful environmental conditions and reinforce the moisture barrier.



Liz Earle  
Revitalize and Glow  
Illuminating Moisturizing  
Gel

Intensely brighten your complexion for a long-lasting glow, without irritation, with our Revitalise & Glow™ Illuminating Gel Moisturiser. Our glow-boosting blend quenches skin with hydration, naturally exfoliates, and minimises the appearance of pores for a dewy-looking finish. With a revitalising bergamot scent, our nourishing moisturiser also evens the appearance of skin tone, helps support surface cell turnover and leaves skin feeling smooth and supple. Powered by ingredients expertly selected for their efficacy, including prickly pear (nature's powerful brightening exfoliant), acerola cherry (bursting with fast-acting, brightening vitamin C) and sea buckthorn.

# BEST NEW SKINTELLECTUAL - PRESTIGE



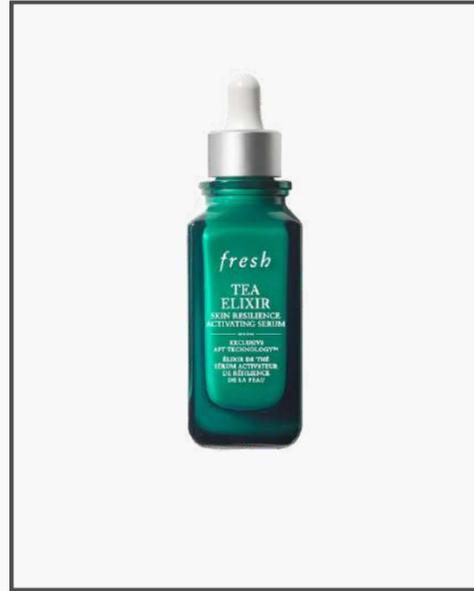
Environ Skincare  
Focus Care Youth+ 3D  
Synergie Filler Crème

An advanced powerhouse booster formulated to target the signs of lines, wrinkles and loss of volume to reveal a visibly smoother, firmer, naturally fuller-looking skin appearance.



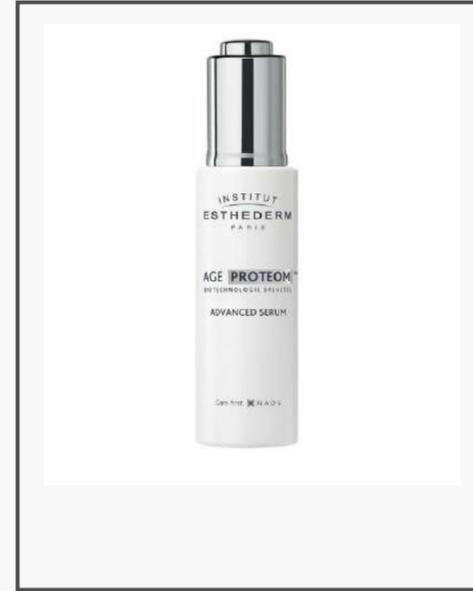
Estée Lauder  
RE-NUTRIV Ultimate Diamond  
Transformative Brilliance Serum

At the heart of New Ultimate Diamond Transformative Brilliance Serum is a true "skincare diamond" and potent energy infusion for skin, Re-Nutriv's exclusive Black Diamond Truffle Extract. This breakthrough ingredient is crafted using a proprietary extraction process from precious extra class truffles harvested exclusively for Re-Nutriv in the southwest of France. Like a diamond is graded on its qualities, these truly rare treasures from the earth are expertly graded on their color, marbling, size. The transcendently weightless new serum is infused with this exclusive Black Diamond Truffle Extract, as well as Vitamin C and powerful, patented youth-sustaining technology developed from over a decade of research.



Fresh  
Tea Elixir Skin Resilience  
Activating Serum

Leveraging 15 years of research into the skincare benefits of tea, Fresh has developed a breakthrough innovation and its biggest launch ever. By extracting the power of an adaptive tea plant and applying it to skin, Tea Elixir Serum is scientifically proven to boost skin's visible resilience to everyday life stressors for smoother texture, visible glow, restored bounce and reduced look of wrinkles. Tea Elixir is also enriched with niacinamide, 5kDA hyaluronic acid, ceramide III and ocean kelp.



Institut Esthderm  
Age Proteom

An Advanced Serum is a result of 40 years of scientific research on micro-organisms capable of regeneration under extreme conditions. Together with prof. Miroslav Radman – an internationally acclaimed geneticist and molecular biologist – Naos made a groundbreaking discovery that it is the proteome (a complete set of proteins) and not DNA that is key to longevity and slowing down ageing. This is a revolution in the science of ageing – clinically proven to slow down skin ageing by 49%!



Intuisse  
Active NAD+ Face Serum

The hero lightweight serum with patent-pending technology stimulates collagen, elastin-I and laminin-V for visibly brighter, smoother and ultimately healthier skin for longer. \*5% pharma-grade Active NAD+ liposomal formulation. \*Pomegranate enzymes. \*Marine plankton. \*Meadowfoam seed oil.



MAC Cosmetics  
Hyper Real Serumizer

Designed to be used with or without makeup, this science-backed and Artist-approved serum-moisturiser hybrid balances, retexturizes and strengthens the skin barrier for a petal-soft canvas with lit-from-within radiance. The high-performance formula is powered by our Pro-4 Power Infusion Matrix™ that features resilient and rare Japanese Peony Extract, skin-refining Niacinamide, hydrating and plumping Hyaluronic Acid, and restorative Ceramides to deliver immediate and long-lasting results. Infused

# BEST NEW SKINTELLECTUAL - PRESTIGE



TAN-LUXE  
The Crème

Meet the world's first barrier repairing and cellular rejuvenating gradual self-tan facial moisturiser- The Crème from TAN-LUXE. A deeply hydrating facial moisturiser that doubles as an intense skin regenerating treatment AND radiant gradual tanner. The Crème features our ground-breaking PENTA-CELL complex. This scientifically proven combination of 13 amino acids, antioxidants and skin-identical lipids help support daily barrier function, fighting the effects of environmental aggressors whilst boosting the skin's natural moisturising factor. The luxuriously rich, buttery soft texture melts seamlessly into skin providing healthy, hydrated, and radiant skin.



TEMPLESPA  
LET'S CONCENTRATE

LET'S CONCENTRATE is a powerful, serum-juice-concentrate that melts deep into your skin to reveal a clearer, smooth, toned and glowing complexion. The clever formula delivers a daily dose of vitamin C, plus potent alpha arbutin that work together to brighten and boost the skin, helping to diminish the appearance of scarring, open pores and hyperpigmentation. In addition, blemish-fighting antioxidants of zinc and magnesium combine with the skin-loving sodium hyaluronate and orange oil to reveal s



The Seated Queen  
Cassiopeia's Serum  
Concentrate

Our aim was to create a soothing serum that gives tangible results to calm and replenish sensitised, stressed-out and dehydrated skin. We use clinically-proven, compatible ingredients for instant and long-lasting impact to epidermis health, preventing ongoing loss of hydration, boost ceramide production and suppleness. Active ingredients include niacinamide (B3), organic aloe vera extract, squalane, salicylic acid, hyaluronic acid, cold-pressed bakuchiol, rosehip seed. Vegan, made in the UK.



Trilogy  
Instant Glow Rosehip Oil

A multi-purpose clean beauty oil that gives your skin an instant glow. Have a good skin day every day with the nourishing benefits of clinically proven Certified Organic Rosehip Oil and responsibly sourced mica for effortless, everyday illumination.



TULA Skincare  
TULA Filter Primer

A non-tinted primer & sheer illuminizer all in one. Instantly illuminate the look of skin while creating a gorgeous, smooth base for makeup. Golden, light-infused pigments give skin a glowy, "filter-like," reflective quality. Prebiotics & probiotic extracts help balance skin while licorice helps even the look of skin over time. Non-comedogenic & won't clog pores.

# BEST NEW SKINTELLECTUAL - PRESTIGE



MALIN+GOETZ  
retinol correcting serum

An all-in-one formula for all-you-need results in as little as 10 days. The new retinol correcting serum features a complex multivitamin blend to prevent + address the most common signs of aging such as fine lines + wrinkles, loss of elasticity, firmness + hydration, while also neutralizing free radicals + protecting skin against environmental pollution. Our innovative formula is expertly designed with time-release encapsulation technology to deliver powerful results in the most gentle way.



Murad  
Correct & Protect SPF 45

Satiny-smooth serum with 100% mineral SPF that's tested and scientifically proven to visibly correct discoloration and prevent future hyperpigmentation.



Whind  
Marrakech Rich

"Born of science, inspired by Moroccan Beauty Rituals, Marrakech Rich is the ultimate skin-tellectual fusing high performance actives with a divine sensorial beauty experience. Delivering 7 clinically proven\* benefits in a beautiful, whipped oil-in-cream; proven to repair the skin barrier in just one hour, reduce the appearance of fine lines and wrinkles, improved skin elasticity and provide all day hydration, for healthier, instantly glowing skin. A power-house of skin nutrition that is 98% natural, Marrakech Rich is formulated with 5 skin-fortifying fatty acids, skin-plumping Oligopeptides, barrier-boosting Ceramides with 9 deeply hydrating Antioxidant rich Oils.



Paula's Choice  
C5 Super Boost Moisturiser

A multi-active vitamin C moisturiser that combines clinically proven 24-hour hydration with anti-ageing benefits to improve dullness, revive firmness & strengthen the skin's barrier.

# BEST NEW TARGETED SKINCARE - MASS



La Roche-Posay  
Hyalu B5 Eye Serum

This eye serum contains hyaluronic acid, vitamin B4 & caffeine to help plump skin. The perfect addition to your morning routine & tested on sensitive skin.



Lumene  
Nordic C [Valo] Glow  
Boost Eye Serum

Formulated to deliver a targeted and highly effective radiance boost to the delicate eye area, this lightweight, fast-absorbing serum is clinically proven to diminish the appearance of dark circles, while simultaneously hydrating and brightening skin and smoothing fine lines. Infused with Finland's antioxidant-rich wild Arctic Cloudberry and Vitamin C, alongside Hyaluronic Acid, Polyglutamic Acid and light reflecting particles, this silky-soft serum delivers the ultimate Nordic Glow.



No7  
Pure Retinol 1% Retinol  
Night Concentrate

Clinically proven to deliver younger looking skin, this powerful No7 Retinol Concentrate supports cell turnover and visibly transforms skin with high-strength, 1% pure retinol and No7's collagen peptide-based technology. Designed for experienced retinol users, it targets the 7 key signs of ageing and reduces the appearance of all wrinkles, even deep ones. While you sleep this Night Concentrate restores radiance, so skin looks rejuvenated for luminous younger-looking skin. Skin looks visibly smoother, more radiant, and feels firmer over time.



Olay  
Vitamin C + AHA24 Day  
Gel Cream

The Olay Vitamin C + AHA formula is one of the brand's biggest scientific breakthroughs of the last ten years. It has been developed for those that want to achieve a brighter and more even complexion, with visible and fast acting results. The formula has been created to target pigmentation in the deepest layers of skin's surface to help reduce the look of skin discoloration and improve brightness. It promises visibly brighter skin in just 1 day and even skin tone and texture in 14 days



Sali Hughes x Revolution  
Skincare  
Must-C Daily Serum

The Must-C Daily Anytime Serum is a hydrating and brightening Vitamin C formula, that can be used in the morning and evening. The ingredients your skin will love: · Ascorbyl Glucoside: stable form of 15% vitamin C that brightens, evens skin tone and provides antioxidant protection · Niacinamide: to minimise the appearance of pores, strengthen, soothe the skin · Hyaluronic acid, Glycerin and Propanediol: to retain moisture and protect the skin's barrier · Antioxidants Ferulic acid and Vitamin E

# BEST NEW TARGETED SKINCARE - MASS



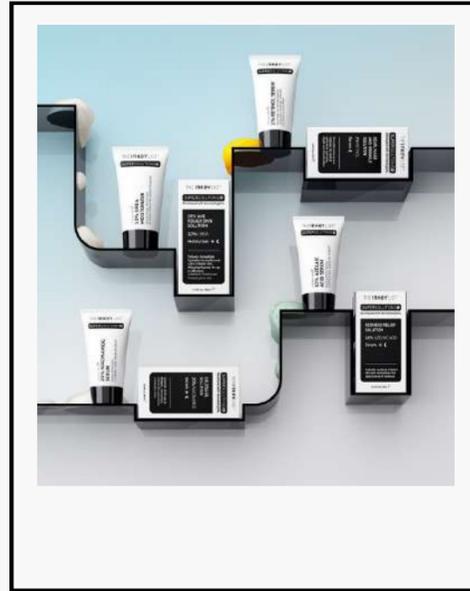
Seoulista Beauty  
Seoulista Super Serums

Seoulista Super Serums®, is a supercharged range of concentrated formulations designed to address specific skincare concerns. Seoulista Hydration Super Serum® is infused with multi-dimensional hyaluronic acids; Seoulista Brightening Super Serum® is infused with a powerful combination of brightening agents that help to clarify the complexion and protect the skin; and Seoulista Calming Super Serum® is infused with a gentle blend of hi-tech skin soothers and calming natural botanicals.



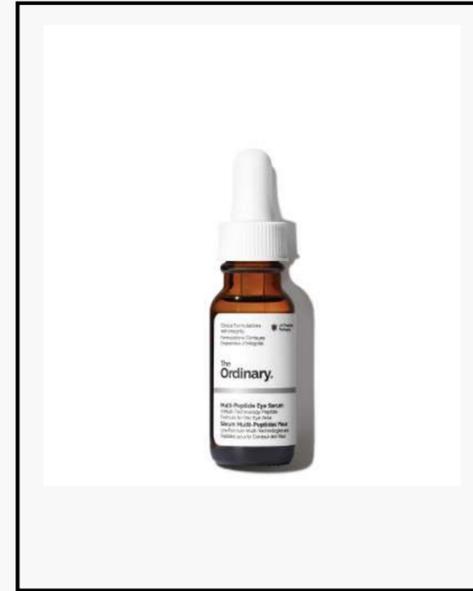
Skin Republic  
Matrixyl 3000 10%  
Serum

39% reduction in deep wrinkles, +16% improvement in skin texture and smoothness, Skin age reduced by 1.8 years after just 1 month. Powerful anti aging serum with 10% Matrixyl™ 3000. This peptide complex helps target the visible signs of aging and assists in improving skin tone and elasticity.



The INKEY List  
SuperSolutions Range

Formulated and developed in conjunction with a team of dermatologists, The INKEY List SuperSolutions is a range of highly specialised and clinically proven skincare, designed to provide solutions to people's most challenging skin concerns, whilst ensuring the range is inclusive, accessible and enjoyable to use. The range features 4 new skincare solutions, with all products formulated with high-performance actives, included at the right level to target and improve more persistent skin concerns such as dry & rough skin, scars marks & wrinkles, redness and excess oil.



The Ordinary  
Multi-Peptide Eye Serum

"A multi-technology peptide eye serum to target signs of aging around the eye."  
"



Vichy Laboratoires  
Liftactiv Retinol Specialist  
Serum

Liftactiv Retinol Specialist Serum is formulated with Vichy's highest concentration of anti-ageing skincare active Retinol: 0.2% Pure Retinol combined with 1% Probiotic derived fractions. This lightweight, milky serum marries efficacy and tolerability, designed to nourish the skin, help promote skin elasticity, firmness, suppleness and renewal. Clinically proven to visibly reduce wrinkles and lines, improve overall skin tone and boost skin's radiance for a healthy-looking, youthful appearance.



VitaSkin  
Vitamin B Blemish Control  
Gel Cleanser

This Vitamin B Blemish Control Gel Cleanser with the added benefit of Eucalyptus Oil is designed to help remove blemish causing sebum, leaving your skin feeling soft, smooth, and hydrated. Product is also vegan.

# BEST NEW TARGETED SKINCARE - MASS



Bioderma  
Sensibio Defensive Serum

A facial serum which prevents premature skin ageing caused by external aggressions, for sensitive and sensitised skin. It lastingly soothes the skin, moisturises it for 24H and strengthens the skin barrier. Containing Hyaluronic Acid to moisturise and Carnosine for its protective anti-oxidant action, this serum 84% consumers said fine lines & wrinkles are reduced, 88% saw more luminous skin.



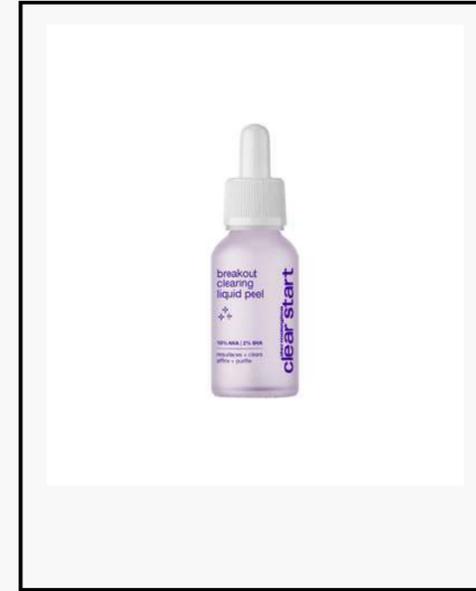
BYOMA  
De-Puff & Brighten Eye Gel

Performance focused ingredients instantly cool and hydrate across multiple layers of the skin, with noticeable brightening benefits. Vitamin C is a natural antioxidant that works to balance skin and reduce signs of inflammation and brighten skin, helping to reduce the appearance of dark circles. A Triple Hyaluronic Acid Complex hydrates across multiple layers of the skin- reducing TEWL and improving the appearance of fine lines. A proprietary Cooling Complex helps to instantly lower the surface temperature of the skin and reduce the impact of thermal ageing- soothing the skin to reduce puffiness. The brand's Tri-Ceramide Complex helps build the skin barrier in this delicate area for instantly brighter, more hydrated results.



CeraVe  
Blemish Control Cleanser

Refreshing gel-to-foam facial cleanser for blemish-prone skin, that helps to reduce the appearance of blemishes and blackheads, while leaving the skin feeling soft and smooth. The formula penetrates pores to eliminate the cause of spots & blemishes, while respecting the skin's natural barrier. The daily cleanser contains 3 Essential Ceramides, Niacinamide and 2% Salicylic Acid. Formulated with an oil-absorbing technology using Hectorite Clay, CeraVe Blemish Control Cleanser helps remove dirt and



Clear Start by  
Dermalogica  
Breakout Clearing Liquid Peel

Banish breakouts and achieve smoother skin texture with this powerful peel formulated for breakout-prone skin. With 10% AHAs and 2% BHAs, it exfoliates deep under the skin to remove dead skin cells and excess oil. Say goodbye to rough texture, breakouts, and hyperpigmentation, and hello to clearer, brighter skin.



Formula  
Prevent & Brighten Multi  
Action Retinoid Serum 30ml

Enjoy brighter, healthier skin with the Multi-Action Retinoid Serum from Formula's Prevent & Brighten range. This rich cream has been designed to tackle the early signs of ageing by reducing dullness and the appearance of fine lines and wrinkles. Retinoid complex works to plump and smooth, while vitamin E and sweet almond oil help to retain moisture and keep skin cells healthy. We've also added shea butter for its anti-inflammatory properties, leaving your skin feeling soothed.



Hada Labo Tokyo New  
Premium Ultra Firming  
Booster 5xHA

Hada Labo Tokyo New Premium Ultra Firming Booster 5xHA Day Cream in Milk offers the very latest skincare science - firming and moisturising with 5 types of hyaluronic acid. Ideal for dry or dehydrated skin it reduces wrinkles, enhances hydration, improves firmness, elasticity and helps to manage eczema, this super moisturising cream, with milk consistency, has a wrinkle smoothing effect.

# BEST NEW TARGETED SKINCARE - PRESTIGE



Amanda Caroline  
Haute Lift Serum

The ultimate dewy serum containing our Haute Lift Complex, seven active ingredients and plant stem cell technology slow the ageing process and work to strengthen the skin. Instantly plumping wrinkles and brightening the complexion, deeply hydrating for 72 hours and leaving the skin glowing and dewy all day. Hyaluronic acid and Argireline boost collagen and skin elasticity whilst Damask rose and rosehip seed oil improve pigmentation and nourish the skin. A silky, iridescent texture.



Cellular Goods  
Rejuvenating Face Serum

"Proven to visibly lift and firm, the ingredients within the serum have capabilities to reverse signs of ageing more effectively than Vitamin C, and as effectively as Retinol, without the associated dryness or irritation that is often an unwanted side effect from these ingredients, due to its unique blend of Matrixyl, a powerful anti-age peptide and CBG a skin soothing anti-inflammatory. Designed using lab made cannabinoids, the solutions are not only proven to be purer and cleaner, but this also reduces water usage and produces less waste and CO2 through industry leading biotechnology and synthetic chemistry. All products are also vegan, cruelty free and free from sulphates, parabens and phthalates. "



Dr Sam Bunting  
Flawless Neutralising Gel

Your first line of attack against breakouts, blackheads and dark marks. Formulated with Azelaic Acid, Salicylic Acid, and Bakuchiol. It helps reduce redness, spot size and minimises future breakouts. Brilliant under make-up, it's actively hydrating and kind to your skin barrier.



ELEMIS  
Pro-Collagen Rose  
Marine Cream

To celebrate the 20th year since the launch of our award-winning Pro Collagen Marine Cream, we're introducing Pro Collagen Rose Marine Cream. Featuring the same iconic texture, anti-ageing benefits, and our hero extract Padina Pavonica, with a new soothing rose aromatic. Formulated with fully traceable Organic English Rose Hydrolat incorporating over 20 varieties of roses, carefully selected for their complexity of fragrance, and combined with Gingko Biloba and Chlorella Vulgaris.



Emma Hardie  
Lotus Flower Treatment  
Serum

A lightweight gel serum to reduce excessive oiliness and shine on the skin, helps to reduce inflammation, and visibly improve skin tone, blackheads and blemishes. Key ingredients include Egyptian & Sacred Lotus Flower extract, PoreAway™, Niacinamide, Hyaluronic Acid and Wild Indigo extract. Extracts of the Egyptian and Sacred Lotus Flower work to reduce excess sebum production in the skin, calming and de-stressing the skin and leaving a smooth radiant complexion.



EMPOWER BEAUTE  
THE SERUM

The serum: 100% vegan 99 % natural . The ultra - light effective formula suitable for all skin types. Excellent for age management, contains kakadu plum extract, the first stable, natural, active and bio-available vitamin c and powerful peptide that is produced according to the principles of green chemistry.this powerful combination reduces the appearance of age relates chages in all skin layers, evens out skin tone, boost radiance brightens the skin. Aids acne conditions and recent scaring

# BEST NEW TARGETED SKINCARE - PRESTIGE



Estée Lauder  
ADVANCED NIGHT REPAIR  
EYE SUPERCHARGED GEL-  
CREAM

NEW Advanced Night Repair Eye Supercharged Gel-Creme with new double action to fight visible free radical damage. The formula features exclusive FR-Defense™ technology for the first time, which helps resist environmental irritation. Now infused with Chronolux™ Power Signal Technology, the formula helps visibly boost skin repair to diminish initial signs of aging around the eyes, including dark circles, fine lines, dryness, and puffiness. NEW Advanced Night Repair Eye Supercharged Gel-Creme brightens dark circles in just 2 weeks, targeting the key dimensions of dark circles including overall appearance, colour, location and intensity. Undereye lines look reduced in just 1 week, and the formula delivers 100-hour hydration with just one application.



