

WWD BEAUTYRIZ

AN ISSUE OF
WOMEN'S WEAR DAILY

THE LEADING EDGE

ONE FOR ALL?
THE DEMOCRATIZATION
OF DISTRIBUTION

YOUNG HOLLYWOOD
AT PLAY

THE ORIGINAL MODEL
MOGUL TELLS ALL

WAL-MART'S CHANGE
OF FACE

REDEFINING PICTURE
PERFECT

FAB FOUR

**BREAKOUT BEAUTIES
FOR THE MODERN AGE**

HIND SAHLI, JOAN SMALLS, ILVIE WITTEK AND TATI COTLIAR

WIS

FROM HAIR REPAIR TO FASHION-INSPIRED MAKEUP, A HOST OF DIRECTIONAL LINES ARE LAUNCHING FROM BEAUTY VETERANS AND NEWCOMERS ALIKE.

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STYLED BY STEPHEN CAPUTO

NEW RELEASES



01 VMV HYPOALLERGENICS RE-EVERYTHING CREAM ANTI-AGE PRIMARY TREATMENT

VMV Hypoallergenic's Re-Everything range includes this antioxidant-rich cream that blends organic virgin coconut oil, undiluted glycolic acid and a collagen-producing kinetin growth factor. (\$80; Bliss)

02 ADVANCED HOME ACTIVES BRAZILIAN PEEL

Featuring 30 percent glycolic acid buffered by Brazilian-sourced açai, this peel promises professional strength results. A deactivating time-released neutralizer kicks in after 10 minutes, ensuring its safety for home use. (\$78; Sephora)

03 LIFT LAB SKIN REGENERATION LIFT & MOISTURIZE DAILY CREAM

Lift Lab comprises four items that mimic the natural cell protection mechanisms found in subarctic deep-sea fish and wintering organisms. This moisturizer also contains a patent-pending cell-stimulating protein complex. (\$125; theliftlab.com)

04 KEN PAVES SELF HELP A SHINING SOUL VOLUME-FRIENDLY GLOSSER

Jessica Simpson's celebrity hairstylist Ken Paves' newest venture is a seven-item hair care line. The shine-increasing serum harnesses low molecular weight silicones for a buildup-free finish. (\$15; QVC)

05 TOPSHOP MAKE UP SKIN TINT

The British-based fashion powerhouse's new makeup range includes 97 core products and additional seasonal trend collections. This creamy tinted moisturizer is available in four shades. (\$20; Topshop)

06 SCIENTIFIC KENNETH BEER MD BRIGHTENING SERUM

Certified in dermatology and dermapathology, Kenneth Beer designed his line to treat each layer of skin. The Brightening Serum delivers Swiss Alps-sourced botanical extracts to lighten discoloration. (\$98; Idealskin.com)

07 SOFT CORP SOFT TOUCH SOFTENING CRÈME BODY WASH

From influential indie retailer Robin Coe-Hutshing comes Soft Corp, dedicated to skin softening. This body wash contains marshmallow root extract, shea butter and coconut oil to moisturize, and fiber-optic particles for an instant glow. (\$22; HSN)