Keys Soulcare  
Truly Becoming Peptide  
Serum

This Keys Soulcare serum is a perfect example of the art of deception, as a lightweight formulation belies the fact that it offers immediate hydration. A solid skincare routine is one way of ensuring you present your best self to the outside world and the name of this offering – Truly Becoming – is appropriate thanks to its enriching qualities.



Murad  
Deep Relief Blemish  
Treatment

Inspired by dermatological procedures for deep, uncomfortable blemishes, our salicylic acid serum helps clear skin, while a premium, ground cherry extract reduces redness and hydrates to soothe discomfort.



Omorovicza  
Midnight Renewal

D-E-J Daily Booting Serum uses patented technology to boost skin's cellular energy allowing the skin to act in a more youthful way, banishing dullness and fatigue. Cellular ageing is slowed down and it is clinically proven to reduce the effects of glycation in the skin. Visible results are seen quickly, improved radiance, a smoother skin texture, reduced fine lines with clinically proven results at 12 weeks for improved firmness, elasticity and overall photodamage.



RéVive  
Intensité Volumizing  
Serum Ultime.

This luxurious serum features RéVive's signature Bio-Volumizing Peptide and a Volumizing Peptide Complex to visibly plump furrow lines, nasal labial creases, crow's feet and other wrinkle-prone areas while helping to improve skin firmness. The potent serum includes skin-brightening peptides and a conditioning and softening ceramide blend to improve overall skin tone and texture, resulting in a more youthful glow.



Skin Rocks  
Retinoid 1

An entry-level vitamin A serum that boosts skin clarity and promotes a smooth, even and radiant skin tone. 100% of participants in our consumer trials agreed that the product is gentle on the skin; perfect if you are beginning your vitamin A journey and/or you are prone to sensitivity. At an active level of 0.2% hydroxypinacolone retinoate (HPR), fine lines, dark marks and breakouts are clinically proven to appear significantly reduced. Enriched with retinoid boosters such as bakuchiol and soybean extract, as well as moisturising supplementary actives – squalane and vitamin E – your skin will feel nourished, while it renews itself. #RockYourRadiance.

# BEST NEW TARGETED SKINCARE - PRESTIGE



The Organic Pharmacy  
Advanced firming HCC7  
Ampoules

Fusing a synergistic blend of Hyaluronic Acid, Bio-Marine Collagen and Stabilised Vitamin C, this highly concentrated elixir delivers powerful, clinically proven results after just 7 days. Developed specifically to restore and strengthen the skin's moisture barrier, this supercharged serum provides intense hydration, firms and boosts the skin's vitality. Use the HCC7 Ampoules independently for 7 days or continuously for 28 days for the ultimate anti-ageing results. Suitable for all skin types.



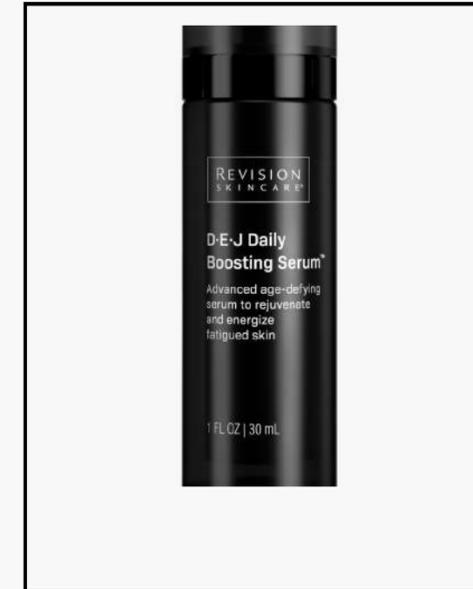
This Works  
Deep Sleep Overnight  
Cream

A 98% natural, hard-working overnight cream, clinically proven to increase skin hydration and improve the appearance of fine lines and wrinkles. Blended with Copper PCA and Ceramides to help fight signs of fatigue and support skin renewal, along with microbiome-friendly natural sugar complex to care for the skin overnight. Infused with the Deep Sleep functional fragrance to help calm the mind and aid relaxation before sleep.



Verso Skincare  
Super Elixir

Verso Super Elixir is a brightening, moisturizing, and nourishing facial serum formulated and developed to target the appearance of uneven skin tone. The formula contains NEAR 1, the new unique patented Verso molecule which combines Vitamin A and Niacinamide (Vitamin B3) in one impactful, versatile clinically & scientifically proven technology.



Revision Skincare  
D-E-J Daily Boosting Serum

D-E-J Daily Boosting Serum uses patented technology to boost skin's cellular energy allowing the skin to act in a more youthful way, banishing dullness and fatigue. Cellular ageing is slowed down and it is clinically proven to reduce the effects of glycation in the skin. Visible results are seen quickly, improved radiance, a smoother skin texture, reduced fine lines with clinically proven results at 12 weeks for improved firmness, elasticity and overall photodamage.



Whind  
Oasis Bright

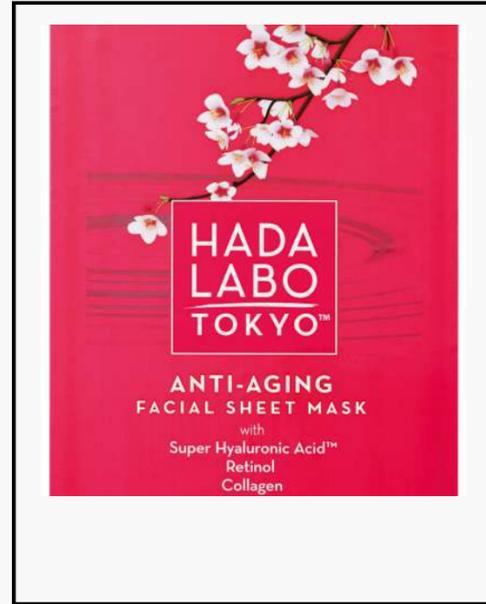
Born of science, inspired by Moroccan Beauty Rituals, Oasis Bright Multi-Brightening Serum is specifically designed to target the key causes of dullness; dehydration, pigmentation and free radical damage across all skin tones. Our triple-active Vitamin C Serum, brightens, fades pigmentation and hydrates skin, for a more radiant, even complexion in just one week, without irritation. Developed for all, we have fused pure and potent 10% Vitamin C, with dark-mark-fading Arbutin, to effectively brighten and tackle pigmentation in one for a visibly brighter, more even complexion even across the deepest skin tones.

# BEST NEW MASK - MASS



Formula  
Sleep & Replenish Ultimate  
Plumping Overnight Mask 50ml

Our Sleep & Replenish range has been formulated with ingredients known to help your skin's natural circadian rhythm and tackle the signs of desynchronisation, leaving your skin looking like it's had 8 hours sleep. Scientifically proven to provide 24 hour moisturisation, skin looks rejuvenated and revived after 1 night of use, fine lines look reduced after 1 night of use, skin feels firmer, skin looks brighter, healthier and more youthful, skin looks instantly more radiant.



Hada Labo Tokyo  
Hada Labo Anti-Ageing Facial  
Sheet Mask

The Hada Labo Anti-Aging Facial Sheet Mask contains Super Hyaluronic Acid™, Soy Peptides, Retinyl Palmitate, Collagen and Vitamin E to create a next generation serum that leaves the skin moist, radiant, and visibly younger. Thanks to this unique serum formula after just 10 minutes, skin hydration is doubled. Research also showed 80% noted their skin's texture and smoothness was improved.



Neal's Yard Remedies  
Frankincense Intense™ Age-  
Defying Overnight Mask.

This clinically proven, certified age-defying mask is proof organic works - containing Bacillus Ferment which visibly firms and recontours as it evens skin tone, with 86% agreeing that their skin is visibly smoother after a 30-minute use within a consumer trial. Our frankincense is ethically and sustainably sourced in Oman and certified Ecocert. Thanks to expertly led studies in partnership with a University Research Centre in Italy, we upcycle the by-product from the frankincense distillation process by transforming it into an exclusive active ingredient – our award-winning Frankincense Active Phyto Complex.



VitaSkin  
Vitamin C Glow Gel Mask

This Vitaskin Vitamin C Glow Mask is packed with Vitamin C and antioxidants that help purify, balance, soothe and improve your skin's radiance. Enriched with papaya fruit extract whose natural and effective exfoliating properties help to brighten the appearance of the skin - this mask will leave you with an instant glow. Suitable for vegans, cruelty free.



YOUR gorgeous SKIN created  
by Dr.PAWPAW  
Glowing Sheet Mask

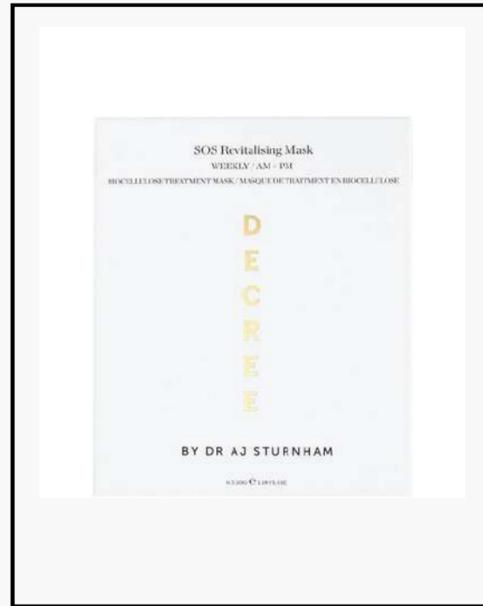
YOUR gorgeous SKIN Glowing Sheet Mask is a multi - tasking hydrating mask which nourishes the skin and stimulates collagen. The appearance of fine lines are reduced and skin is left plump, smooth & glowing. Contains ethically sourced, powerfully delivered ingredients including the Green Tangerine - a natural source of Vitamin C, Bakuchiol which firms, smooths and and brightens skin and Papayaluronic™ a bespoke blend of 8 x Hyaluronic Acids and Papaya.

# BEST NEW MASK - PRESTIGE



Decorté  
Hydra Clarity Treatment  
Essence Illuminating Masks

A soft, supple sheet mask with a high concentration of proprietary refining and moisturising sugar complex 'Bihada-to', emulsified oils and Kuma Bamboo Grass Extract, all ingredients with a similar structure to sebum so enjoyed by the skin. The mask smooths the skin and gives clarity, helping to reduce the appearance of pores, and leaving skin plump and supple. The mask fits very well to the face enabling a real treatment-effect for the skin.



Decree  
SOS Revitalising Eye Mask

A fully vegan eye mask with a unique design that treats the brows, lids and under eye area, for total eye rejuvenation. Our SOS Revitalising Eye Mask is the perfect skin pick me up for instant hydration, as well as fast becoming a staple in MUA's kits across the globe for the ultimate make-up prep. Enriched with moisture boosting Rosewater, Glycerin, Hyaluronic acid and Panthenol, the skin around the eye area is instantly plumped and hydrated. This mask supports skin barrier function, soothes and calms the skin with Squalane, Ceramides, Cholesterol and plant extracts working in synergy whilst Collagen boosting peptides act as signallers for new collagen formation alongside Caffeine and Niacinamide working to reduce dark circles and under eye fatigue. The SOS Revitalising Eye Mask is fully biodegradable.



Emma Lewisham  
Supernatural Sleeping Mask

A highly concentrated, at-home skin treatment for dramatically elevated results in skin regeneration. Gardenia Jasminoides Extract works enhance the skin's natural night-time restoration by boosting the activation of our skin's melatonin receptors, triggering night-time cellular repair, renewal and regeneration processes. While you sleep, 22 active ingredients work to powerfully rejuvenate the skin -regenerating collagen, stimulating cell turnover, removing toxins and repairing the skin barrier.



FaceGym  
Cheat Mask

Cheat Mask is a powerhouse resurfacing and brightening overnight treatment, clinically proven to transform the skin's appearance while you sleep so you wake to visibly clearer, firmer and brighter-looking skin. Fuelled by FaceGym's highly potent formula including a tri-acid complex (7% Lactic Acid, 2.5% Succinic Acid + Asiatic Acid), Liposomal Melatonin and a combination of prebiotic bioferment and microalgae, Cheat Mask helps to relieve congestion and reduce the appearance of hyperpigmentation.



Gatineau  
Defi Lift Marine Firming Mask

Developed with a blend of powerful active ingredients combine with purifying clays, this hard-working mask targets tired & slackened skin to help it look more toned & lifted. Reduces the appearance of tension lines and leaves skin looking firm and refined.

# BEST NEW MASK - PRESTIGE



Intuisse  
Active NAD+ Eye Mask

Intuisse rejuvenating eye pads deliver efficacious ingredients directly to your under-eye area. Our pharma-grade Active NAD+ liposomal formulation penetrates the deeper layers of the skin to improve skin tone, elasticity and skin firmness. Native collagen activates the skin's own ability to repair, regenerate and provide lasting moisture retention. Radish root ferment filtrate is a potent peptide that intensely hydrates the delicate skin around the eyes. RRP - £15 (x1 pair) / £60 (x4 pairs)



Pacifica  
Pacifica Reusable Brow Mask

This re-usable brow mask is designed to be paired with your favourite serum for an instant brow lift. The 100% silicone masks create a vacuum-like seal between your favourite serum and your skin, helping to 'seal' in the ingredients and boost hydration. The perfectly sticky texture also allows you to gently lift and flatten the skin, minimising the appearance of fine lines and wrinkles around your brows.



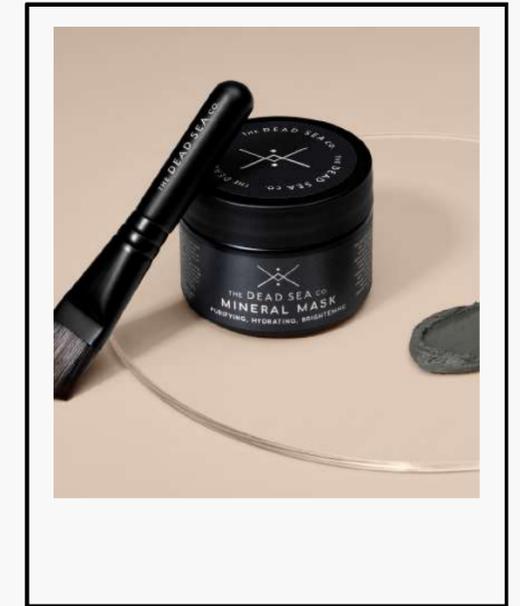
RéVive  
Masque des Yeux Instant De-  
Puffing Gel Eye Mask

The ultimate instant eye transformation. In only 15 minutes, this cooling hydrogel eye mask instantly soothes and hydrates for a refreshed, brightened appearance around the entire eye area. Wear this mask anytime to immediately reduce under eye puffiness, improve the appearance of fine lines and crow's feet, and enhance radiance.



U Beauty  
The BARRIER Bioactive  
Treatment

A highly concentrated, reparative overnight treatment that combines cutting-edge research with an intensely rich sensory experience, using bioactive marine ingredients, to soothe dull, dry, weathered complexions while fortifying the skin barrier. Designed as the final step in your skincare routine, the sumptuous BARRIER Bioactive Treatment delivers results at the cellular level.



The Dead Sea Co.  
Dead Sea Mineral Mask &  
Brush

"Transform your skin with our 3-in-1 Dead Sea Mineral Mask & Angled Brush. Designed to purify, hydrate, and brighten your skin, this powerful formula works wonders in just 10 minutes, leaving you with a radiant and healthy-looking glow.

Our hero ingredient, Dead Sea mud, is rich in natural minerals, such as Magnesium and Sulphur, which work to revitalise and boost your skin's vitality. Infused with a potent blend of nourishing oils and potent antioxidants, our multi-tasking mask is suitable for all skin types. It works to draw out pore-clogging impurities and excess oil and gently exfoliate dead skin cells, whilst helping to hydrate and soothe skin. It also helps to reduce the appearance of redness and fine lines and wrinkles, leaving you with a more youthful even-toned complexion Experience the restorative power of Dead Sea mud and say hello to that glow!"

# BEST NEW HAIR PRODUCT - MASS



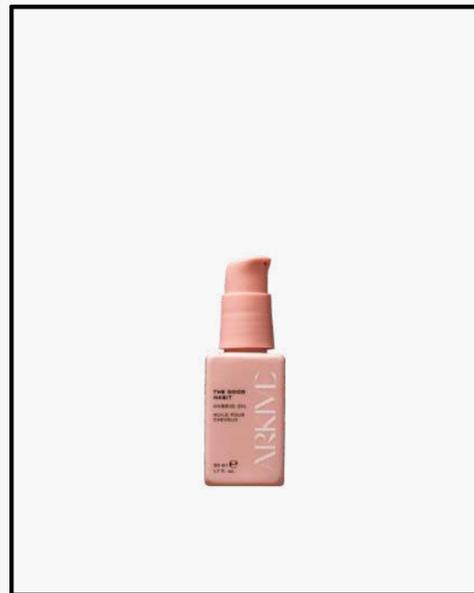
Amika  
Dream routine overnight  
hydration treatment

a hyaluronic acid infused overnight hair treatment mask that boosts moisture for 72 hours and results in hair that is 3x more hydrated by morning, made especially for hair experiencing dryness. infused with hyaluronic acid and coconut water, this ultra-hydrating, silicone-free treatment reduces breakage by 26% and lasts 4 washes. Apply to mid-lengths to ends right before bedtime. It's lightweight enough to use every night if needed, no rinse in the morning needed and it won't stain your pillow



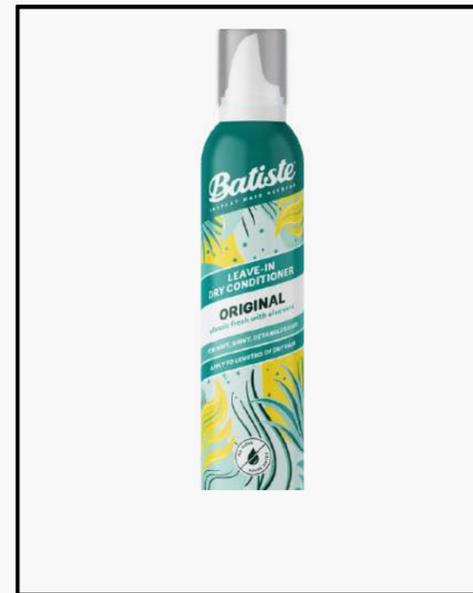
Apothecary  
Nourish Shampoo 500ml

For hair that feels shiny, smooth and hydrated, look to the Apothecary Nourish Shampoo. The gentle formula is made with sweet almond milk and wheat germ which help to nourish and restore dry, damaged locks. Lather the rich formula to release a sensual fragrance of cedarwood, cinnamon bark, labdanum and pink pepper. After use, hair feels soft and stronger, while the scalp feels soothed and hydrated. For best results, follow with the Apothecary Nourish Conditioner.



ARKIVE Headcare  
The Good Habit Hybrid  
Oil

The Good Habit Hybrid Oil is a lightweight formula to help maintain a healthy hair condition and protect against dryness, frizz and UV damage throughout the styling process. Formulated using a hero combination of nourishing ingredients to give weightless moisture and shine to your hair. Packed with hydrating, botanical actives Baobab Oil and Baobab Protein which improve scalp moisture and hair shine while jojoba oil boosts hair resilience, strength and elasticity.



Batiste  
Leave In Dry Conditioner

The inventors of the dry shampoo category, Batiste, are SHAKING up the haircare industry in 2023 with their game-changing Leave-In Dry Conditioner, that will take your day two hair to the new level. The Batiste Leave-In Dry Conditioner, which contains Aloe Vera and conditioning agents, is designed to instantly soften and detangle the hair lengths in-between washes, as well as leaving a smooth and glossy shine.



Charles Worthington  
ColourPlex Grey Shampoo

With the Charles Worthington's ColourPlex Grey range, you can achieve softer, smoother, brighter grey for ultimate confidence. This shampoo enhances the beauty of naturally grey hair, leaving it with a sparkling silver shine. Enriched with salon-strength pigments, it neutralises yellow tones to transform dull grey hair, leaving it brighter and more youthful.



Function of Beauty  
Function of Beauty Retail  
Range

Function of Beauty was born from the belief that no one size fits all when it comes to hair care. The pioneering brand was founded by a team of engineers, scientists and self-proclaimed data nerds, who created a clever algorithm to tailor-make the perfect hair care for each and every customer. The brand finally hit UK shores in September 2022 with the launch of their retail line at Cult Beauty which introduced a new concept, a new format and a new ritual for meeting your hair needs by allowing you to create the perfect mix of shampoo and conditioner for your unique hair type and hair goals. Simply choose a base formula based on your hair type (straight, wavy, curly, coily) and add up to 3 hair goal booster shoots (choose from goals such as anti-frizz, volumising, shine, strengthen & more) to personalise your formula.

# BEST NEW HAIR PRODUCT - MASS



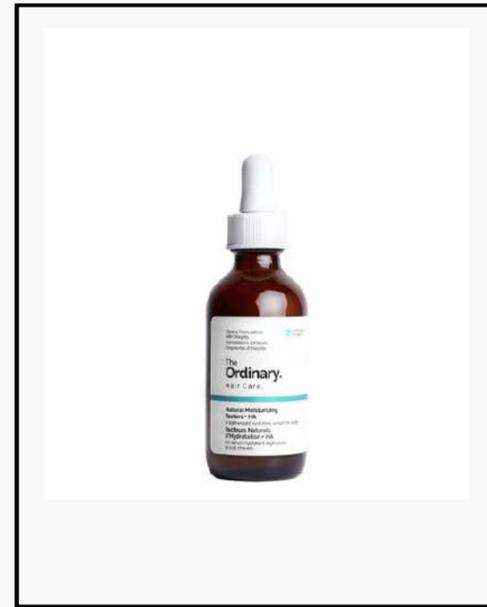
John Frieda  
PROfiller+ Thickening  
Conditioner

Introducing the NEW PROfiller+ Thickening Conditioner from John Frieda. Taking cues from skincare ingredients, this lightweight conditioner for fine hair is infused with hydrating Hyaluronic Acid which plumps strands and Biotin which strengthens hair, reducing hair loss as a result from breakage. The result? An instant confidence boost thanks to thicker, bouncier, more resilient hair. The conditioner is powered by a unique 'Texture Building Network Technology' which increases overall hair thickness and plumpness by aligning and creating spaces between hair fibres, resulting in hair that looks and feels fuller.



Nanogen  
Shampoo Luxe For Women

Shampoo Luxe from Nanogen is a Conditioning Shampoo formulated to leave hair feeling thicker and silky without weighing the hair down. A third of women in the UK are likely to suffer from thinning hair or hair loss and Nanogen's Shampoo Luxe is specifically designed to cleanse, moisturise, thicken and strengthen the hair, helping women to look their best. Contains Salicylic Acid to exfoliate, Aloe Vera to soothe, Keratin & Panthenol to moisturise and strengthen. Free from parabens, SLS/SLES



The Ordinary  
The Ordinary Natural  
Moisturizing Factors + HA for  
Scalp

The Ordinary Natural Moisturizing Factors + HA for hair and scalp is a milky emulsion that aims to provide hydration to the scalp, helping to support scalp and hair health. The formulation contains a combination of ingredients that mimic the function of the natural moisturizing factors (NMF) and hyaluronic acid (HA) that are naturally produced within the skin. NMF and HA's ability to bind and retain water allows for long lasting hydration of the scalp. This contributes to the overall maintenance in the scalp's barrier function and aids in the support of healthy looking hair.



Umberto Giannini  
Urgent Repair Protein Mask

Repair, strengthen and nourish extremely dry, damaged hair and split ends. This deeply conditioning pre-shampoo treatment harnesses the power of Avocado Oil and Kale extract to restore bounce and shine to lacklustre hair, sealing the hair cuticle to reduce the appearance of split ends and improving strength and manageability to prevent further breakage and damage. Safe for colour, chemically treated, relaxed hair and hair extensions



K18  
Leave-in Molecular Repair Hair  
Mask

"The unique bioactive peptide treatment, K18 Leave-In Molecular Repair Hair Mask, strengthens and increases elasticity while repairing damage caused by chemical services, thermal styling, and mechanical styling. It is appropriate for all types of hair. The cutting-edge hair mask is precisely the appropriate size and composition to fit in, reconnect these broken chains, and re-conform any disturbed disulfide bonds as it penetrates into the innermost layers of hair to reach the core polypeptide chains (keratin chains). It was created by using computer models with a sequence analogy from biotechnology to the molecular structure of human hair, and it has been clinically demonstrated to repair even the most severe hair damage in 4 minutes.

# BEST NEW HAIR PRODUCT - PRESTIGE



Aveda  
Aveda Botanical Repair  
Overnight Serum

Our first overnight intensive serum strengthens hair while you sleep. This hair strengthening serum builds bonds, repairs all three layers of hair, and reduces the appearance of split ends by 84% overnight, powered by Nangai oil. Get a full night's deep renewal with the hair serum that absorbs quickly into cortex strengthening hair from the inside out. Wake up to stronger, healthier looking hair after just one night thanks to this overnight hair treatment.



Beauty Pie  
Super Healthy Hair Luscious  
Moisture Treatment Mask

This super indulgent Argan Oil hair treatment baume also contains hydrating Hyaluronic Acid, a strengthening Keratin-like vegan blend and healthy-hair powerhouse Panthenol (vitamin B3). Bring thick, coarse, dehydrated or sun-damaged locks back into line and say hello to your silky, swishy new hair.



Gisou by Negin Mirsalehi  
Honey Infused Hair Oil

This luxurious hair oil is enriched with Mirsalehi Honey from our very own Mirsalehi Bee Garden, formulated to rebuild and repair hair to the core. Honey is a natural humectant and maintains the hair's natural moisture balance, resulting in healthy, soft and stronger locks with a silky shine.



GOLDWELL  
GW Dualsenses Bond Pro  
Repair & Structure Spray

Nourish and nurture damaged hair with the Goldwell BondPro+ Repair and Structure Spray. Featuring the microPROtec complex and inter-amino-bond-builder, the spray is infused with expert haircare technologies to support the hair's natural structure. Suitable for fine, fragile hair, the formula is designed to offer cuticle protection while strengthening against the effects of environmental stressors. The leave-in spray promotes easy styling while also offering heat protection.



Hair By Sam McKnight  
Deeper Love Intense Treatment  
Mask

For all hair - give it a little love and affection. Deeper Love is clinically proven to make hair 10x stronger and repair as part of your hair ritual in just 5 minutes. Seal 50% of split ends after just one use with our intensely nourishing and revitalising mask, packed full of resilience-boosting ingredients, including the strengthening molecule Rep'Hair® and restorative Crodabond™. It's Sam's secret for achieving luxuriously soft, supple and lustrous locks.



JVN  
Complete Blowout Styling  
Milk

Blowout Styling Milk is a clean, lightweight heat activated styling cream that maintains long-term style, smooths, reduces frizz, and protects against heat and humidity. Key Benefits... Style Memory: Maintains lasting, touchably soft style and curl retention for up to 48 hours. Anti-Humidity: Defends against even high humidity to control frizz by 99%, keeping your blowout bouncy for up to 48 hours. Smooths & Protects: Protects hair from styling tool heat up to 232°C and provides 5x smoother finish.

# BEST NEW HAIR PRODUCT - PRESTIGE



Fudge Professional  
Fudge Professional Clean  
Blonde Pre - Toning Primer

Our new vegan friendly, Fudge Professional Clean Blonde Pre-Toning Primer expands our cult Clean Blonde collection with an at-home must-have for any blonde. Let Fudge Professional Clean Blonde Pre-Toning Primer banish your dull hair days, whilst clinically proven to keep your hair toned for longer between salon visits. Working in under 2 minutes, this fast-acting primer transforms your tone, leaving hair the brightest and lightest it's ever been.



Keune Haircosmetics  
Lumi Coat Supreme Cream

This nourishing, premium cream revitalizes the hair cuticle, resulting in silky, smooth hair. Fiber Sealing Technology mimics the hair shaft's natural protective layer, providing a luminous radiant shine for the most damaged or dry hair. Restored hair is healthy and protected from future damage. The Lumi Coat Supreme Cream is a deeply nourishing premium cream specifically designed for coarse or frizzy hair, leaving it feeling soft and glossy. Fiber sealing technology smooths the hair cuticle to give the appearance of a mirror-like shine and adds a protective layer, to help shield hair from further damage.



KMS  
KMS CONSCIOUS STYLE  
MULTI-BENEFIT SPRAY

Flexible styling & finishing hairspray that provides lightweight hold, hydration, elasticity and heat protection. 79% of ingredients are of natural origin. Provides lightweight hold, hydration, elasticity and heat protection. As styling spray, it enhances manageability and adds natural texture during blow-drying, As finishing spray, it offers a weightless, flexible hold the style and reducing frizz. Free from sulfates, silicones, micro plastics, mineral oils, dyes/artificial colours.



Kristin Ess Hair  
Moisture Rich Curl Shampoo

Kristin Ess Hair's Moisture Rich Curl Shampoo contains the brand's Curl Hydration Complex, a signature formulation designed to hydrate hair, reduce frizz, boost shine and encourage curl patterns all whilst protecting the hair from environmental stressors. The Moisture Rich Curl Shampoo gently cleanses hair without stripping it of essential moisture and natural oils. Made with a blend of shea butter, soybean oil and castor oil, the rich sulphate-free lather feels luxurious and indulgent to make wash day a pleasure. The bottle has a unique pointed nozzle which is perfect for parting the hair into sections making sure the shampoo gets right where it needs to be...the scalp!



Living Proof  
Triple Bond Complex

A weekly, no-rinse, leave-in treatment that makes hair 8x stronger and clinically proven to rebuild and repair hair from cortex to cuticle, while adding softness, smoothness, shine and manageability.



Luke Ormsby Hair  
Brightening Elixir

Brightening Elixir Glosses and reconstructs to curate hair brilliance and softness, pushing excess water out for 25% less drying time. Prickly pear and geranium oil deeply nourish and revive dry, brittle hair, taming frizz. This multipurpose heat protectant can be used on damp hair as a pre styler, or on dry hair to brighten hair. Colour safe. Suitable for all hair types. Use: Apply to lengths and ends as required.

# BEST NEW HAIR PRODUCT - PRESTIGE



Olaplex  
No 4 Clean Volume Detox  
Dry Shampoo

Infused with multi-patented OLAPLEX Bond Building Technology™, No.4D Clean Volume Detox Dry Shampoo does more than absorb oil, odor, and sweat – it also detoxifies the scalp without clogging pores and neutralizes odor causing pollutants. Use it to instantly refresh hair in between wash days or use on clean, dry hair to amplify first-day styles. The formula leaves no grit or powdery residue. OLAPLEX No.4D Clean Volume Detox Dry Shampoo contains Rambutan Seed Extract, a sustainable source of antioxidants that detoxifies, soothes the scalp, and neutralizes odor causing pollutants and impurities. Ultra-fine Micro Starch sourced from rice delivers powerhouse oil absorption for clean, weightless body without a trace of white residue or pore clogging buildup.



Oribe  
Hair Alchemy Strengthening  
Masque

Oribe is expanding its award-winning Hair Alchemy Collection – created for fragile, breakage-prone strands – with the introduction of the new Hair Alchemy Strengthening Masque. This buttery soft treatment masque deeply conditions while fortifying hair from the inside out and is specially designed for those with inherently weak strands of all hair types. The intensely hydrating formula restores elasticity to brittle locks and prevents breakage, allowing hair to grow longer, stronger and lustrously healthy. Clinical results show a 3x reduction in breakage after just one use.



Paul Mitchell  
Paul Mitchell Clean Beauty  
Scalp Conditioner

This luxurious hair oil is enriched with Mirsalehi Honey from our very own Mirsalehi Bee Garden, formulated to rebuild and repair hair to the core. Honey is a natural humectant and maintains the hair's natural moisture balance, resulting in healthy, soft and stronger locks with a silky shine.



Percy&Reed  
Give Me Strength  
Strengthening Mask

This must-have hair mask combats a range of concerns. Alongside strengthening the hair, it helps to smooth the hair fibre for improved texture and enhanced shine, conceals and repairs split ends, protects hair colour, controls frizz and defends against breakage. The formula infuses moisture into the hair fibre and replaces lost proteins within the cuticle. Ingredients including aloe vera and vitamin E add vital moisture, whilst hero ingredient, Sweet White Lupine promotes new growth.

# BEST NEW HAIR PRODUCT - PRESTIGE



Trepadora  
Coconut Almond  
Detangling Conditioner

Our Coconut Almond Detangling Conditioner is a rich, creamy and protein-free formulation. It works to effortlessly soften and detangle dry, frizz-prone curly hair making wash days satisfyingly easy and enjoyable. Virgin Coconut Oil - Encourages shine and seals in moisture. Sweet Almond Oil - The Vitamins in Sweet Almond Oil help against hair loss, split ends and frizzy, dull hair. Organic Peruvian Inca Inchi Oil - Reduces frizz, soothes the scalp, enhances volume and seals the cuticle giving



Wunderbar  
Wunderbar Vegan Power-Up  
Texturising Styling Mousse

The Wunderbar Vegan Power-Up Styling Mousse is perfect for adding maximum texture, curl definition, volume and long-lasting hold to hair. Adding a brilliant shine without weighing hair down, its formula features Wunderbar's exclusive 48h-Fix Complex with memory resins that allow you to restyle without damage. This vegan styling mousse is also safe on colour treated hair thanks to its protective UV filter. Available at [sallybeauty.co.uk](http://sallybeauty.co.uk)



Briogeo  
Don't Despair, Repair!  
Megastrength Treatment

"Designing simplified regimes that take the guesswork out of the hair care, all of the Briogeo collection is crafted from cruelty-free ingredients which are 90 to 100 per cent naturally derived and packaged in recycled (and recyclable) materials. The Rice Water Protein + Moisture Strengthening Treatment is part of Briogeo's ever coveted Don't Despair, Repair range, and thanks to an ultra-effective formula brimming with natural, potent ingredients it gets results. We're talking strands that are strengthened up to twice as much after just one use.

# BEST NEW GROOMING OR PERSONAL CARE



AKT London  
THE DEODORANT BALM -  
COLUMBIA ROAD

This is AKT. The high performing, award-winning natural deodorant balm for life's leading character. You. Apply a pea-sized amount, like a moisturiser, once a day to clean underarms. Top notes include: amber, violet and tonka. \*1 tube lasts 2-3 months. \*An enriched blend of premium, fragrant botanicals and Deo-Barrier Complex™ keep you feeling dry and confident. \*Vegan, cruelty free and aluminium salt free \*Moisturising formula absorbs instantly. No mess \*100% plastic free and recyclable.



SmileTime  
Premium PAP formula Teeth  
Whitening Strips - 7 pack

Our Premium Teeth Whitening Strips have been re-launched with a new formula that uses the peroxide free ingredient known as PAP. New 7 day course of teeth whitening strips has been designed with the ultimate convenience in mind, to deliver results after just one use, with no sensitivity, and a fresh minty taste that leaves your mouth feeling clean. The PAP formula has been clinically proven in independent clinical trials and has shown results of up to 5 shades whiter. UK & EU Approved. Vegan Friendly. Peroxide Free."



Nécessaire  
The Body Wash Fragrance-Free

Rid the skin of impurities with Nécessaire The Body Wash, a body wash acts as a daily multi-vitamin cleanser. Massaging into a rich foam, it works to nourish and cleanse the skin. Formulated with niacinamide, vitamin C, vitamin E, omega-6 and omega-9, this body wash is rich in vitamins to nourish the skin. Dermatologist tested, the formula is also hypoallergenic, making it an ideal choice for sensitive skin.



FemFresh  
Shea Butter & Oat Milk Foam  
Wash

Femfresh foams is a gentle nourishing cleanser, specifically formulated to wash and moisturise your intimate area, leaving you feeling comfortable and fresh everyday. pH & microbiome balance 97% natural origin formula Contains Shea Butter & Oat Milk extracts Contains Natural Lactic Acid and Prebiotics Dermatologically tested Vegan Society Certified"

# BEST NEW TOOL OR ACCESSORY



Seoulista Beauty  
Cryo Cool® Skin Tool

Seoulista Cryo Cool®, delivers the soothing effects of ice and de-puffs and lifts the complexion to a healthy, radiant glow. Harnessing the power of cryo-technology, the thick, aluminum cooling plate remains icy cool, even if stored at room temperature for convenient use. Created by dermatologists, when placed on to the skin, the cold therapy constricts the blood vessels, causing blood to rush away from the face. Designed to be used with Seoulista Super Serums®, it can also be used by itself.



Tangle Teezer  
The Ultimate Styler

The Ultimate Styler is designed to dry-style and effortlessly finish any look. With a new and improved design its thin and comfortable handle gives you maximum control when creating updos, adding volume and texture or giving your hair a smooth and shiny finish. The unique bottle-shaped teeth have been developed to dry-style, meaning they're perfect to gently brush out curls and maintain and blend hair extensions, clip-ins and weaves. Perfect for all hair types, healthy hair is just a brush away.



TRUYU  
Nail Set

Clip, shape & smooth your nails with this handy nail set. Set includes curved edged clippers for fingernails and straight edged clippers for toenails, both have inbuilt nail file. The set also includes a dual function nail file with a built-in buffing tab, for easy and convenient smoothing of the nail edge after shaping.



Tweezerman  
Matte Black Slant Tweezer

The Slant Tweezer is recognised for its premium and professional quality for brow shaping and so much more. The Slant Tweezer is designed to tweeze hair from the root with its perfectly aligned, hand-filed 25 slanted tip. This is the perfect tool for working against the brow bone and firmly remove each hair. Carefully crafted with superior calibrated tension for comfort, control and true precision.

# BEST NEW TOOL OR ACCESSORY



Brushworks  
Wrist Wash Bands

Ultra-soft microfibre wrist bands to absorb excess water during face washing. Upgrade your cleansing routine with the Brushworks Microfibre Wrist Wash Bands. These ultra-soft and absorbent bands prevent water dripping down your arms, keeping clothes dry. The perfect solution for an easy and mess free cleanse, so you can enjoy your skincare routine with no stress. Easy to use. Ultra-soft microfibre material. Stretchy. Highly absorbent. PETA Approved – cruelty free and vegan friendly.



Face Halo  
Bamboo Pads

Face Halo's Bamboo Pads are lightweight, and reusable alternatives to traditional cotton rounds. With every pack of eight replacing up to 2,000 disposable rounds, the re-washable and compostable pads are designed to be used repeatedly. Made with 80% bamboo, the vegan and cruelty-free pads are suitable for even the most sensitive of skin. Designed for the use of liquid skincare without environmentally damaging waste, the pads are an eco, easy and mess-free addition to your skin routine.



Navy Professional Ltd  
Harriet Cuticle Tool

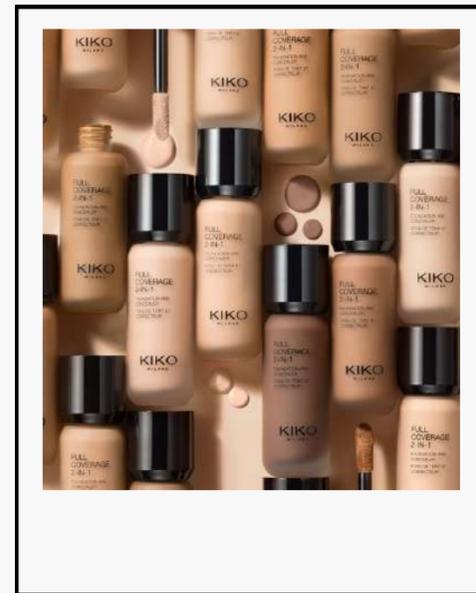
Introducing Harriet the advanced cuticle hoof tool, she is double ended and has a perfectly contoured edge to sit flush against the nail plate. Harriet is handcrafted to British Standards and has our unique titanium coating which ensures optimum hygiene. The Harriet hoof tool has been specifically designed as a tool suitable for nail preparation pre manicure or pedicure.

# BEST NEW FACE MAKEUP – MASS



Max Factor  
Miracle Pure Cream Blush

Our new vegan friendly, Fudge Professional Clean Blonde Pre-Toning Primer expands our cult Clean Blonde collection with an at-home must-have for any blonde. Let Fudge Professional Clean Blonde Pre-Toning Primer banish your dull hair days, whilst clinically proven to keep your hair toned for longer between salon visits. Working in under 2 minutes, this fast-acting primer transforms your tone, leaving hair the brightest and lightest it's ever been.



Kiko Milano  
Full Coverage 2 in 1  
Foundation and Concealer

2 in 1 foundation and concealer with superior coverage. Full Coverage 2-IN-1 Foundation and Concealer works on the skin by hiding and minimising all blemishes (under eye circles, discolouration, fine lines etc.) and leaving a second skin-effect veil on the face, with a matte satin finish, ideal as the base for all types of makeup. Skin remains smooth and flawless all day. The creamy super-fluid texture provides a feeling of comfort upon application, ensuring extremely easy coverage and optimum blendability. Thanks to the even distribution of pigments within the formula, the superior coverage means an extraordinary buildable result can be achieved, also thanks to the perfect adherence and excellent colour release.



Rimmel  
Multi-tasker Concealer

The Multi-Tasker Concealer by Rimmel London covers up blemishes, brightens dark circles and covers to even out skin tone. The super-sized soft-touch wand with built-in product reservoir lets you add precise full coverage wherever you need it – on blemishes and under the eyes or all over the face. The buildable high-pigment makeup formula glides on and blends into skin perfectly to create a brighter-looking, smooth, even canvas.



Sculpted By Aimee  
Satin Silk Foundation

Lightweight and longwearing with an airbrushed, satin silk finish. This dependable, high coverage foundation features skin-boosting ingredients including Hyaluronic Acid, Vitamin E, Niacinamide and Centella Asiatica. Aimee knows that getting the perfect match is paramount when working with fuller coverage, and the Satin Silk Longwear Foundation is launching in 30 inclusive shades that mirror the brand's award-winning Second Skin range.



Ultra Violette  
Daydream Screen SPF50 Tinted Veil

Stop daydreaming about a skin tint that delivers a your-skin-but-glowier finish with SPF protection, because Vi's gone and done it with Daydream Screen, a tinted SPF, for skin that woke up on the right side of radiant. Available in 15 flexible shades that offer sheer to light coverage, with a silky consistency for soft, suspiciously flawless skin. Daydream Screen layers effortlessly, blending into a natural, glowing finish that won't go oily, patchy or leave sensitive types on 'red'.

# BEST NEW FACE MAKEUP – PRESTIGE



bareMinerals  
bareMinerals Complexion  
Rescue Concealer

An ultra-lightweight, multi-tasking under-eye concealer that conceals, brightens, depuffs and protects with buildable light to medium coverage and a natural finish. Clinically proven to reduce visible under-eye puffiness after 2 weeks. Conceals, brightens, depuffs and protects the under-eye area for a fresh, wide-awake look. Crease-resistant concealer won't cake on skin. Instantly brightens under eye area. Lightweight formula applies with a no makeup look and feel



Bobbi Brown  
Skin Corrector Stick

Colour correction at its most effortless. The glide-on stick helps to instantly neutralise discoloration and brighten dark circles with skin-true coverage. This creamy, buildable formula blends on contact and becomes one with skin for seamless concealer prep.



Charlotte Tilbury  
Beautiful Skin Radiant Concealer

Charlotte Tilbury Beautiful Skin Radiant Concealer is a medium build coverage hydrating concealer to conceal, correct, brighten, and lift the look of your eyes and face! This is a science and colour radiant liquid concealer that brightens, smooths, and lifts the look of your complexion! Infused with hydrating hyaluronic acid, pore-refining niacinamide, brightening, radiance-boosting golden vitamin C and vegan collagen to improve the look of your skin every time you wear it! It has a 16-hour wear and contains 10% active skincare ingredients. It is sweat proof, humidity proof and waterproof. This product has the power of a concealer and an eye cream. One Beautiful Skin Radiant Concealer is sold every minute!



DCYPHER  
My Custom Foundation

DCYPHER is a beauty tech brand specialising in the bespoke, mixed to measure makeup. We have an ambitious mission – to change the way that consumers buy beauty. Our world-leading approach enables customers to create an entirely personalised foundation with a shade in their exact skin tone and a formula designed for their skin type and in the coverage and finish of their choice. There's nothing off the shelf about DCYPHER; with no shade range and no pre existing formula, each foundation is mixed fresh to order meaning that every product that leaves our lab is entirely unique and personalised to the individual. No templates, no shortcuts, no compromises.

# BEST NEW FACE MAKEUP – PRESTIGE



Laura Mercier  
Translucent Loose Setting  
Powder Ultra Blur

The cult-favorite Translucent Loose Setting Powder, now talc-free with ultra-blurring power. For the first time, Laura is making her iconic powder free from talc, without any sacrificing any benefits.! This truly translucent powder sets makeup for 16 hours of weightless wear with an ultra-blurring, soft-matte finish. Like the Original, it is exceptionally milled to deliver incredible staying power without weight or texture so skin looks and feels soft, smooth and flawless from day to night. New infusion of ultra-blurring ingredients like amino acid and silica powders, the powder blurs away the look of pores, fine lines, and imperfections – with total shine control and zero photo flashback.



Pixi  
Pixi On-The Glow Bronze

Swipe on for a sun-kissed and healthy-looking complexion all year! Our hint-of-a-tint, easy to use sticks are perfect for cheeks and lips. Just one swipe, blend and you are good to glow! This solid tint is formulated with Fruit Extracts for superb antioxidant protection and blends effortlessly on the skin for a natural bronzed glow, on the go!



Rare Beauty by Selena Gomez  
Soft Pinch Liquid Blush

Give the cheeks a healthy flush of colour with Rare Beauty Soft Pinch Liquid Blush, a liquid blush that is easy to blend - buildable colour is easy to achieve. It is formulated with long-lasting colour pigments to provide all-day wear. A weightless, long-lasting liquid blush that blends and builds beautifully for a soft, healthy flush. Available in 11 shades



Lisa Eldridge  
Seamless Skin Foundation

"This intelligently formulated, skin friendly foundation has a customisable medium coverage that can be dialled up or down. Self-setting, it blends effortlessly to smooth and unify skin with a noticeable soft-focus effect. The formula contains a natural mesh-like ingredient which completely fuses with skin after blending. The final finish is neither dewy or flat matte but something in between and skin-like. Best applied sparingly in thin layers, start by smoothing a small amount into the skin. Build to your desired level of enhanced perfection. Can also be used for just concealing and correcting small areas of the face.

# BEST NEW EYE MAKEUP – MASS



3INA  
The Colour Pen Eyeliner

The Color Pen Eyeliner comes in 9 unique vivid shades each in a sleek and precise tip that will make eyeliner application stress-free. Our super-powered eyeliners are the main characters of our colour story, and are everything we stand for: colorful, bold and easy.



Kiko Milano  
Glamour Multi Finish Eyeshadow  
Palette

Palette with 9 eyeshadows in different finishes. Ideal for putting your eyes centre stage and creating trendy, colourful eye looks – natural by day or intense by night. The eyeshadows are very comfortable on the eyelids and have a medium-high coverage and a unique, gliding texture that's ultra pigmented and easy to blend



e.l.f. Cosmetics  
Lash 'N Roll Mascara

This ultimate curling mascara features a curved and double-sided silicone brush to give you your most lifted lashes ever. The shorter bristles hold onto formula while the longer bristles separate, lift, and evenly coat each lash. The long-lasting formula is smudge- and flake-resistant to lock curl in place and keep lashes up.



Lash Up  
Lash Up Custom Lash  
Extensions: The Essentials Kit

A breakthrough system that gives you easy, safe and fast lash extensions from the comfort of your home. Fully customisable styles and innovative formulas give you an alluring, luxe look. Includes Applicator, Bond, Seal, Extend, Remover and Lash Clusters. Made with 100% Korean PBT silk, the same professional-grade fibres used in prestige salons, now in compact seamless clusters that allow you to be your own pro.

# BEST NEW EYE MAKEUP – MASS & PRESTIGE



Rimmel  
Rimmel Thrill Seeker  
Mascara

Rimmel's NEW viral Thrill Seeker mascara delivers a whipped, creamy formula that's charged with lash-loving panthenol to leave your eyelashes feeling softer, smoother and stronger. Layer up for the lash look you seek. Stay fearlessly clump-free and smudge-proof all day. Bold volume & lash lengthening mascara. All-day wear that stays clump-free & smudge-proof. Charged with lash-loving panthenol. Creamy, whipped formula. Hourglass shaped brush



Sculpted By Aimee  
MyMascara

Ultra black, volume & lengthening mascara designed to lift, lengthen and define. A super black pigment with a formula that's infused with vitamin B5 to nourish and condition the lashes. My Mascara was created for those who want instant impact with both high volume and lash length complimented by a curved wand to capture every lash from root to tip.



Studio London  
Colour Icon Eyeshadow Pigment

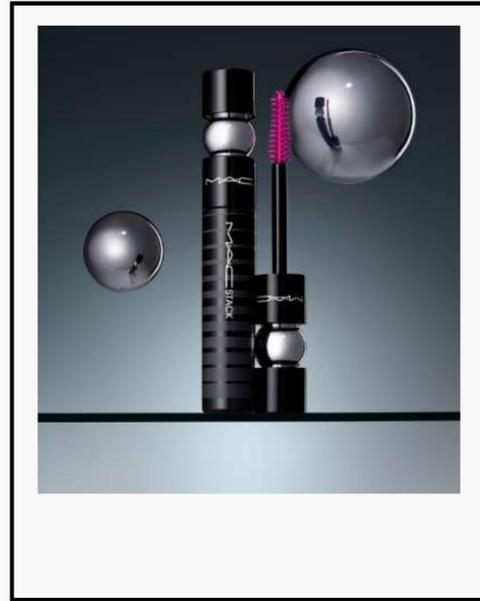
Go bold with Studio London Colour Icon Eyeshadow Pigment cream. Packed with intense colour for a crease-free, pigmented result. Long lasting up to 12 hours.



THE UNSEEN Beauty  
SPECTRA Eye Colour

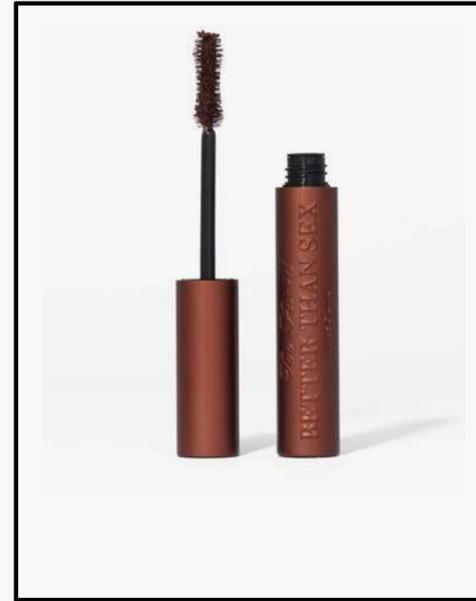
A reflective cream eye product that transforms under a phone camera's flash. SPECTRA blurs the lines between digital & physical realities. Shade 8.08 is a grey that shines a reflective silver when exposed to a flash. Shade 4.10 is a highly pigmented black that shines a reflective silver when exposed to a flash. The formulation can be applied by brush or with your fingers. For best results, apply, leave to dry for about a minute, then use the back-facing camera on your phone with the flash continuously on to see the product transform. IRL shade 8.08 will appear grey but on the phone screen, it will appear reflective silver. IRL shade 4.10 will appear matte black but on the phone screen, it will appear reflective silver.

# BEST NEW EYE MAKEUP- MASS & PRESTIGE



MAC Cosmetics  
MACStack Mascara

A continuously buildable, clump-resistant mascara that stacks on infinite layers of volume and length. Stack on infinite layers of volume + length with our new breakthrough formula, which means layer after layer, lashes stay perfectly defined and feathery soft – no clumping, no flaking, no smudging. Build customisable lashes to suit your style with this must-have mascara that does it all. 95% saw instant lift and length!



Too Faced  
Better Than Sex Mascara -  
Shade Chocolate

The iconic formula you love in a rich, decadent chocolate shade! This mascara creates lashes that are full, defined and stretched to unbelievable lengths for intense, oversized, multidimensional lashes. The hourglass brush separates and coats each lash to voluptuous perfection. Film-forming polymers lock curls in place and peptides condition the lashes.



Lisa Eldridge  
The Eyeshadow Palette

Five, ultra chic and playful Eyeshadow Palettes, housed in beautiful bespoke, slim and elegant compacts. Each one contains a curation of six totally harmonious and complementary shades in my own, unique, easy to blend, micro-plastic and talc free, high-performance formulas.

The thoughtfully crafted, mirrored compact in signature soft gold is embossed with the Lisa Eldridge lips monogram, in perfect synergy with her aesthetic. The compact features a simple golden seam in keeping with Lisa's iconic, award-winning Seamless Skin Foundation bottle and its ultra slim, portable design sits so beautifully in the hand.

# BEST NEW LIP MAKEUP – MASS & PRESTIGE



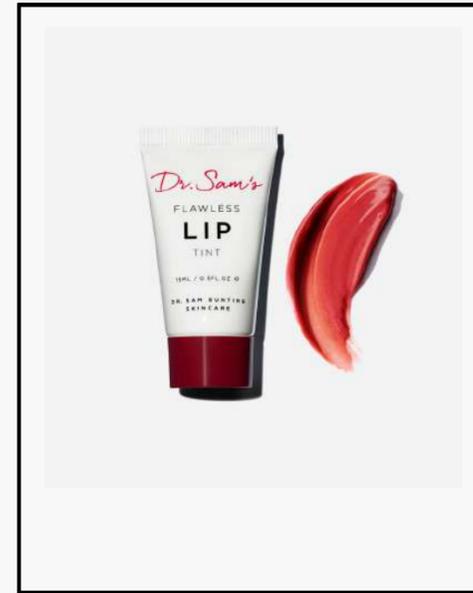
3INA  
The Longwear Lipstick

The Longwear Lipstick is a creamy, transfer-proof, matte liquid lipstick that will stay put on your lips for 12H. Filled with hyaluronic acid spheres, this hydrating formula will never feel dry and will look amazing all day long. Available in 17 highly pigmented shades that will settle into a beautiful velvety matte finish.



Avon  
Hydromatic Matte Lipstick

Avon's team of scientists and experts have created NEW Avon Hydromatic Matte Lipstick - the world's FIRST lipstick with a hydrating hyaluronic core. The revolutionary central core is powered by an exclusive blend of skincare ingredients - hyaluronic acid and glycerin - and surrounded with intense matte colour. The result is a lipstick with amazing colour that combines a perfectly matte look with hydrating comfort, thanks to the hyaluronic core which gives lips the moisture they crave.



Dr Sam Bunting  
Flawless Lip Tint

A next-generation lip treatment that restores and nourishes to keep lips comfy, hydrated and glossy. It delivers a universally flattering, just-bitten tint to enhance the natural beauty of your lips.



e.l.f. Cosmetics  
O FACE Satin Lipstick

Long-wearing and super comfortable, O FACE is infused with lip-loving ingredients like marula oil, squalane and jojoba esters so your lips can flex into any position without drying up. Each O FACE shade comes in a sleek magnetic closure. With 20 shades at an incredible value, you'll want more than one O FACE.



Emolyne Cosmetics  
Gloss Lip

A nourishing, high-shine lip gloss infused with vitamin E for a silky and hydrating finish. Highly pigmented to create a long-lasting, full coverage glossy effect in one single sweep. The Gloss Lip from Emolyne Cosmetics is vegan friendly, cruelty-free and formulated without parabens. It is available in all 30 shades from the brand's range of both red and nude tones.

# BEST NEW LIP MAKEUP – MASS & PRESTIGE



Hourglass Cosmetics  
Unlocked Satin Crème Lipstick

"Experience high-impact color in a single swipe with this ultra-hydrating lipstick that delivers a luxe, satin crème finish. The creamy lipstick features innovative vegan waxes for a smooth texture that glides on seamlessly and melts instantly into lips. Infused with Mango Seed Butter, Avocado Oil, and Argan Oil, the formula conditions for soft, smooth lips and comfortable wear that feels truly weightless. The custom bullet shape allows for precise application. This vegan and cruelty-free lipstick is the newest addition to Unlocked, a collection supporting the Nonhuman Rights Project's mission to unlock the cages of wild animals in captivity. Hourglass will donate 5% of the profits from all Unlocked products to the organization's efforts to secure fundamental rights for animals. The sleek gold magnetic case is embossed with the Unlocked symbol to illustrate Hourglass' commitment to animal welfare."



Kylie Skin  
Lip Oil

The Kylie Skin Lip Oil softens and conditions your lips without any stickiness. It hydrates and comforts lips, leaving them smoothed and nourished. Why it's special: - Non-sticky, smooth oil texture that glides effortlessly on the lips. - Ultra-soft doe-foot applicator delivers the perfect amount of product in one swipe. - Coconut Oil: A skin nourishing extract with conditioning and moisturizing benefits. - Clean, Vegan, Dermatologist-Tested, Light Coconut Flavour - Vitamin E



NARS Cosmetics  
NARS Powermatte Lipstick

Play with a high-intensity matte sensation. In just one swipe it glides on bold colour that lasts for 10 hours and sets to a smooth, matte finish. Power Pigment Complex—a dynamic blend of pure pigments and colour-locking ingredients—saturates lips with dense colour that glides effortlessly and wears comfortably all day. A lineup of 15 transfer-resistant shades let you choose every power move. High intensity. Zero weight. All-out comfort.



Studio London  
Power Pout Colour Gloss

Enhance your lips with Studio London Power Pout Colour Gloss. The non-sticky formula offers a glass-effect shine and weightless finish that lasts.



Ultra Violette  
Sheen Screen™ SPF 50 Hydrating  
Lip Balm

Ultra Violette's SPF50 Sheen Screens glide on like a dream, leaving your lips all soft and smooth, while a subtle tint and SPF50 leave behind a bit of shine and a lot of protection. The Sheens come in four fancy shades: Rose (tinted dusty mauve), Dusk (sheer universal warm beige), Shimmer (colourless holographic shine) and Peach (sheer golden-peachy shimmer). Pucker up and put 'em on whenever your lips need a little TLC, but especially when you're out and about in the sun.

# BEST NEW VEGAN BEAUTY PRODUCT



e.l.f. Cosmetics  
Luminous Putty  
Blush

Get glowing with your favorite Putty Blush, now available in six new shades with a subtle shimmer finish! Lightweight yet buildable, this unique putty-to-powder blush blends seamlessly and melts into skin, giving your cheeks a pretty pop of colour and lit-from-within glow. Plus, it's infused with argan oil and vitamin E to deliver skin-nourishing benefits.



Isle of Paradise  
Self-Tanning Butter

This bodycare meets self-tan has a rich butter texture, that melts into the skin to even skin tone – resulting in a radiant, illuminating and bronzed finish. Vegan and cruelty-free, this world's first, colour-correcting magical formula skips the questionable ingredients and, instead, relies on a natural blend of coconut, eucalyptus, chia seed and peppermint oil to hydrate and nourish skin. This Self-Tan Butter is where moisturiser meets GLOW.



MANTLE  
The Glow Serum

The Glow Serum is an oil-based serum that nourishes and strengthens the skin's barrier, helps skin to retain moisture and makes you glow like the gods. Our blend of carefully chosen actives + botanicals such as CBD, liquorice root extract, bisabolol, and bakuchiol provide skin with rich antioxidants and revitalising nutrients. Its ability to revive dry, dull and tired skin and even out skin tone, is what makes this product worth the hype. Already a best-seller and award winner in the industry.



Skin Rocks  
The Support Oil

Your rescue-in-a-bottle to support a healthy skin barrier and instantly calm your complexion. At first use and after 4 weeks of trialling, 96% of panellists agreed their skin felt and looked more hydrated, soothed and revitalised. The Support Oil is powered by lipid-rich botanical actives, such as Jojoba, Macadamia and Sunflower Oils, in a pure Squalane base. Our formula focuses on instant calming whilst helping to reduce moisture loss and the appearance of redness.



Kiko Milano  
Green Me Length Mascara

Lengthening mascara with an intense black finish. Vegan product containing 91% of ingredients derived from raw materials of natural origin. It's formula envelops and emphasises the lashes by coating them in a ultra-light texture with an intense black finish, giving you an unmatched magnetic look  
- enriched with grape seed extract and sunflower, rice and camomile waxes, it gives you the lashes you've always dreamed of  
- the practical brush, made of natural castor oil plant fibre, ensures even distribution that reaches even the smallest of lashes, for even and clump-free application

# BEST NEW VEGAN BEAUTY PRODUCT



Bare by Vogue  
Face Tanning  
Serum

Formulated especially for the face, and available in 3 shades, the serum works to nourish the complexion, leaving a natural looking, bronzed glow. Saturated with Hyaluronic Acid, it draws moisture into the skin, deeply penetrating the pores with intense hydration, having a plumping effect, reducing fine lines and revealing a lifted and dewy surface with a brighter complexion.



Witlof Skincare  
Rich Facial  
Cream

This new Rich Facial Cream contains a super rich and restorative formula that not only firms and softens the skin, but also reduces fine lines. Three strong ingredients ensure the ultra-restorative effects of the cream: niacinamide (vitamin B3), the oil of immortelle and ceramides. Ceramides are skin's own lipids that restore the skin's barrier function. The cream has a wonderful scent of rose water and violet. Violet has an aromatherapeutic effect that makes you feel good all day long.



Decorté  
Liposome Advanced  
Repair Serum

NEW DECORTE LIPOSOME ADVANCED SERUM, a Vegan formulation, corrects skin issues by amplifying the Multilayer bioliposome structures which are the core competence of DECORTÉ to form reparative and regenerating enabling lamellar structures, directly inside and outside the stratum corneum – a first for skincare - leading to youthful, vibrant, moisturised and firm skin, as if skin is reborn from a cellular level. THE SCIENCE Multilayer bioliposomes form a lamellar structure directly inside and out



EMPOWER  
BEAUTE  
THE SERUM

The serum: 100% vegan 99 % natural . The ultra - light effective formula suitable for all skin types. Excellent for age management, contains kakadu plum extract, the first stable, natural, active and bio-available vitamin c and powerful peptide that is produced according to the principles of green chemistry.this powerful combination reduces the appearance of age relates chages in all skin layers, evens out skin tone, boost radiance brightens the skin. Aids acne conditions and recent scaring



Nails INC  
Plant Power Nail  
Polish

Plant Power is a revolutionary 73% Plant Based formula with its impressive 21 free (free from formaldehyde, acetone, parabens and 18 other derived ingredients\*), vegan, cruelty free and Halal friendly formula. The collection is the kindest and purest formulation yet, with no compromise on colour quality or wear time. Our 80% Plant Based top coat locks in colour with its sunlight curing technology for a professional gloss shine finish. We have also switched up our iconic plastic cap for a recyclable and sustainable eco-friendly 100% FSC beech wooden cap worn on top of the Nails.INC staple Venetian glass bottle.



Apothecary  
Revive Barrier Repairing Day  
Cream SPF 20 50ml

This SPF20 day cream gives an instant moisture hit on first use and protects skin. With clinically proven skin barrier improvement and 72 hour moisturisation, this day cream will help your skin feel healthier and leave it plump, rejuvenated and radiant. EcoSun Pass approved.

# BEST NEW VEGAN BEAUTY PRODUCT



Seoulista Beauty  
Seoulista Super Serums

Seoulista Super Serums® - a supercharged range of vegan concentrated formulations designed to address specific skincare concerns. Seoulista Hydration Super Serum® is infused with multi-dimensional hyaluronic acids, each with a different molecular structure; Seoulista Brightening Super Serum® is infused with a powerful combination of brightening agents that help to clarify the complexion and protect the skin. Seoulista Calming Super Serum® is infused with a gentle blend of hi-tech skin soothers



Too Faced  
Born This Way Ethereal  
Light Illuminating Concealer

This buttery, serum-like concealer effortlessly glides on skin to cover imperfections for 24 hours, while improving the appearance of dark circles. With a blend of plumping and hydrating Hyaluronic Acid, Aloe Leaf Extract, Daikon Seed Extract and Squalene, the waterproof formula diminishes signs of fatigue and imperfections while adding a natural luminous flawless look. Delivers immediate moisture and brightens, vegan.



delilah  
In Bloom - Radiant Liquid  
Blush - Peony

In Bloom is a hydrating liquid blush that glides effortlessly onto the skin, giving cheeks an instant lift and dewy pop/flush of colour. A weightless, water-based liquid colour, that's quick and easy to use, it creates a fresh-faced natural looking radiance, on all skin types and tones. The innovative hydrating formula, with botanicals for added skin benefits, has been designed to create seamless, wearable colour for a glowing healthy complexion.



3INA  
The No Rules  
Stick

The No-rules Stick is a 3 in 1 multi-tasking stick that serves as a lipstick, a blush, and an eyeshadow. With Hyaluronic Acid Spheres for hydration, and availability in 8 bright pastel colours, this will give your skin a natural flush of colour in seconds. Perfect for makeup on-the-go!



Aveda  
Aveda Scalp Solutions  
Exfoliating Scalp Treatment

Transform your hair from the source. The liquid gel exfoliant instantly reduces oil by 76%\* \*Tested on 27 women after using the product one time. Instantly removes surface pollution and product buildup without disrupting the moisture barrier. Exfoliates the scalp while creating a sensorial, cooling sensation, instantly. Wintergreen-derived Salicylic Acid along with Glucosamine derived from fermentation gently yet deeply exfoliates the scalp. Suitable for: All scalp types: Normal to oily, normal to dry.

# BEST NEW WELLBEING PRODUCT – MASS & PRESTIGE



Aromatherapy Associates  
Forest Therapy Candle

Our Forest Therapy Candle stars calming ho wood (a beautifully fragrant wood oil that's similar to rosewood) and uplifting pink pepper, as well as grounding cypress to help encourage you to breathe more deeply to feel more relaxed. Perfect for meditation practice to help you visualise sitting on a tranquil forest floor. Delicately hand-poured, and encased in a luxury ceramic container, the wax contains the equivalent of two 10ml bottles of essential oil.



DOUVALL'S  
ARGAN SKINCARE CANDLE

An intensely nourishing and hydrating treatment for all over the body, expertly blended with nourishing oils, such as cocoa butter and Douvall's 100% Organic first cold pressed argan oil which is high in vitamin E, antioxidants and essential fatty acids to nourish, soothe, and repair dry skin. Perfect to de stress and pamper yourself or a loved one. Scented with natural essential oils of ylang ylang, geranium, citrus fruits and balsam for a sensual calming scent that fills the room.



Edeniste  
Lifeboost Collection

The "Lifeboosts®": an innovative and brand new category for fine fragrance based on neuroscience research, are delicious cocktails of olfactive molecules, scientifically proven to enhance and stimulate areas of the brain to uplift your mood and guide you towards improved well-being: Happiness, Energy, Dream, Wellbeing, Relax, Seduction, Love. Nice-University scientifically tested the final claims.



Feather & Down  
Calming Sleep Mist

A beautifully crafted face and body mist that contains a calming and hydrating blend of Hyaluronic Acid with an infusion of lavender and chamomile essential oils. Spray over your face and body to hydrate and encourage calm, tranquillity and a restful night's sleep.



Holistic London  
Egyptian Jasmine + Sandalwood  
Balancing Candle

This blend is to help when equilibrium is off. Jasmine oil can produce a feeling of optimism and revitalised energy which, paired with the grounding sandalwood, creates a perfect balancing scent. Our formulas carry Emotiwaves™ Technology from Firmenich, developed using data insight and research into the connection between cognitive function and the olfactory system and designed to support different well-being needs. Benefits: calms, reduces stress, non-toxic, vegan, cruelty-free.

# BEST NEW WELLBEING PRODUCT – MASS & PRESTIGE



Keys Soulcare  
Nourishing Cleansing Balm

Key Soulcare pioneers the ethos that beauty is more than skin deep. The brand was created with Alicia Keys, drawing inspiration from the singer's love of ancient beauty rituals. The Nourishing Cleansing Balm removes makeup and impurities while revitalising the skin with shea butter and sunflower seed oil. Simultaneously, the formula's dreamy scent of sage and oat milk brings comfort, clarity and balance.



NEOM Organics  
Bedtime Hero 1 Wick Candle

Sweet chamomile with a twist of spicy ylang ylang and warming cedarwood. Fruity yet super-soothing. Hand poured and blended only with natural wax and 11 of the purest possible essential oils to fill the room with a 100% natural relaxing fragrance



Polished London  
Rejuvenating Tooth Serum

Rejuvenating Tooth Serum is a game-changer when it comes to your oral health! This innovative serum works to replenish your teeth with vital vitamins and minerals. Containing high concentrations of active ingredients; fluoride, hydroxyapatite and xylitol, which improves overall gum health by remineralising and strengthening the teeth, protecting against cavities, combating bacteria, calms irritated gums and helps to reduce sensitivity. Enriched with natural Peppermint leaf extract.



Sienna X  
Massage Candle

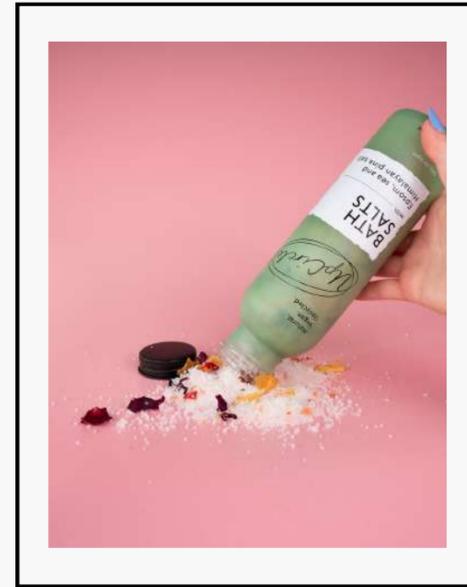
This combines a beautifully scented candle with an indulgent massage oil. Once lit, this candle transforms into a luxury massage oil with the relaxing scent of Geranium, Sandalwood and Lavender essential oils. Blended with superior skin nourishing ingredients, with Cocoa Butter, Sea Butter, Jojoba Oil, Sweet Almond Oil and Vitamin E that easily glide onto the skin and assist in hydrating skin and reducing scars. Relax, indulge, and enjoy your hydrating, sensorial experience.

# BEST NEW WELLBEING PRODUCT – MASS & PRESTIGE



This Works  
Sleep Plus Pillow Spray

A fast-acting, motion-activated sleep spray for restless sleepers. 99% natural with encapsulated Lavender, Camomile and Vetivert essential oils, shown to help restore normal sleep patterns.



UpCircle Beauty  
Bath Salts with Epsom, sea and Himalayan pink salt

These Bath Salts are formulated with a combination of Epsom, Himalayan and Sea salt to create a most revitalising bathing experience. Soaking in a warm salt solution even once a week for 15-20 minutes provides great benefits such as improving the skin barrier function, hydrating the skin, and decreasing inflammation. Studies have shown that people suffering from skin issues such as psoriasis or eczema can improve these conditions with regular salt bathing. With chronic pain, nourishing salt baths that are magnesium-rich have been proven to be highly effective in treating muscle spasms and menstrual cramps. In true UpCircle style, we've infused the salts with upcycled rose petals which were not sold on time and were destined to be discarded. We use Kenyan roses that have been upcycled from British florists.



Vella  
Women's Pleasure Serum

Vella Bioscience, Inc. the femtech company based in the US has launched Vella Women's Pleasure Serum, a first-of-its-kind pre-play topical serum to promote more frequent, intense, and satisfying orgasms for every cis woman – whether solo or with a partner.



Artah  
Cellular Hydration

An electrolyte powder blended with botanical powerhouses, Cellular Hydration is great for energy, focus, mood + more. Complete with high dose Peruvian maca + inulin, this sugar + sweetener free formula also fuels the microbiome, hydrates the skin + helps your body adapt to stress.

# BEST NEW BEAUTY SUPPLEMENT



Advanced Nutrition Programme  
Skin Youth Biome

The connection between your gut and your skin is unique to you and delivers personalised biome-based results for you. This innovation uses the next generation microbiome technology to help target the seven visible signs of ageing. Synergising together microbiome technology of six skin-friendly bacteria, including two new postbiotic producing strains and vitamin C. This one-a-day capsule helps deliver youthful-looking, radiant and brighter skin. Happier gut = happier skin.



Arella Beauty  
Vegan Collagen

100% plant based, ethically sourced, clean ingredients in all of our products which are totally free from animal testing, something which is sadly still rare in today's supplement and wellbeing market. Arella collagen increased collagen production by an impressive 134%. And after just 2 days, collagen production in the fibroblasts doubled compared to the control. After 4 weeks of daily use, 80% of participants observed a 13% reduction in wrinkles. After 4 weeks of daily use, collagen density was 4.7% higher than in week 1. Taking our unique, plant-based liquid collagen on a daily basis provides you with over 10 incredible health and beauty benefits for both men and women.



H&B Expert  
Morning Collagen

Holland & Barrett Expert Morning Collagen is an advanced, high strength morning collagen containing clinically studied Verisol®, Lysobeads™ and Vitamin C. Wake up and glow up with our energising morning collagen complex. This expert morning collagen can easily be included into your morning routine, by sprinkling onto your breakfast or by adding into your drink.



INGENIOUS  
Ingenious Active

The daily collagen supplement for building beautiful skin with added powerhouse ingredients to support muscles and joints for better fitness performance and recovery.



Reverse Life  
MSM Collagen

Reverse Life game-changing Collagen MSM drink is the latest in joint care innovation, helping to improve mobility, flexibility, speed up sports injury recovery times and support anyone who lives an active lifestyle. It contains 9,000mg of industry-leading hydrolysed collagen plus Hyaluronic acid to help lubricate joints and hydrate skin PLUS 1000mg of MSM to support enhanced joint health & mobility & improve hair. It has the delicious taste of tangy apples and is taken in one daily 25ml capful.



# BEST NEW FRAGRANCE - PRESTIGE



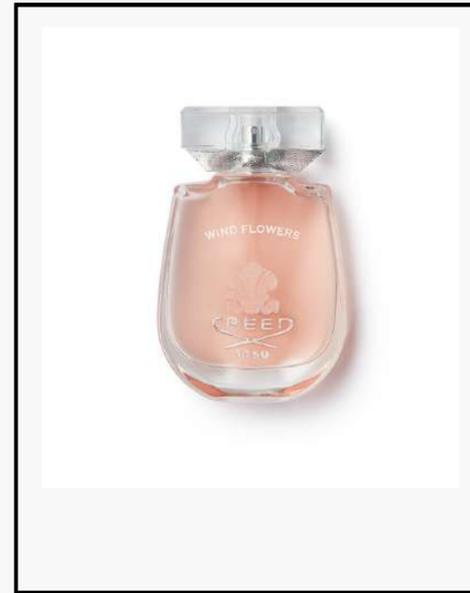
ARgENTUM  
BECOME eau de parfum

"Experience high-impact color in a single swipe with this ultra-hydrating lipstick that delivers a luxe, satin crème finish. The creamy lipstick features innovative vegan waxes for a smooth texture that glides on seamlessly and melts instantly into lips. Infused with Mango Seed Butter, Avocado Oil, and Argan Oil, the formula conditions for soft, smooth lips and comfortable wear that feels truly weightless. The custom bullet shape allows for precise application. This vegan and cruelty-free lipstick is the newest addition to Unlocked, a collection supporting the Nonhuman Rights Project's mission to unlock the cages of wild animals in captivity. Hourglass will donate 5% of the profits from all Unlocked products to the organization's efforts to secure fundamental rights for animals. The sleek gold magnetic case is embossed with the Unlocked symbol to illustrate Hourglass' commitment to animal welfare."



Beauty Pie  
FIGUIER DE DALMATIE EAU DE  
PARFUM

A modern, dreamy (and addictive) floral, inspired by the lusciousness of Fig. The Dalmatie Fig Tree loves the sun, and there's a definite solar glow to this intoxicating floral fragrance. A decadent heart of Frangipani and Gardenia yields to the delicate sultriness of Fig Wood and Vanilla. Luminous and beautiful. TOP NOTES Bergamot Oil, Blood Orange Oil, Mandarin Oil MIDDLE NOTES Gardenia, Frangipani Flower BASE NOTES Fig Wood, Vanilla, Heliotrope



Creed Fragrances  
Wind Flowers

Evoking strength of movement with the airiness and delicacy of femininity, Wind Flowers is an enchanting floral, amber and fresh fragrance. Opening with sweet jasmine, zesty Tunisian orange blossom and a fruity peach note, a heart of jasmine flower, tuberose petals and soft rose extract adds depth and texture. A warm flurry of sandalwood is twisted around a haze of iris and musk, whilst a note of orange blossom and creamy praline offsets this dusky floral scent to bring to life this fragrance.



Issey Miyake  
A Drop d'Issey Eau Fraiche

A fresh raindrop, bursting with energy and life, awakens and refreshes all the elements on its path. After A Drop d'Issey Eau de Parfum, A drop d'Issey Eau de Parfum Fraîche tells a new story of water infused with blossoms. In the top, the rain accord created by Ane Ayo gives the fragrance its freshness. The heart note is where the lilac's enveloping floral notes are revealed, harmonising with damask rose to offer a fresh, delicate flowery bouquet. In the base, the sandalwood, cedar wood and musky notes give its depth and roundness to the fragrance.



Laliqum Parfums  
Soleil Vibrant Laliqum

SOLEIL VIBRANT LALIQUÉ Woody, floral, with a hint of vanilla. Soleil Vibrant Laliqum bottles a beaming energy whose scent is a joyful ode to femininity and wildness. A fragrance that smells as delicious as sun-kissed skin. That makes you feel as happy as a summer day. GOOD VIBRATIONS Fragrance has never felt so good! A perfume designed with scientifically proven technology that elicits feelings of energy and happiness. A balance of creativity, technology and sustainability. THE BOTTLE Soleil Vibrant Laliqum's iconic sun-shaped bottle takes on a tawny hue, lacquered in a warm yellow gradient from the base to the top.

# BEST NEW FRAGRANCE - PRESTIGE



Molton Brown  
Rose Dunes EDT

An ode to the mysterious beauty of the Arabian Desert. It is a deep woody, leathery interpretation of rose with an overdose of patchouli for depth and darkness, while an addictive oudh accord awaits in the lingering base of sandalwood, musk and vetiver. The signature note of patchouli is sourced from Sulawesi, Indonesia for its intensity and high quality reaffirming Molton Brown's commitments to only working with sustainably sourced and 100% cruelty-free ingredients.



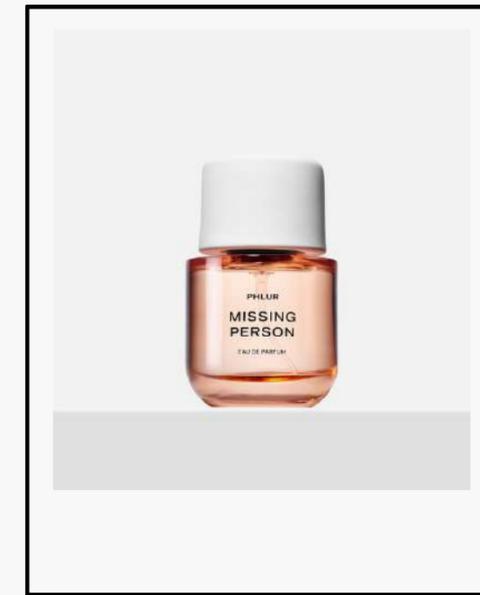
Narciso Rodriguez  
Narciso Cristal EDP

This new feminine perfume captures the essence of inner light through its radiant topnotes, pure and delicate heart, and sensual base notes. As the scent awakens, a glowing halo of radiant bergamot illuminates the soft petals of blooming flowers, a lush bouquet of upcycled rose and white floral accords. The fragrance gradually unfurls to a voluptuous drydown with the iconic heart of musc, the unmistakable signature of NARCISO fragrances. The musc is enhanced with elegant woody and amber facets of sensuous cedarwood and cashmeran, giving the fragrance a mysterious, diffusive trail. A sublime alchemy of lightness and depth, the scent's luminous halo counterbalances a deep intensity.



Pacifica  
Pacifica Dream Moon Spray  
Perfume

"Scent your way into a mist-ical world with the Dream Moon Spray Perfume. Covering you in a mesmerising veil, this bottle of liquid fantasy allows you to float above it all with elegance and poise. Whisking you away into an alluring, otherworldly garden, this dream-like fragrance oozes with romantic notes of pink rose, velvety sandalwood and subtle accents of earthy patchouli. What's more — it's nourishing formula is powered by natural oils and just might be the reason you'll find yourself fending off the compliments from passersby."



PHLUR  
MISSING PERSON

PHLUR is the fine fragrance phenomenon that went viral on TikTok last year, with the scent MISSING PERSON selling out in 5 hours with a waitlist of 200,000+. A delicate, yet addictive fragrance that evokes the lingering scent of your lover's skin. Brought to life by comforting accords of white musk, enhanced by sheer floral nuances of jasmine and glowing orange blossom and fused with a light trail of soft transparent woods, MISSING PERSON is pure, provocative and undeniably familiar.



To The Fairest  
Aubine Eau de Parfum

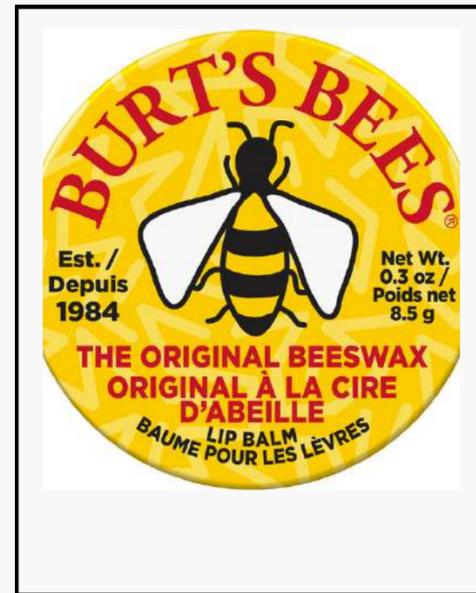
AUBINE – a French girl's name meaning dawn, or light – is inspired by the sense of promise at the beginning of a new day. The scent opens with a bold, bright gardenia leading to a soft, woody dry down. An olfactory journey celebrating the joy of new beginnings. Top Notes: Gardenia, Frangipani Heart Note: Orange Blossom Base Notes: Wood, Frankincense An elegant white floral full of optimism and delight.

# BEST BEAUTY ICON – MASS



Bioderma  
Sensibio H2O Micellar  
Cleansing Water

Sensibio H2O is the iconic cleansing and make-up removing micellar water for sensitive skin. It deeply cleanses the face from impurities and pollution particles, and respects skin barrier, preventing skin sensitivity exacerbation. Combining performance and very high tolerance, the dermatological micellar water gently eliminates impurities, whilst soothing irritation. 1 sold every second, Skin is soothed & cleansed from makeup & pollution. Removes 99% pollution and makeup



Burt's Bees  
Beeswax Lip Balm Tin

The original. The best. And still your favourite. This must-have Classic was crafted in the backwoods of Maine in 1991, and has been in purses and pockets ever since. Beeswax conditions skin, while antioxidant Vitamin E moisturises. A final hint of Peppermint Oil provides that one-of-a-kind refreshing tingle. You'll be left with smooth, supple lips that everyone will be buzzing about. WHAT DOES IT DO? Softens and nourishes dry lips. With Responsibly Sourced Beeswax. Made with Peppermint Oil for a refreshing tingle. Infused with Beeswax, a natural skin conditioner and Vitamin E to moisturise.



CeraVe  
Moisturising Cream

Developed with dermatologists, the rich formula of the CeraVe Moisturising Cream helps to protect the skin's natural barrier with three essential ceramides and MVE technology to provide daily instant and long-lasting hydration. Hyaluronic Acid helps to retain the skin's natural moisture. Contains 3 essential ceramides (1, 3, 6-II) to help protect the skin's natural barrier. Formulated with patented MVE Technology to release skin nourishing ingredients for up to 24 hours.



Dr. PAWPAW  
Dr. PAWPAW Original Balm

The iconic Original Balm from the masters of multi-tasking beauty Dr. PAWPAW. This 100% natural balm has many many uses and has become a staple in the kits of make up artists around the world. With a huge list of celebrity fans, this multi tasking marvel is suitable for all skin types and the whole family. Can be used as a lip balm, to nourish dry skin, on hair, on cuticles and to soothe minor skin conditions include eczema and psoriasis. Enriched with Aloe Vera, Castor Oil, Olive Oil and Papaya.



e.l.f. Cosmetics  
Power Grip Primer

Infused with powerhouse ingredients like Hyaluronic Acid, this makeup primer moisturizes, preps, and smoothes to perfection, improving the look and feel of your skin. The formula goes on clear, making it the ideal makeup application base for all skin types and skin tones.

# BEST BEAUTY ICON – MASS



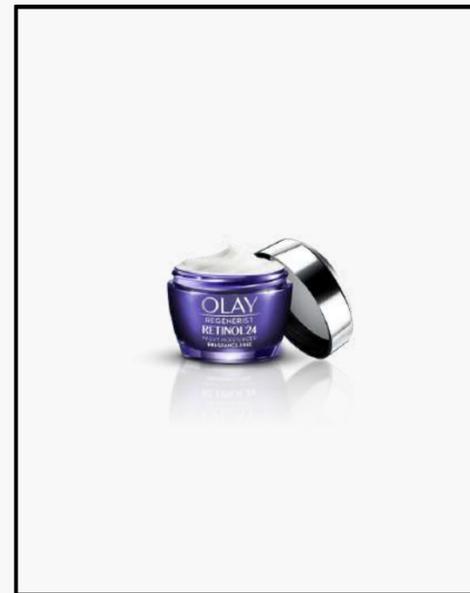
It's a 10 Haircare  
Miracle Leave In Product

Say goodbye to dull, damaged hair and hello to your new hair care BFF, Miracle Leave-In . A cult-classic, this easy-to-use spray smooths hair, eliminates frizz, restores shine, and enhances your hair's natural body. Miracle Leave-In is full of natural ingredients, such as sunflower seed and green tea leaf extract and silk amino acids, to help bring out all hair types' natural luster and shine, while also making your hair stronger and healthier with every use!



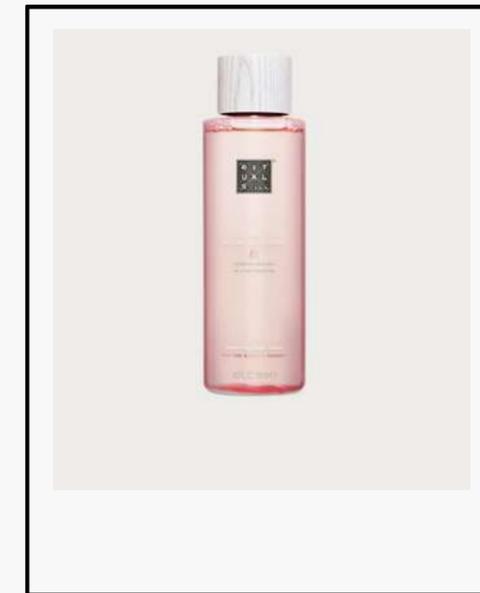
Nursem  
Caring Hand Cream

Say goodbye to dull, damaged hair and hello to your new hair care BFF, Miracle Leave-In . A cult-classic, this easy-to-use spray smooths hair, eliminates frizz, restores shine, and enhances your hair's natural body. Miracle Leave-In is full of natural ingredients, such as sunflower seed and green tea leaf extract and silk amino acids, to help bring out all hair types' natural luster and shine, while also making your hair stronger and healthier with every use!



Olay  
Retinol24 Night Cream

Half a decade in the making, Olay's Retinol24 patented formula contains two powerful ingredients: retinoid complex and Vitamin B3. Olay's unique formula is optimised to keep retinol stable, allowing it to penetrate deep into the skin's surface. It hydrates skin for up to 24 hours, delivering visible improvements in fine lines, smoothness, brightness, firming, dark spots, and pores. All while being suitable for all skin types, thanks to the fact it is virtually irritation free.



Rituals  
The Ritual of Sakura Foaming  
Shower Gel

Give your skin the gift of a new beginning with The Ritual of Sakura foaming shower gel. Featuring the renewing scent of cherry blossom and rice milk, it uses unique technology to transform the gel into a silky soft cleansing foam. Simply squeeze a small amount into your hand, lather onto your skin and watch the gel transform into a rich and luxurious foam when it comes into contact with water.



Studio London Cosmetics  
U-MATTE-R Setting Spray Matte

Keep makeup fixed for longer with the Studio London U-Matte-R Setting Mist. For a long-lasting mattified and fresh finish, even up to 16 hours after application.

# BEST BEAUTY ICON – MASS



The INKEY List  
The INKEY List Hyaluronic Acid Serum

INKEY's Hyaluronic Acid Serum is easily absorbed and works across skin's multiple layers, hydrating the skin, helping it appear plump and smooth, while reducing the appearance of fine lines. HA is a powerful moisture-binding ingredient that works beneath the skin surface and can hold up to 1000x its weight in water. It also combats dry skin, helping to ensure skin is hydrated and looks healthy. It's a must have step in every skincare recipe - no wonder one is sold every 20 seconds worldwide!



The Ordinary  
Squalane Cleanser

Squalane Cleanser is formulated to clean skin by removing makeup and dirt. This cleanser also supports your skin's moisture barrier through hydration. Its skin-cleansing properties harness plant-derived squalane, a well-studied moisturizing agent, alongside lipophilic esters that will leave your skin feeling smooth and soft while dissolving makeup. The formula is non-comedogenic and soap-free so it's gentle enough for daily use, suitable for all skin types, and suitable to combine with our other products.



Tweezerman  
Classic Lash Curler

Tweezerman eyelash curler is easy to use and does not pinch the skin or crimp or break eyelashes. In seconds, it gives a naturally curly lash look by gently squeezing lashes from the lash line. Offers comfort whilst maintaining closeness to the lash line to gently curl lashes. The Classic Lash Curler has a wide plate to offer a great curl to all eye shapes. The thick, rounded silicone lash pads are hypoallergenic and won't crimp or stick to lashes, unlike rubber pads.



Ultra Violette  
Supreme Screen SPF 50+  
Hydrating SKINSCREEN™ 50ml

Supreme Screen is your MVP – Moisturiser, Very-Good-Sun-Protection and Primer. Ultra Violette's universal crowd-pleaser – our Big Mac, our Beyoncé track – that works for almost everyone. Supreme is a hydrating, satin-finish SPF50+ cream that plays well with the rest of your beauty bag. A hydrating, high SPF formula with a clean scent, Supreme is Ultra Violette's all-rounder that's perfect for normal to dry skin, or anyone who doesn't know which SPF is right for them.



Umberto Giannini  
Curl Jelly Scrunching Jelly

The no.1 curly girl favourite for over 20 years! Banishes frizz, adds shine and gives sublime definition to waves and curls. The magical de-frizzing Curl Jelly formula combats manageability, flop, and definition like no other. Lightweight, medium hold and with incredible slip through the hair, there are no curl styles this iconic product can't achieve. Safe for colour, chemically treated, relaxed hair and hair extensions

# BEST BEAUTY ICON – PRESTIGE



Advanced Nutrition Programme  
Skin Accumax

Skin Accumax™ is a patented supplement for problem complexion, recognised by thousands worldwide. Professionally developed by our Nutritional Experts, Skin Accumax™ synergises together vitamin A, vitamin C, vitamin E and phytonutrients to work from the inside out to support healthy skin.



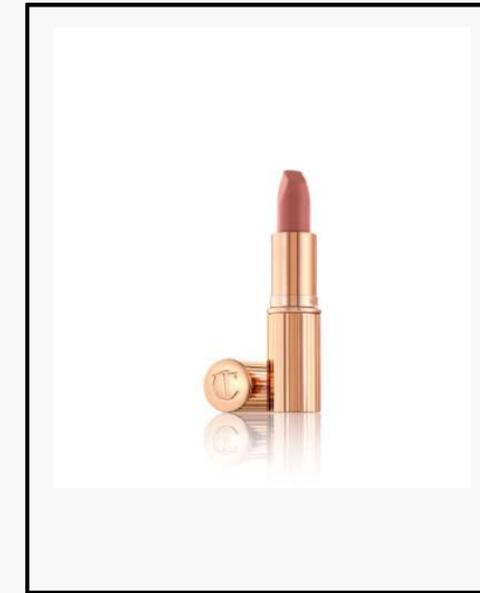
Aveda  
Botanical Repair Strengthening  
Masque in Light or Rich

Rich Masque: for medium to thick hair. This hair strengthening treatment intensely strengthens and repairs, improving the look and feel of damaged hair instantly. Conditions with 2 times the plant lipids with added butters.\* Hair is left looking healthier, softer and shinier after just one use of this rich hair treatment mask. Light Masque: for fine to medium hair. This hair strengthening treatment is formulated for weightless conditioning that intensely strengthens and repairs, improving the look and feel of damaged hair instantly. Hair is left looking healthier, softer and shinier after just one use of this hair strengthening mask.



Caudalie  
Vinoperfect Radiance Serum

In 2005, Caudalie developed the natural solution to hyperpigmentation: The Vinoperfect Serum. Since then, one bottle is sold every 30 seconds worldwide and it is the no.1 anti-dark spot solution sold in French Pharmacies. The hero ingredient in this best-selling formula is Viniferine, a phenolic antioxidant found in vine sap and patented by Caudalie laboratories; it regulates the pigmentation process and works on all skin types to correct and prevent hyperpigmentation, regardless of its cause.



Charlotte Tilbury  
Matte Revolution - Pillow Talk  
Original

Charlotte Tilbury's Pillow Talk lipstick launched to give everyone 'the most beautiful lips of their life'. The moisturising matte formula smooths and shapes the lips of your dreams to perfect every pout. It's formulated for everyone at every age and any skin tone. Enriched with nourishing orchid and Lipstick Tree extracts, plus light-reflecting pigments, lips appear softer, smoother and more youthful. Finished with an angled square tip, apply straight from the bullet for the best lips of your life! One Pillow Talk Lipstick is sold every two minutes and one pillow talk product is sold every 10 seconds globally.



ELEMIS  
Pro-Collagen Cleansing Balm

We are celebrating the 10th anniversary of our No.1 best seller that transforms into 3 unique textures for the ultimate cleansing experience. It nourishes as a balm, easily removes makeup as a cleansing oil and hydrates as a cleansing milk. The mineral oil-free formula also infuses Rose and Mimosa waxes with Elderberry, Starflower and Optimega™ Oils.

# BEST BEAUTY ICON – PRESTIGE



Emma Hardie  
Moringa Cleansing Balm

Emma Hardie's multi award-winning Moringa Cleansing balm is a purifying botanical cleansing balm that removes all traces of face and eye make-up, and deeply cleanses the pores, as well as balancing, hydrating and moisturising the skin. Since launching in 2009 the Moringa Cleansing Balm has become a cult product and is adored by loyal Emma Hardie customers, beauty editors and celebrities worldwide. The iconic balm has consistently been the brands bestselling product since it's launch. Moringa Seed Extract, Wild Sea Fennel and Vitamin E balance, purify and minimise the appearance of open pores. Essential oils of Orange, Neroli, Mandarin, Jasmine and Rose rejuvenate and deeply condition the skin.



Environ Skin Care  
Skin EssentiA Vita Antioxidant  
AVST Moisturiser 1

AVST Moisturiser 1 is the first level in Environ's AVST Vitamin Step-Up System. Containing a low concentration of vitamin A (an essential skin nutrient), as well as vitamins C and E and a combination of antioxidants, this moisturiser assists in nourishing skin and improving the appearance of uneven skin tone and sun damage. Skin is left looking radiantly healthy and beautiful.



Estée Lauder  
ADVANCED NIGHT REPAIR  
SYNCHRONIZED MULTI RECOVERY  
COMPLEX

Everyday environmental stressors like pollution and lack of sleep can disrupt your skin, leading to premature signs of ageing. Advanced Night Repair Serum fights back by promoting your skin's natural renewal cycle. It infuses skin with 72-hour moisture and targets dryness, fine lines and wrinkles to leave your complexion looking smoother, younger and beautifully radiant.



Eve Lom  
CLEANSER

The first step to radiant skin is the perfect cleanse. Our cleanser balm is made with our signature blend of aromatic oils, cleanses, hydrates, tones, removes make-up and exfoliates skin when paired with the included EVE LOM specially woven, extra-fine Muslin Cleansing Cloths made from 100% cotton. Selling one every 30 seconds, our cult balm cleanser is the go-to 5-in-1 cleanser around the globe for over 30 years. Developed by Eve Lom in 1986, she drew upon remedies from her childhood in the garden to create the now-iconic balm cleanser. Spread by word of mouth, adored by a cult-like devotion, and trusted by those who believe that the secret to radiant, glowing skin begins with the perfect Cleanse.



Kate Somerville  
Goat Milk Moisturising Cleanser

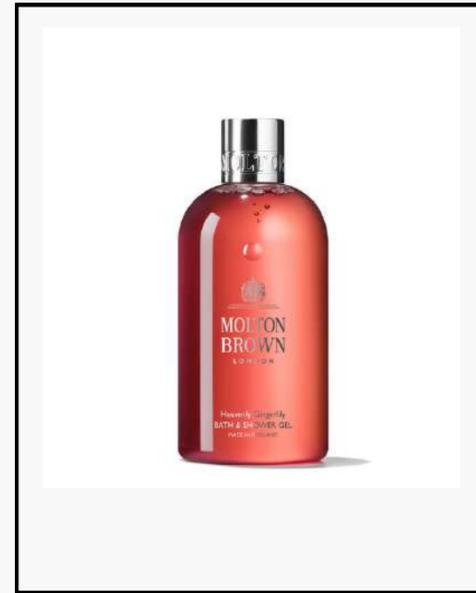
A gentle daily face wash that's formulated to cleanse and soothe without tightness or irritation. Its enhanced, non-foaming, creamy formula removes makeup, dirt, oil and impurities while maintaining skin's radiance and essential moisture.

# BEST BEAUTY ICON – PRESTIGE



Liz Earle  
Cleanse & Polish

Liz Earle's original beauty icon, Cleanse & Polish Hot Cloth Cleanser deeply cleanses to remove daily grime, pollutants and makeup (even stubborn mascara!) to reveal smoother, clearer and brighter-looking skin. It's enriched with cocoa butter, rosemary, chamomile and eucalyptus to cleanse, purify and moisturise skin, leaving it feeling comfortable, balanced and clean. Used with the pure cotton cloth, it gently exfoliates, lifting away dead skin cells.



Molton Brown  
Heavenly Gingerlily Bath &  
Shower Gel

The best-selling white-floral icon, has been loved by generations for over 20 years. Perfumer Jacques Chabert, visited a botanical garden and became captivated by the gingerlily bloom. It's laced with top notes of cardamom and ginger, with a blooming heart of lily, entwined with tuberose and tagetes. Made in England, at their carbon neutral manufacturing facility in Elsenham, Molton Brown are committed to reducing waste by making sure their plastic bottles are made from 50% recycled plastic.



OLIVIER CLAIRE  
High Performance Rich Cream with  
Native Cells and Plant Extracts

This eco-friendly cream 100% made in France is distinguished by the synergy and high concentrations of more than 14 active ingredients of natural origin such as the regenerating sea fennel native cells, the restructuring wakame, the hydrating hyaluronic acid and the antioxidant fresh sunflower pollen.



Oribe  
Dry Texturizing Spray

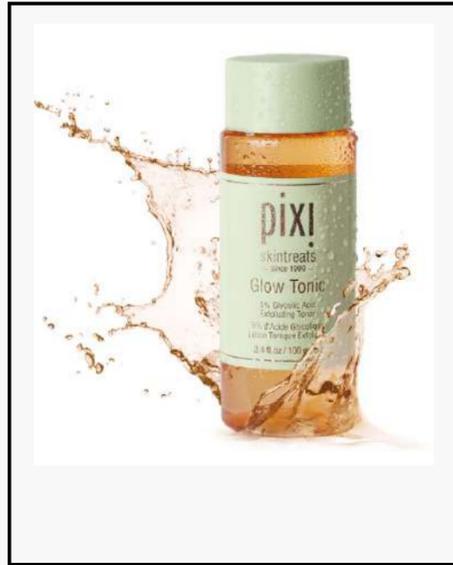
Bigger, better, full-on glamorous hair. This invisible dry hair spray builds in incredible volume and sultry texture. Zeolite crystallines absorb oil at the roots, leaving you with just-styled hair for days (and nights).



Pacifica  
Pacifica Vegan Collagen Fluffy Lash  
Mascara

A plant-based, vegan formula for long, conditioned lashes with major volume. Infused with hydrating vegan collagen to help lashes look instantly thicker and healthier. The fluff it up brush rolls the glossy black formula onto every single lash whilst separating them for a soft, fluttery effect. The 100% glass bottle also allows for easy recycling.

# BEST BEAUTY ICON – PRESTIGE



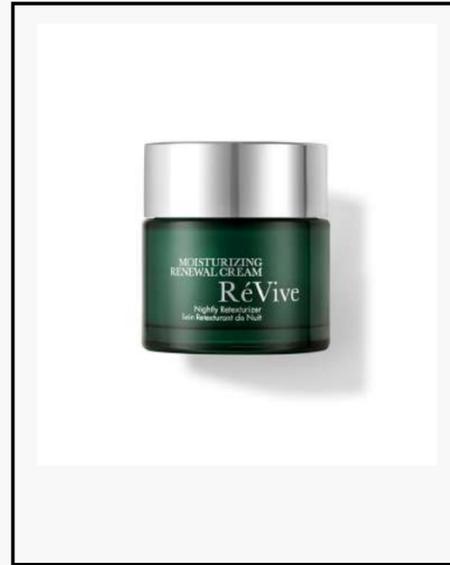
Pixi  
Glow Tonic

The iconic Pixi Glow Tonic™ is an invigorating facial toner that revitalizes all skins by gently exfoliating the skin. Key ingredients Aloe Vera, Glycolic Acid & Ginseng ensure that skin is perfectly balanced and it effectively sweeps away excess oil and impurities. Ensuring that skin is left with that famous Pixi Glow!



Paula's Choice  
Skin Perfecting 2% BHA Liquid  
Exfoliant

Gentle, lightweight fluid quickly exfoliates dead skin cells both on the surface and deep inside pores to reveal smoother, clearer, more radiant-looking skin.



RéVive  
Moisturizing Renewal Cream

Powered by our signature Bio-Renewal Peptide, this highly effective cream is clinically proven to help renew skin and visibly diminish fine lines. A healthy dose of pure glycolic acid helps to visibly improve skin's texture, removing dead skin cells to reveal a healthier-looking, more luminous complexion. The velvety, nutrient-rich cream hydrates and fortifies the skin's moisture barrier for youthful, dewy skin.



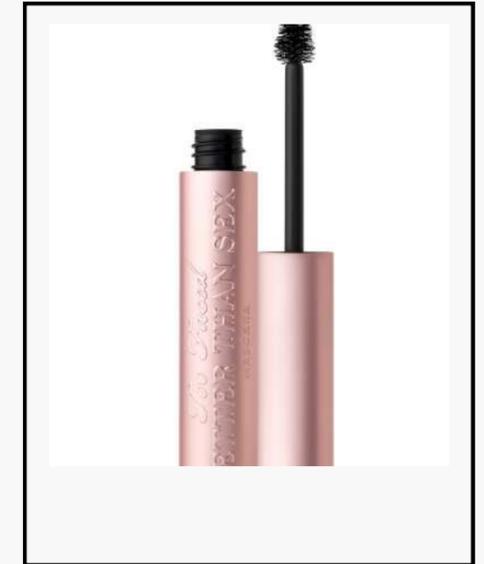
Revive Collagen  
Hydrolysed Marine Collagen  
Drink

Revive Collagen Original is the ultimate ready-to-drink liquid collagen supplement, hailed for providing life-changing results to thousands of customers from improving acne, eczema and psoriasis to overall skin health in just 6-8 weeks. Containing 8,500mg of type 1 marine collagen with world-class skin ingredients; Aloe Vera and Hyaluronic Acid, it has truly disrupted the traditional 'white jar, white lid' supplement market, offering a luxury beauty product.



This Works  
Sleep Plus Pillow Spray

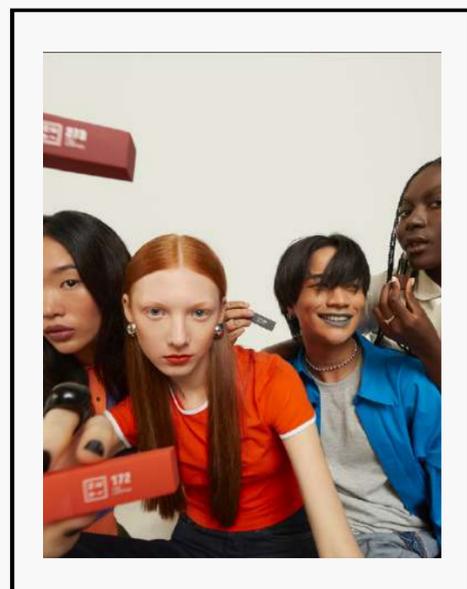
A supersized, fast-acting, motion-activated sleep spray for restless sleepers. 99% natural, this spray is formulated with Lavender, Camomile and Vetivert essential oils that gradually releases a soothing aroma throughout the night, resulting in a longer, less interrupted sleep.



Too Faced  
Better Than Sex Mascara Original

The iconic Deep Black formula creates lashes that are full, defined and stretched to unbelievable lengths for intense, oversized, multidimensional lashes. The hourglass brush separates and coats each lash to voluptuous perfection. Film-forming polymers lock curls in place and peptides condition the lashes.

# BEST NEW BRAND – MASS



3INA

Born with a view to disrupt & responding to a generation who approached makeup in a fresh, fearless and democratic way, is a brand that is playful, built on confident aesthetics, & with a commitment to delivering premium products at an affordable price. Our vision is to challenge the one-size-fits-all definition of beauty. Colour is our language, & our products are tools for self-expression. We believe beauty should be bold. It should be fun; it should give you the confidence to try new things.



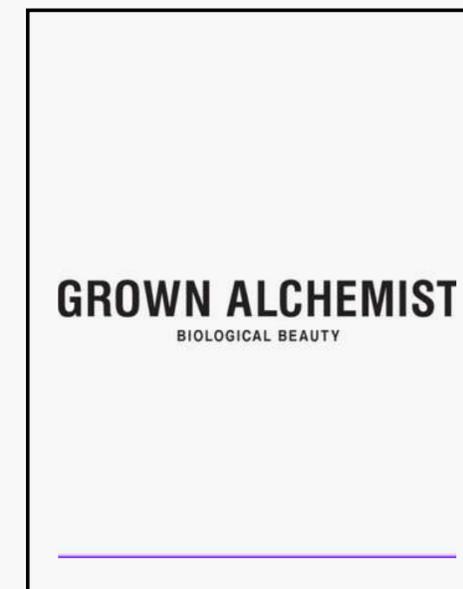
Function of Beauty

Function of Beauty was born from the belief that no one size fits all when it comes to hair care. The pioneering brand was founded by a team of engineers, scientists and self-proclaimed data nerds, who created a clever algorithm to tailor-make the perfect hair care for each and every customer. The brand finally hit UK shores in September 2022 with the launch of their retail line at Cult Beauty which introduced a new concept, a new format and a new ritual for meeting your hair needs by allowing you to create the perfect mix of shampoo and conditioner for your unique hair type and hair goals. Simply choose a base formula based on your hair type (straight, wavy, curly, coily) and add up to 3 hair goal booster shoots (choose from goals such as anti-frizz, volumising, shine, strengthen & more) to personalise your formula.



ARKIVE Headcare

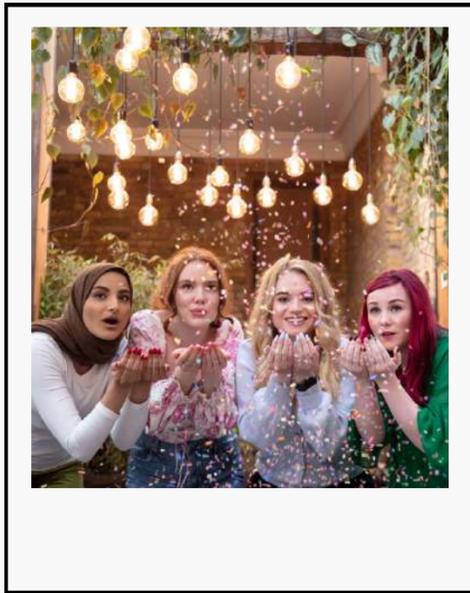
Born out of Adam's years of experience and knowledge, ARKIVE vows to make a difference to your head, both physically and mentally. Beyond creating great hair his aim is to create a world that makes a positive difference to how people feel about themselves, encouraging community and catering to an array of life's needs. We call this Headcare. Offering a range of essential nourishing and preventative treatments, everyday cleansers and conditioners and high-performance styling products for everyone.



Grown Alchemist

Through the understanding of cellular renewal and nutrient metabolism, Grown Alchemist formulates products which represent a new evolution in skincare. Scientifically-innovative formulas are capable of influencing the way the body repairs and regenerates the skin. Grown Alchemist's product innovation is at the forefront of progress being made in fields such as medicine, nutrition, pharmacology, dermatology, genetics and psychology. Through a holistic scientific approach, the brand identify the mechanisms that regulate the aging process of the body and skin. As a beauty company of the future, Grown Alchemist operate over several professional disciplines to leverage the body's natural capability to slow and in many cases, reverse the aging of the body and in particular, the skin. Founders Keston and Jeremy have stayed true to their promise to create advanced natural products that improve the health of skin cells, optimising their function and, ultimately, releasing your true beauty.

# BEST NEW BRAND - MASS



MeAmora

The only brand in the UK to offer an exciting, innovative range of salon-quality nail and lash products through a community of social sellers, our Stylists and influencers. MeAmora allows customers to create their own looks and styles. It's in our strapline, 'my salon, my way'



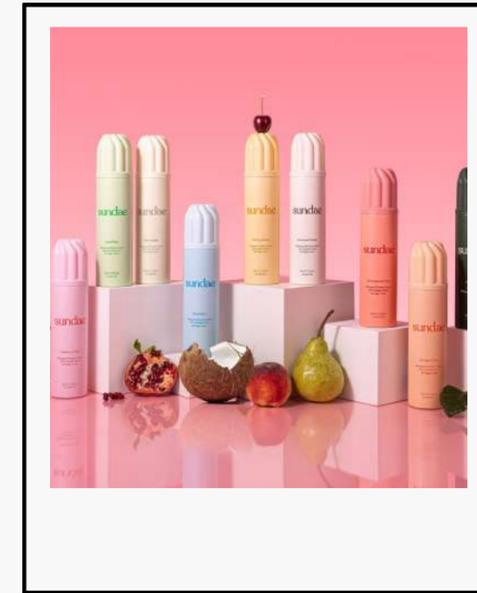
Menoglow

Menoglow is a five piece skincare collection which has been developed specifically for those who are experiencing peri menopause and menopause. The brand was launched in 2021 and is a collaboration between M&S and PRAI. Extensive research and clinical effectiveness testing has shown impressive results on the skin when the loss of collagen accelerates at this time.



Sali Hughes x Revolution Skincare

Journalist and beauty expert Sali Hughes has teamed up with Revolution Skincare to create a simple, low maintenance but active routine for busy beauty lovers. 'The perfect, white T shirt of skincare - great, reliable, effective skincare products that just always work.'



Sundae Body

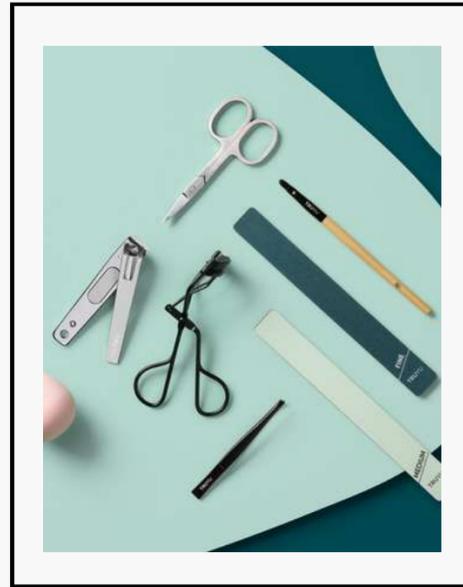
Sundae Body is whipping joy into your everyday routine, offering a joyful twist on body care essentials through their innovative formulas and textures, fun packaging and an array of flavours. Sundae brings together efficacious, native ingredients like Kakadu Plum and Finger Lime, alongside their signature, playful packaging to create a whole new shower experience with their line-up of nine indulgent, vegan friendly and cruelty free Whipped Shower Foams.



THE UNSEEN Beauty

I started THE UNSEEN Beauty to create products that transform how people see, think about and express their beauty. With a background in material science and design, I was frustrated that the methods and materials in beauty have barely changed in decades. That real innovation seemed impossible and that the products we put on our face don't match the intelligence or adaptability of our bodies or the biosystems around us. At THE UNSEEN, we see the world differently. We believe in creating innovative products that are intelligent, more in tune with us and the world, that reveal a side of beauty like you've never seen before.

# BEST NEW BRAND – MASS



TRUYU

TRUYU provides superior performance offered at an affordable price point. TRUYU are here to enable you to be true to yourself, with the help of easy-to-use tools empowering you to take your beauty routine into your hands. Inclusivity is at the heart of the TRUYU, with accessible products, stockists and price points across 24 different markets globally! TRUYU offers an unrivalled range featuring durable, high-quality tools you can trust for head-to-toe beauty.



VON (Voice Of Nature) Beauty

At Voice of Nature (VON) Beauty we believe that beauty products and treatments shouldn't cost the earth. Our mission is to change this by providing sustainable alternatives to disposable, single-use products such as cotton buds and mascara wands that end up in landfill or our oceans. Every single aspect of a product's life cycle has been considered, from the raw materials to production processes to the packaging it arrives in. We have kept the use of plastic to a minimum.



WooWoo M Range

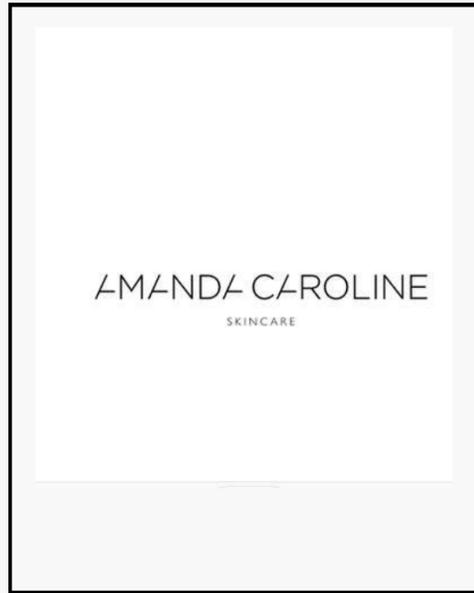
WooWoo's Manifesto Range (Bright & Buff Body Scrub, Goddess Glow Cream, pH balanced Blissful Bath Soak, Foaming Body Wash, Intimate Moisturiser, & Intimate Wipes) is a collection of natural products for 40+ women. Developed with Artichoke Leaf peptides & Kigeline extract, the formula works to offset oestrogen & progesterone reduction to naturally hydrate & moisturise & combat perimenopause & menopause symptoms such as dry skin, loss of firmness & increased sensitivity to UTI's & vaginal dryness.



YOUR gorgeous SKIN created by Dr.PAWPAW

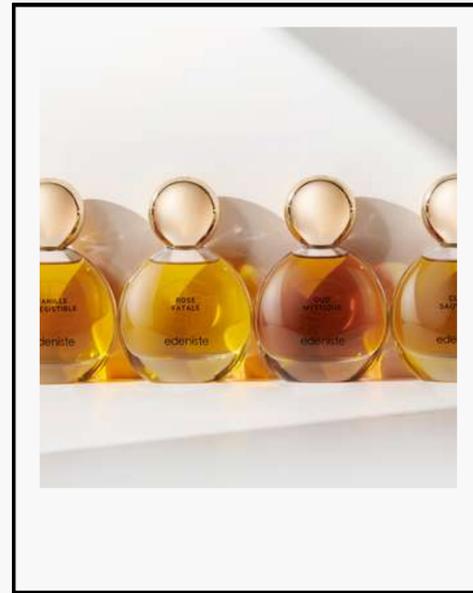
Multi-tasking skincare, ethically sourced, powerfully delivered. Introducing YOUR gorgeous Skin created by the masters of multi-tasking Dr.PAWPAW. Suitable for all skin types this simple yet effective range has been created with natural and vegan formulas that provide multi-tasking solutions at an affordable price. Contains the uniquely curated Papayaluronic™ a bespoke blend of 8 x Hyaluronic Acids and Papaya. Made with PIR plastic, FSC approved card and all components are 100% recyclable.

# BEST NEW BRAND - PRESTIGE



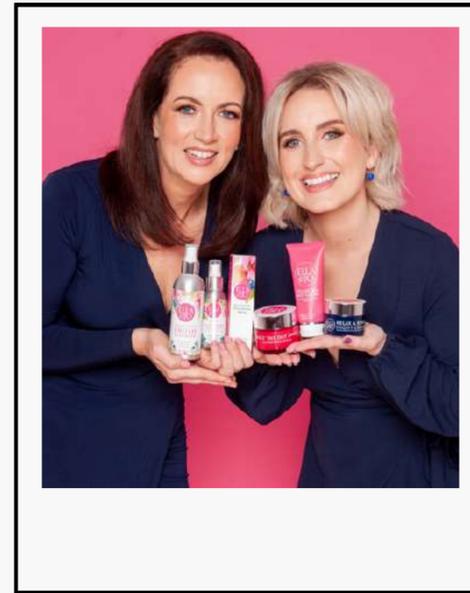
Amanda Caroline

Founded by Amanda Caroline Cronin, a skin cancer survivor & ex model Amanda Caroline is a British, luxury skincare brand offering unique formulas created by a team of award-winning cosmetic scientists. We focus on high efficacy, new ingredients and perfect textures to bring you an express skincare routine that leaves you glowing, we believe in enjoying your skincare routine and nourishing the skin without stripping. Clean, vegan formulas all wrapped up in beautiful sustainable glass bottles.



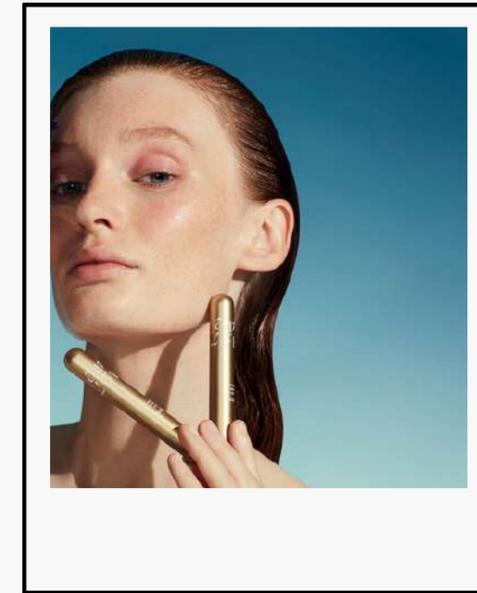
Edeniste

A ground-breaking new fragrance approach from EDENISTE. An unprecedented collaboration between leading neuroscientists and world-renowned perfumers to create a stunning collection of fragrances and boosters proven to positively impact on human physiology, individual's olfactory pathways and limbic system; using various scientific methodologies( fMRI, EEG Analysis, Biosensors test, Saliva test).



Ella & Jo Cosmetics

Ella & Jo is an award winning skincare collection designed and created in Ireland. Founded by two experts and influencers in their relevant fields - Niamh Ryan Advanced Skin Therapist, Cosmetic Science, MBS & wellbeing advisor & Charlene Flanagan Make Up Artist, Influencer & Social Media Expert, BBS. The collection is a multi functional range inspired by plants & wellbeing powered by science which puts the fun back into your skincare routine. Launched in Ireland 2019 - UK Launch Jan 2023



Intuisse

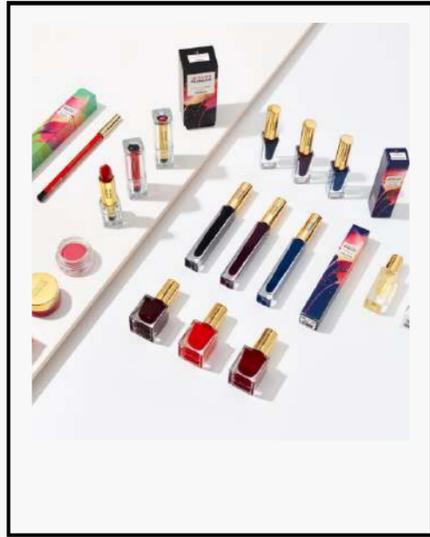
Intuisse is a ground-breaking, results-driven delivery system which takes the guesswork out of great skincare. Formulated in Switzerland by two leading doctors in the science of longevity and backed up by independent clinical data, Intuisse's pioneering liposomal technology delivers bio-miracle molecule NAD+ deep into the skin's cells.



Kerasilk

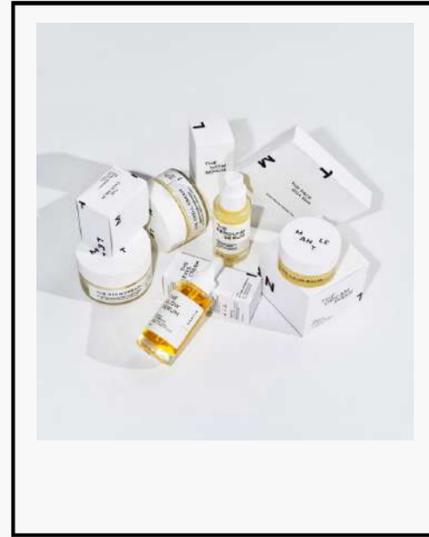
Kerasilk offers a range of premium salon hair treatments and home-care products to help transform your hair. Exclusive technologies complemented with high-end ingredients actively interact with the hair's structure, improving your original hair condition for touchable, visible & long-lasting beautiful hair results - with brilliant colour protection.

# BEST NEW BRAND - PRESTIGE



LE ROUGE FRANCAIS

While 95% of cosmetic coloring is obtained by chemical synthesis derived from petroleum, recent natural alternatives remain ethically controversial by the conditions of their mining extraction. LE ROUGE FRANÇAIS is leading a global revolution by offering for the very first time a sustainable solution that respects biodiversity and the health of each woman: vegetable coloring. Flowers on your skin that deliver exceptional biological properties. LE ROUGE FRANÇAIS is the first player in the luxury makeup market to be certified Organic and Vegan. Its positioning is resolutely turned towards respect for women's health, respect for our planet and French elegance. Our processes and formulas are patented and are free of controversial ingredients or allergens, without titanium dioxide or mica. Packaging are innovative and sustainable designed with glass packaging (Mascara, Eyeliners, Blush, Lip Care) and with castor oil: biobased lipstick case. To do without plastic as much as possible, while offering a light, durable and elegant material.



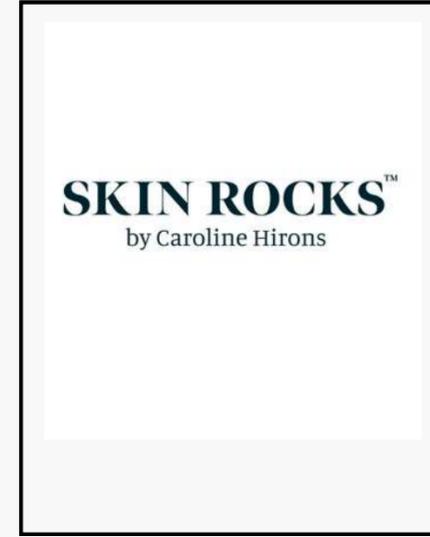
MANTLE

With bold confidence, Scandinavian simplicity, and award-winning formulations, MANTLE is leading the way with a new generation of professional skincare elevated by cannabis. Its aim: to educate and modernise the perception of CBD and its benefits in skincare. With a strong female-led team, MANTLE seeks to redefine the conversation and attitude towards beauty. It's not about changing or diminishing lived experience, but honouring the beauty of personal expression, and elevating it.



Revision Skincare

Revision Skincare® was founded to change the way professional skincare results are achieved. We believe youthful-looking skin can be achieved without ever compromising skin's long term health. Our unique formulation philosophy is leading the way for better treatment methods and challenging traditional approaches to deliver powerful results. With products validated by global clinicians, dermatologists and other skin professionals, we proudly help you achieve the best skin possible.



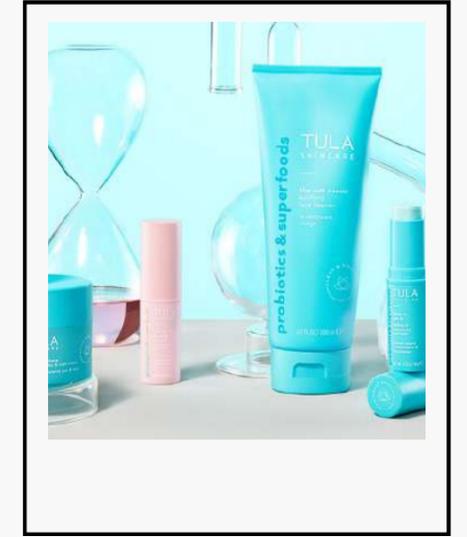
Skin Rocks

Skin Rocks by Caroline Hirons launched Spring 2021, marrying expertise and education to encourage people to look after their skin. The movement continues, with our partner brand Boxes, Skin Rocks App, and now our own skincare range! Our selected hero products: Retinoid 1- An entry-level vitamin A serum that boosts skin clarity and promotes a smooth, even and radiant skin tone. The Support Oil- Your rescue-in-a-bottle to support a healthy skin barrier and instantly calm your complexion. The Moisturiser- Packed with pro-vitamin D3, ceramides and antioxidants for your healthiest skin yet. Offering both fragranced and fragrance free versions at launch in an industry first, speaks to our inclusive and considered approach. We are proud to be creating clinically tested, highly efficacious products where formula comes first, as well as, curating offerings with other UK and internationally based beauty businesses, institutions and charities to fulfil the mission of making skincare make sense.



Tatcha

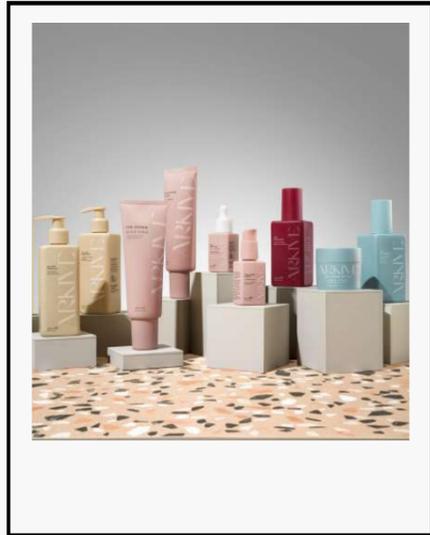
Tatcha is a skincare brand rooted in timeless Japanese wisdom, offering transformative yet kind-to-skin formulas that marry Japanese botanicals with clinical ingredients. Our formulation philosophy is informed by the Japanese concept hinou dokon, which means "skin-mind same root"—an acknowledgement of the powerful connection between the skin and the brain. Guided by the mission to care for people through their skin, Tatcha takes a holistic approach to skincare from concept to formulation to clinical evaluation, offering skincare rituals that benefit both skin and mind, while emphasizing the importance of mindfulness to skin health.



TULA Skincare

TULA is the clinically effective skincare range powered by probiotic extracts and superfoods, founded by board certified, practicing Gastroenterologist Dr Roshini Raj. TULA, meaning balance in Sanskrit, aims to restore natural skin balance through powerhouse science-backed formulas that hydrate, nourish, soothe and balance skin.

# BEST BRITISH BRAND - MASS & PRESTIGE



ARKIVE Headcare

Born out of Adam's years of experience and knowledge, ARKIVE vows to make a difference to your head, both physically and mentally. Beyond creating great hair his aim is to create a world that makes a positive difference to how people feel about themselves, encouraging community and catering to an array of life's needs. We call this Headcare. Offering a range of essential nourishing and preventative treatments, everyday cleansers and conditioners and high-performance styling products for everyone.



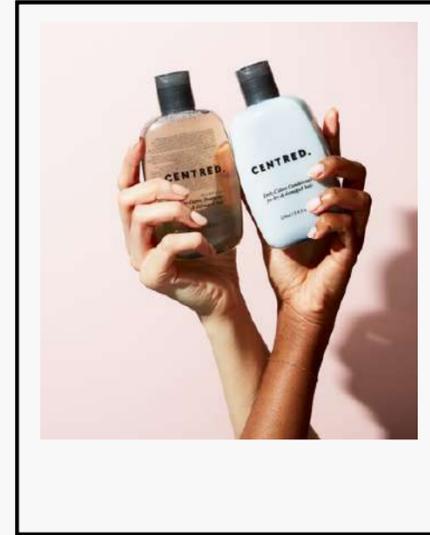
Batiste

Why spend hours getting ready when all you really need is minutes? At Batiste, we want you to live your best life between washes. That's why we create quick, easy, and effective solutions for beautiful hair. With a formula for every hair type, and a scent for every mood, there's a product for YOU. Gorgeous hair is as easy as 1-2-3 with our between-wash options. Batiste products work beautifully together and free you up to go after what matters most to you.



BYOMA

BYOMA is barrier building skincare, driven by science and powered by ceramides for the ultimate skin-compatible solution. The brand is accessible through their commitment to education, affordable in their pricing and approachable for every single skincare user. Each of their formulations is infused with their proprietary Tri-Ceramide Complex, developed in collaboration with their labs in Korea to repair, restore and rebuild the skin barrier, and they break down their ingredients and how to use each product on the side of their packaging— for a more intentional approach to transparency. Combining the research, science and credibility of dermatologist backed brands and supercharging it with the performance-efficacy and results of a clinical driven, single ingredient led brand— while infusing it with the premium, high quality formulations of a luxury house to create the ultimate skin-compatible solution.



CENTRED.

We all know we feel good when our hair looks good. At CENTRED we take an inside-outside approach to haircare helping to promote optimal hair health and combat the effects of hair. Our mission is to help stressed out women seeking those much needed moments of calm, to nourish hair and scalp issues and grow healthy strong beautiful hair. When life knocks you off balance, we are here to bring you back to CENTRED.



Charlotte Tilbury

Launched in September 2013 in London by iconic makeup artist and beauty entrepreneur Charlotte Tilbury MBE, the brand's purpose and mission is to 'Unlock the Magic Within.' Believing that everyone is a star, Charlotte inspires others to discover their own star power with her range of confidence-boosting skincare and makeup products. It is all about bottling dreams, selling dreams, and making dreams come true; matched with an educating and inspiring mentality to share the power of beauty with everyone, everywhere! Celebrating their 10-year anniversary this September, Charlotte Tilbury Beauty continues to break records across regions, channels and categories. Charlotte has created an innovative, disruptive and positive beauty movement that has changed the frequency of people's lives, to make everyone feel beautiful, safe and confident. The company is infused with purpose, with an empowerment message "Dare to dream it, dare to believe it and dare to do it" at its core.



Cultured Biomecare

Cultured is the next-gen in skincare, barrier & biome friendly, real accumulative results, formulated for everybody, for your best skin, ever. Cultured harnesses microbiome science to deliver formulations that are transformative for your skin. Caring for your microbiome means improved skin health, a stronger skin barrier and more powerful ageing-prevention. Cultured is formulated using cutting-edge Biome-science and our trademark, supercharged FutureFerments™ to deliver transformative results.

# BEST BRITISH BRAND - MASS & PRESTIGE



Delilah

delilah is a British make-up brand dedicated to making stunning cruelty free products with ground breaking formulations that have led to delilah winning various Beauty Awards. delilah is proud to have sourced amazing formulations that are certified as cruelty free by PETA as well as 100% vegan friendly. The whole range is paraben free, palm oil free and all products are dermatologically tested. delilah is available online & at Fortnum & Mason and leading salon locations across the UK & Europe.



ELEMIS

We are a skin wellness brand with an aromatherapist's soul, an artist's spirit, and a scientist's commitment to results. An innovative and global British skincare brand with over 30 years of expertise and available in over 45 countries, we believe in 'truth in beauty'.



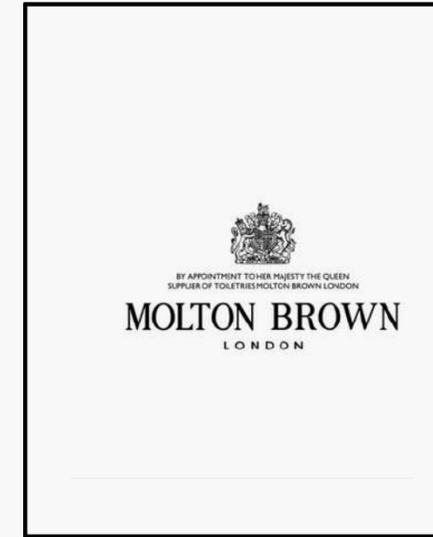
Eve Lom

It began in the garden, a place transcending time. With generations of skincare experience coupled with sophisticated science, EVE LOM presents a carefully curated range of high-performance natural solutions that hydrate and nourish skin to deliver radiance, rejuvenation, and renewal from the inside out. Our founder, Eve Lom, first discovered the exquisite power of nature-as-remedy as a child. Sent out into the garden to forage for powerful botanicals, she quickly encountered the skin-healing properties of Chamomile, Clove, and Eucalyptus – key ingredients she would use, years later, to develop her signature blend of aromatic oils that fuel her iconic, original Cleanser balm that hydrates skin for up to 12 hours. Today, with over 35 years of innovation, built on a rich British spa tradition, EVE LOM continues to pioneer refined natural treatments that reveal healthy, radiant skin. From the perfect first step – the cleanse – to masks, moisturisers, and treatments.



Margaret Dabbs London.

Margaret Dabbs London is the globally recognised brand that fuses together the best of medical science and podiatry, with the best of beauty to produce a unique and unrivalled range of effective, results-driven, credible yet luxurious clinic treatments and retail products for Feet, Hands & Legs.



Molton Brown

Born in 1971 on South Molton Street, their Fragrance, Bath, Body, Hair and Home collections are cruelty free and proudly Made in England from day one. As part of their ever-evolving sustainability journey, they run their own carbon-neutral manufacturing facility in Elsenham where they champion beauty that's kinder to the environment. They work in line with their extensive set of perfumers, to create long-lasting fragrances that uplift, refresh and unwind the senses.



Nails INC

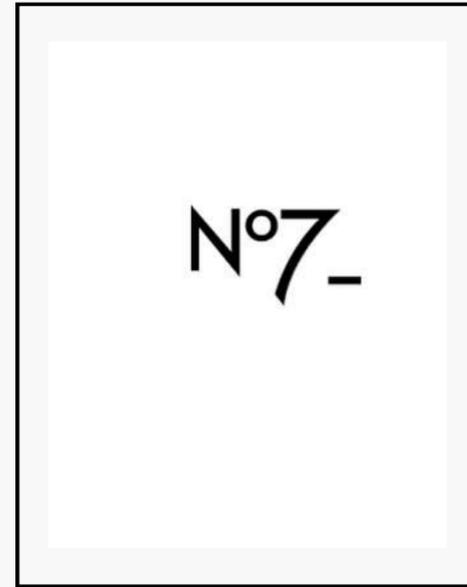
Founded by Thea Green MBE in 1999, Nails.INC has quickly become one of the most innovative independent beauty businesses on the market. The journey began when Thea was traveling back and forth from the US and spotted a gap for speedy efficient manicures complete with a fashionable, high-quality nail polish. Nails INC are cruelty free and nearing 100% vegan, making big steps to ensure every product is as planet-friendly as it possibly can be.

# BEST BRITISH BRAND - MASS & PRESTIGE



Neal's Yard Remedies

For over 40 years, Neal's Yard Remedies has been fusing the apothecary's ancient expertise with natural, organic ingredients and cutting-edge innovation, formulating efficacious products that prove organic skincare works. We are committed to trading sustainably and ethically; we were the first beauty brand to be certified organic by the Soil Association, and are proud to have partnered with them over the years to develop organic certification in the UK. We were also the first UK high street retailer to be certified CarbonNeutral®, having offset our greenhouse gas emissions every year since 2008. Products are handcrafted in small batches at our award-winning eco-factory in Dorset, which is set in acres of organic gardens, where many herbs in our products are grown.



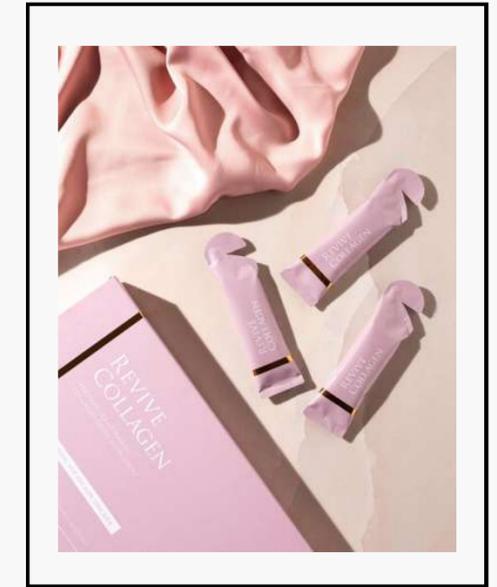
No7

Since 1935 No7 has been creating beauty history by helping women look and feel their best every day. With their rich health and beauty heritage and innovative skincare and make-up backed by science, they've become the trusted brand through the generations. At a time when beauty products were just for the privileged few, No7 offered every woman luxurious and glamorous beauty at a price they could afford.



Pixi

Revive Collagen champions beauty from within, offering premium packaged, ready-to-drink collagen supplements which deliver real results to the hair, skin and nails in 6-8 weeks. Our products are best-in-class, first to market and offer world-first formulas containing high doses of liquid collagen plus efficacious beauty ingredients and essential vitamins. We're stocked in 2000+ stores in the UK, have thousands of five-star reviews and loyal customers and we're endorsed by Amanda Holden.



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# BEST BRITISH BRAND - MASS & PRESTIGE



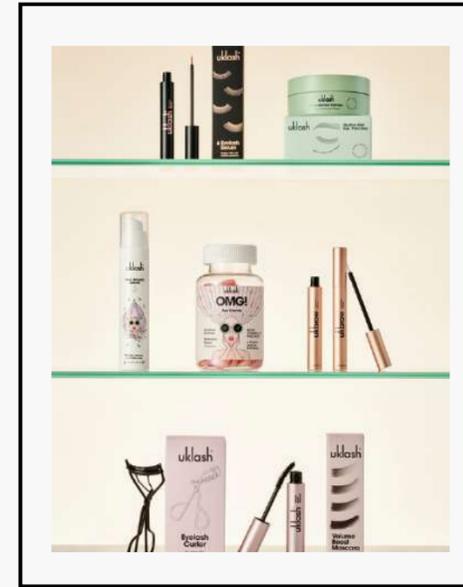
Skin Rocks

Founded by British Skincare Expert Caroline Hirons and launching in 2021, Skin Rocks™ is a brand and a movement, encouraging people through education, to look after their skin. Truth is a responsibility. Whether it's through our Skin Rocks App, partner brand Boxes or our own skincare range, we'll always be clear on whether you need a product, or not. Through rigorous clinical and consumer trial testing with a completely inclusive panel, you can trust that our products will only launch when they work hard enough to carry the Skin Rocks name. We are proud to be creating highly efficacious products where formula comes first, as well as, curating offerings with other UK and internationally based beauty businesses, institutions and charities to fulfil the mission of making skincare make sense.



This Works

This Works is a smart, natural skincare brand that works in synchronicity with the body clock to maximise skin performance, 24 hours a day. Combining its knowledge of the body clock and skin health with modern lifestyle learnings, This Works develops skincare and wellbeing essentials that support a busy life - starting with a good night's sleep.



UKLASH

UKLASH is a UK based, eye, brow and hair care brand, with a portfolio of best-selling and award-winning products to boost and grow eyelashes, brows and hair, and look after the delicate eye area. Launching with just one product in 2018, UKLASH Eyelash Serum, the collection has grown quickly to encompass a full portfolio of products including Eyebrow and Hair Growth Serums plus skincare and make-up accessories to care for the eyes and brows too. To date, UKLASH has become one the best-selling brands of all time with stockists such as Beauty Bay, Sephora, Debenhams and QVC – across all categories – and we now ship to over 118 countries with many of our new launches selling out in minutes; in fact, one bottle of a UKLASH product sells once every 30 seconds worldwide!



Umberto Giannini

Umberto Giannini is a British heritage brand, founded in 1998 by celebrity hairdresser, Umberto Giannini and his partner Claire. With their revolutionary approach to the category, it was quickly established as a leading professional haircare brand. Pioneers in curl care with their best-selling product, Curl Jelly which was created by Umberto for Claire's naturally curly hair – and 20 years on it sells 1 every minute globally.

With its game changing transformational products, Umberto Giannini continue to provide the nations tresses with advanced haircare for every hair type and concern. Always on the lookout for the most planet-friendly ways to make quality haircare product, Umberto Giannini has always been 100% vegan and cruelty free and proudly a Certified B Corp™ since 2021, offering the highest standards of social and environmental impact.

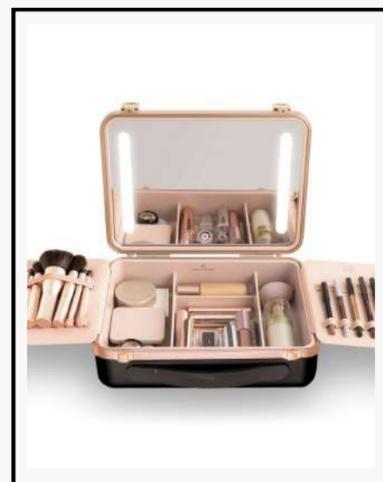
Recent years have seen Umberto Giannini's all-female team take the business to new heights, reinventing the brand in direct response to the changing needs of its community, with cutting-edge innovations in styling, scalp-care and colouring.

# BEST NEW ELECTRICAL APPLIANCE



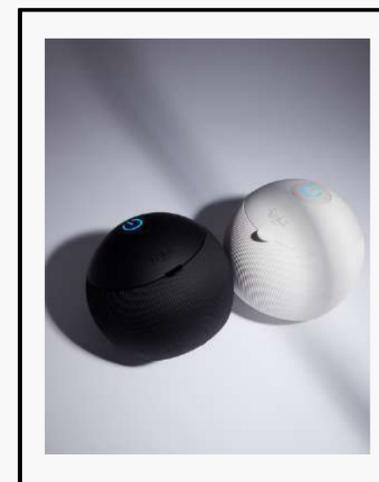
## MD London BLOW

The mdlondon BLOW Hair Dryer is a leader in its field thanks to Michael and his wealth of insider styling experience. BLOW is a compact, light, powerful and intuitive hair dryer that rivals the most well-known (and most expensive) on the market today on all counts. Lightweight and compact but robust. At just 372g (the lightest high powered hair dryer on the market), it's the first full-size pro-dryer that can truly travel.



## Beautifect Box

Dr. Tara Lalvani, out of her own need, set out to create a line of redefined beauty tools that would revolutionise the way people do their make up forever. After years of research and development, she launched the innovative and iconic Beautifect Box. The sought after Beautifect Box, is a one-of-a-kind beauty device combining industry leading lighting technology allowing users to conveniently do their makeup anywhere. The Beautifect Box has sold out globally 3 times and has featured on Good Day NY, Oprah Daily and Vogue to name but a few.



## Polished London Dental Capsule

The Hydro XP Dental Capsule offers a fast and convenient way to clean and sterilise dental aligners, retainers, dentures and mouthguards by using the latest in advanced dental cleaning technology and without the use of chemicals. Delivering a superior clean using a combination of high-frequency Sonic waves and powerful Ultraviolet Type-C light in just five minutes, the Hydro Dental Capsule will save you valuable time and effort, leaving you confident that your oral appliances are hygienic.

## NEOM Organics Wellbeing Pod Luxe

Designed to scent large spaces in minutes with even MORE features and benefits tailored to your wellbeing... Whatever your wellbeing need, the NEOM Wellbeing Pod Luxe works at the touch of a remote, helping you achieve better sleep, less stress, a mood boost or more energy through 100% natural essential oil blends. Remote controlled so you can tailor your wellbeing to your space and moment. Control the mist intensity, light and alternating & breathing modes at the touch of a remote. Helps you regulate your breathing through the NEOM 7/11 inhale and exhale cycle. Crafted with a bespoke gravure ceramic cover and a sustainably sourced upcycled wooden base, our supersized Pod will scent your large spaces and look chic whilst doing it. The Wellbeing Pod Luxe is mains operated not battery operated.



## MD London BLOW

Duet Style 2-in-1 Hot Air Styler, the brand's latest innovation which achieves the impossible by taking hair from wet to styled using just one tool, while promising no damage to the hair. Using groundbreaking AIRFUSION technology, ghd has combined the power of airflow and the performance of heated styling plates to deliver a tool that dries, smooths, and adds shine to hair simultaneously, while ensuring the integrity of the hair is not compromised



## The Universal Soul Company Aura Ultrasonic Aroma Diffuser

Remote controlled, ultrasonic aroma diffuser, AURA, with colour changing mood light, has been created to purify, humidify & delicately infuse clean fragrance, with aromatherapy benefits, whilst working on multiple sensory levels, to de-stress, relax & uplift you, for optimum well-being. The large 300ml water reservoir not only means it lasts longer, without the need to refill it, but also allows a gentle infusion of the oil & water, before it is diffused, due to the ratio, so preserving the integrity of the oils. AURA - "An invisible emanation or field of energy believed to radiate from a person or object" " A distinctive but intangible quality that seems to surround a person or thing; and atmosphere" "Love the Air you Breathe". Pure. Clean. Luxury.



# RESPONSIBLE BEAUTY AWARD



Dr.Lipp Ltd  
Stripped Back Skincare

"Dr.Lipp has launched its "stripped back skincare range". All our products are 100% natural origin and free from all allergens, fragrances & fillers. We believe you do not need loads of products in your bathroom and our new range of 4 multi-use hair & skin products rolls 23 different products into just 4. Replace your shampoo, body wash, face cleanser, make up remover & shaving gel with the 'All ways' every day wash for hair & skin all over. Replace your hair mask, conditioner, face & body lotion with the 'Before n'After' every day conditioner. Our ultra-rich 'BFF' replaces your face cream, hand cream & body butter and our hero 'Original Nipple Balm' can be used for all your dry lips & bits and replaces your lip balm, lip gloss, brow balm, cuticle cream and more! Clean and simple, but efficient – less products means less waste."



Chloé  
Rose Naturelle Intense  
Eau de Parfum

Chloé Rose Naturelle Intense is formulated with 100% natural-origin fragrance, alcohol, and water. Nothing else. It is free from artificial colorants and is vegan. The Chloé Signature bottle has been revamped to reduce its environmental impact. Recycled materials now represent 25% of the glass and 40% of the cardboard used for the box. The ribbon is made with 100% recycled polyester. Chloé Rose Naturelle Intense is available in three sizes: 30, 50, and 100ml. Pursuing its initiatives to reduce environmental impact, the Maison has developed a refill system made of 100% recycled aluminium that is compatible with the 100ml bottles.



REN Clean Skincare  
Perfect Canvas Smooth Prep &  
Plump Essence

"Since 2000, REN Clean Skincare has created high performance skincare with proven results from nature's most powerful and kind bioactive ingredients always formulated with sensitive skin in mind. Our products are packaged in ever-evolving more sustainable solutions, with our Zero Waste pledge to only use packaging designed to be recyclable, containing recycled materials or being reusable. Aligned with REN's unique Clean to Skin. Powered by a synergetic trio of postbiotic bio-ferments and potent antioxidants, this simple, yet transformative step elevates the everyday by optimising the absorption of the products you use on top of it. A bio-fermented Microbial Extract instantly plumps skin with hydration, boosts brightness and reduces the signs of redness. Bio-Fermented Hyaluronic Acid from wheat and Polyglutamic Acid from sugar cane help to reinforce the skin barrier and smooth skin texture. Marrubium Extract helps to protect against pollutants and Niacinamide helps to brighten and even skin tone."



KIND2  
The Rebalancing One - solid  
shampoo bar

This plant-based Shampoo Bar is made with hair loving oils of Coconut and Macadamia, combined with the stimulating and clarifying properties of Rosemary and Mint Essential Oils, to leave hair soft, shiny and clean without stripping your natural oils. We've used sustainable UK sourced Charcoal Powder from upcycled fencing offcuts for its oil absorbency, cleansing & detoxifying properties. Plus, giving the bar its lovely natural grey colour. Vegan and pH balanced, free from Palm Oil and Palm derivatives, this bar is certified "Zero Plastic Inside" by Plastic Soup Foundation - meaning our products are guaranteed 100% free of microplastic ingredients. Each bar replaces two plastic bottles and is packaged in a compostable/ recyclable cardboard box printed in the UK by a Carbon Balanced Publication Printer, supporting the World Land Trust. And we've planted over 5,000 trees."



ARgENTUM  
les parfums infinis

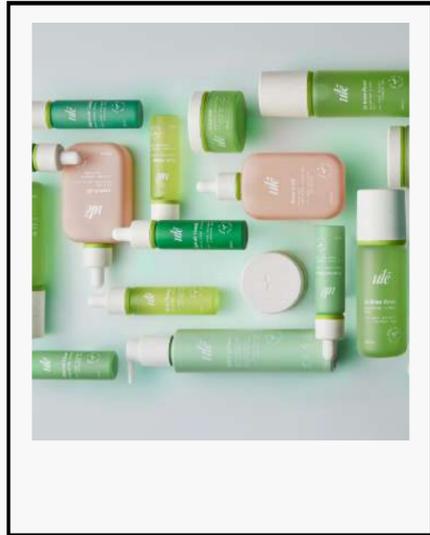
Introducing les parfums infinis ~ a magical collection of eaux de parfums, at one with your skin and hair. By embracing ourselves and the energies we attract, we can aspire to reach a beautiful balance ~ that place where opposites align and become one. ARgENTUM archetype fragrances explore fire, air, earth and water. To reveal your energy ~ embody the fragrance and wear your silver talisman. Created by Delphine Thierry—a prominent perfumer who specialises in natural and organic ingredients—in Grasse, the world's perfume capital, our fragrances are kind to skin and hair. Developed without chemical solvents and alcohol agents, les parfums infinis delivers a collection of unique and long-lasting fragrances using a Water Plant Emulsion process. WPE® is a patented technology that mixes oil and water with fragrance to create a super-fine and milky microemulsion. We want every second you spend with ARgENTUM to feel special. So, we designed our new packaging to guide you intuitively and beautifully through the unboxing experience.



CAPREA  
ESSENTIALS: PH BALANCING  
CLEANSER

"As a Turkish mother, I try to instil good habits in my children by encouraging interests in nature and the outdoors. Making sure that my 2 kids would lead by example as environmentally conscious beauty consumers was the driving force behind Capréa - making it the Best Skin Care Products for the Environment. I wanted my products to reflect those green values by reducing post-consumer waste to a minimum. That's why, I came up with the idea of 100% plantable boxes\*. Embedded with flower seeds, each box is an ode to mother nature - turning everyone into wild gardeners... and saving bees in the process. Certified COSMOS organic, all Caprea products are also made ethically in small batched supporting low-income workers in Turkey. We maintains our eco friendly mission by donating 3% of our sales to charities including the TURKISH MOSAIK foundation to help survivors recover from devastating effects of 2023 earthquake."

# RESPONSIBLE BEAUTY AWARD



Ulé

Ulé brings together the simplicity of French beauty with botanical skincare to create the first nature-tech skincare line to utilise vertical farming. Ulé is the first beauty brand to incorporate vertical farming to grow exotic plants from around the world within their proprietary Eco-Farm. Indoor and high-tech, the Ulé vertical farm is an agricultural and technological breakthrough in terms of eco-responsibility, efficacy and safety. At the heart of Ulé formulas is the Pure 3otany™ Blend, a trinity of high-performance, ancestral plants: Centella, Tulsi, and Coleus. Once the plants have fully grown to maturity, they are hand-harvested and cold-milled with a proprietary maceration process, from root to leaf. This means that every formula contains the purest and most active form of the plant —so you get a power dose of benefits in the smallest amount of product, to boost your skin's natural resilience.



Luna Daily  
The Everywhere Spray-To-Wipe

Luna Daily's mission is to make products for and conversations about Womanhood as natural as they should be, for all Women, everywhere. Our body care products are suitable for all skin, even the most intimate. Carefully crafted with gentle ingredients, our unique [HYDRA-BIOME+™] complex with thermal water, prebiotic actives and Vitamins E, F and C to strengthen, nourish and protect the skin microbiome. Both social and environmental responsibility are at Luna Daily's core. This is particularly seen in our Spray-To-Wipe product, a natural eco-alternative to single use cleansing wipes. A few spritzes of this ultra-fine mist instantly transforms toilet tissue into a skin-friendly, biodegradable cleansing wipe to refresh intimate skin and everywhere else on the body.



Plenaire  
Violet Paste Overnight  
Blemish Solution

Inspired by a 70-year-old French beauty recipe, this vintage, violet-tinted “vanishing” paste helps reduce blemishes overnight by drawing out excess oil and calming inflammation and redness. Violet Paste is formulated with a special, skin loving blend of Azelaic Acid to help refine and brighten, Beta Hydroxy Acids to clarify, and Zinc Oxide to calm skin while keeping bacteria at bay. Plenaire Violet Paste is to all skin types, but especially formulated for sensitive skin. Unlike other blemish treatments that can be drying or that contain harsh ingredients, Plenaire's creamy, hydrating formula works to naturally resolve blemishes while relying on proven, effective ingredients derived from natural sources with minimal side effects. Plenaire's mission is to link beauty to emotional wellbeing. Plenaire are a fully recyclable, clean ingredient, vegan and carbon neutral brand, made in small batches in the UK.



EKÓ BOTANICALS

Ekó Botanicals is a clean, multitasking, sustainable skincare range for maturing and melanin-rich skin, created by former city executive turned natural skincare expert Apinke Efiang. Rooted in traditional African and British skincare practices and botanical wisdom, these powerful natural products have spent 2 years in research and development, combining ancient skincare rituals with modern, natural skincare science. Using nutrient-dense, premium quality plant oils and botanical extracts, rich in skin loving vitamins and omega fatty acids, such as papaya, tamanu, moringa and kalahari melon, they cleanse, nourish and revitalise maturing skin, delivering optimal radiance and condition. The formulas are created using a wide spectrum of wild harvested oils and plant-actives, in optimal quantities and ratios, with natural preservatives for maximised purity and efficacy. All ingredients are sustainably sourced and organic where possible, from African and British farms.



Skin + Me

Skin + Me delivers a powerful, personalised solution that truly works straight to consumers' doors and offers an accessible solution for those who want to tackle their skin goals once and for all. With fully recyclable packaging and vegan and cruelty free formulations, the Skin + Me Daily Doser is made to order to ensure there is no wasted product. Skin + Me are on a mission to build an accessible way for people to tackle their skin goals once and for all, with powerful, completely customised prescription strength solutions that really work. Skin + Me formulates concentrations of Tretinoin that no other UK pharmacy provides, with the aim of starting gently and building up the skin's tolerance.



Elisabeth 33  
Luxury solid shampoo bar

Elisabeth 33 Classic Shampoo bar is a luxurious concentrated rich formula, infused with arctic cloudberries, abundant in antioxidants and vitamins, and moisturizing soft mango butter. The lovely signature fragrance was developed with a perfumer in Grasse using ingredients like uplifting orange oil, petitgrain and bergamot essential oil. It lathers gloriously, lifting dirt and grease, while leaving hair shining and full of health. The scalp is soothed, and balance restored, not to oily not to dry. The bar is 92.2% natural. PH neutral, vegan, cruelty free, soap-free, Palm oil Free, GMO free, gluten free, IFRA safe and made in the UK. The ridged box is also made and printed in the UK. The ridged boxes are made from recycled cardboard from Iggesund in Sweden and covered in FSC-certified paper. The boxes are then cut and put together, partly by hand, in the UK.

# RESPONSIBLE BEAUTY AWARD



Renbe UK LTD  
Flawless Face Towels

Renbe UK combines luxury and convenience alongside sustainability. Launching the UK's first disposable, biodegradable bamboo towel in the form of the Flawless Face Towel, this product will revolutionise how we cleanse our skin. Composed of 100% bamboo that biodegrades and its recyclable packaging leaves nothing ending up in landfill. One person could use on average 3,650 cotton pads per year which is going straight to landfill. Cotton pads are not an effective way of removing your cleansing products or makeup from your skin and with the effect it is having on the environment there needs to be a convenient, simple and more effective swap. Bamboo uses 1/200th of the water to grow and manufacture compared to cotton and can grow up to 36x more in the same area. When growing bamboo there is no need for chemicals, pesticides or fertilisers and it fully biodegrades in just a few months. This made it the perfect material to use.



[ comfort zone ] skincare  
All collections

"Being a certified B Corp since 2016, we share these values by being fully committed to improving our positive impact on the planet. We go beyond being just 'sustainable'; we provide luxury, science-back skincare that is actually REGENERATIVE for both the skin and the planet. Having recently won B Corps 'Best for the World: Environment' category, our current accreditation score is 117.4, which means we are among the top 5% for BIA score in the environment impact area and one of the highest scoring beauty B Corps globally. Our Purpose? "To do our best for the world, creating good life for all, through Beauty, Ethics and Sustainability. These are the founding values of Comfort Zone. All three are interdependent in the way we see the world. We believe in our idea of sustainable beauty and encourage those who surround us to take care of themselves, the environment in which they live and work, and the things they love."



AKT London  
SC.01 ORANGE GROVE

"At AKT we never take the easy route, because the easy route is often detrimental to our environment. It's taken over 3 years to launch our sample sizes to market because we have been adamant to say NO to plastic packaging at all costs. It's meant high development costs and high costs for purchasing. As a small company that's incredibly difficult. But ethics override profit for us. If the large companies aren't willing to pioneer innovation, then it's down to small companies like ours. The Deluxe Mini deodorant tube is produced with 100% recycled aluminium, 95% of which is PCR. It is fully recyclable and has an aluminium closure instead of a plastic cap. Because every part of the tube is produced from aluminium, it is manufactured in one production step that already includes the closure/cap. There is no need to separately manufacture and screw-on a plastic cap. AKT is committed to pioneering innovations in personal care and personal performance. From our innovative formula tested on dancers, not animals, which took 3 years to develop on the hob in our kitchen, to our bespoke aluminium caps and aluminium sample sizes keeping our products 100% plastic free."



L'OCCITANE EN PROVENCE  
Shea Butter Hand Cream

"From the moment the shea nut is picked, it embarks on a journey in which women are empowered, communities are built, lands become more sustainable, and biodiversity thrives. With the help of The L'OCCITANE Foundation, L'OCCITANE has been working with women's cooperatives in Burkina Faso since the 1980's, to improve the lives and working conditions of Burkinbé and Ghanaian women, building long-term and 100% Fair Trade partnerships\* (since 2009) to provide educational and financial resources. We purchase the shea butter directly from the producers, providing more economic security so they can achieve a higher level of independence. For over 15 years, the Shea Butter Hand Cream has been one of L'OCCITANE's most iconic products. Testament to its popularity, one is now sold every three seconds worldwide. An intensely nourishing product made of 95% natural origin ingredients. In line with L'OCCITANE's commitment to Reducing Waste, the distinct silver tube of the Shea Butter Hand Cream is made from 95% recycled aluminium."



Naturally Tribal Skincare Limited  
MIMO FACIAL RANGE

"Naturally Tribal Skincare views responsible beauty as the norm with sustainability embedded into the company's DNA. The company's 'Source to Jar' uniqueness which starts from its raw materials journey, product creation, and manufacturing through to its packaging is built on transparency and traceability. Born sustainable, everything about Naturally Tribal Skincare has been created and designed to 'hug our planet'. Consumers are well-informed and savvy than ever before. Provenance, authenticity, and heritage appeal to shoppers and are becoming an increasing priority. In addition, both retailers and consumers want to know where their products come from, with some retailers now taking it a step further by specifying origins, regions, and specific suppliers or farmers. Instead of just sourcing ingredients from the open market, Naturally Tribal founded a sister company and built an African-based Shea processing facility which not only speaks to the company's authenticity but contributes to the 16 million rural African women who rely on Shea Butter as a source of income. In addition to product efficacy and being a beautiful brand to look at, the company has female empowerment, purpose, and impact at its core."