

offer a lightweight, breathable formula. In a bid to fight and reverse signs of ageing, it contains baicalin, which is clinically proven to extend the natural life of skin cells. It also contains seaweed to offer long-term skin hydration.

### **BEST NEW MALE SHAVING AND BEARD PRODUCT**

#### **Nadur Smooth Pomegranate & Gotu Kola Shaving Serum**

This 3-in-1 product can be used pre-shave, during and post-shave. The serum helps to eliminate razor burn and won't clog pores. The emolliency of this natural product creates a greater glide factor on the skin and reduces the risk of cuts and nicks. Rich in gotu kola, the serum combines the anti-ageing botanical extract with soothing and moisturising natural oils.

#### **Sebamed For Men After Shave Balm**

Shaving causes stress to the skin, including redness, tightness and itchiness. To counteract this, After Shave Balm contains natural ingredients to calm and refresh the skin. Created with the same pH 5.5 value as healthy skin, this balm supports and protects the natural barrier function of the skin's acid mantle.



#### **benecos Beard Oil**

benecos Beard Oil contains the finest blend of organic oils of argan, sunflower and sweet almond mixed with essential oils of lavender and rosemary. The certified organic oil is designed to nourish and soften the beard as well as the skin underneath.

#### **Beardburys Precision Balm**

This balm hydrates and conditions the skin thanks to aloe vera and a combination of soothing essential oils.

#### **Wilkinson Sword Hydro 5 Sense Energize**

Wilkinson Sword has equipped its latest razor with built-in shock absorbing technology for an optimum pressure shave. The upgrade features an innovative mechanism which auto-adjusts and flexes its five curve-sensing blades when pressure is applied and 'senses' when to add pressure back on.

#### **Green People for Men No.2 Soothing Shaving Gel**

A certified organic face wash and natural shaving gel, this product has been designed to create a high-density lather with a creamy feel for a closer shave. Green People has used seaweed to allow the razor to slide over the skin with no cuts, razor burn or dragging, while aloe vera soothes and conditions.



#### **Kent Brushes The Monster Beard Brush**

Recognising that not all beards are small, The Monster Beard Brush has been designed to tame the biggest beards. The traditional narrow head has been replaced by a larger beechwood oval design, which has been filled with a hand-mixed blend of long tufts of both horse hair and uniquely selected nylon.

#### **Woody's Beard Balm**

Woody's Beard Balm combines a blend of coconut oil, panthenol and natural beeswax, designed to add a healthy shine. The beard is said to look healthy and 'together' without any stiff pastes or

waxes. Meanwhile, the balm helps to cool the skin with a hint of grapefruit.

#### **NIVEA Men Body Shaving Anti-Irritation Shaving Stick**

Conveniently designed for in-shower application, this is marketed for men concerned about skin irritation. Unlike traditional shaving gels, its formula is designed for use in the shower, meaning it won't wash off mid-shave. The transparent formula also provides a precision shave without catching or irritating skin in a bid to offer men the best shaving experience possible.

### **BEST NEW MALE HAIR PRODUCT**

#### **O'right Caffeine Botanical Scalp Revitalizer**

Infused with natural caffeine extract from coffee varieties grown in Taiwan using ultrasonic extraction technology, Caffeine Botanical Scalp Revitalizer is rich in natural active ingredients to revitalise scalp cells and penetrate hair follicles for intensive repair. Plant extracts help balance the scalp's natural oils, prevent bacterial growth, relieve scalp discomfort and stimulate hair follicles and new growth.

#### **Nanogen 5 IN 1 Shampoo & Conditioner for Men**

Nanogen's 5 IN 1 Shampoo and Conditioner for Men cleanses, exfoliates, conditions, strengthens and thickens hair in one step. Unique Hair Growth Factors support follicles' natural growth processes for thicker hair over time. Salicylic acid and aloe vera improve scalp health, while keratin, panthenol and glycerin fatten and moisturise hair.

#### **NO GUNK Styling Funk**

The NO GUNK Styling Funk is said to be the first-ever nourishing styling wax with no chemicals and no residue. Made with natural ingredients such as beeswax, shea butter and argan oil, it doubles as a beard balm.



**EJO Beauty Set Box**

The EJO Beauty Set Box features a minimalist design in earthy tones which showcases EJO'S connection to nature. In a bid to offer both luxury and durability, the custom handcrafted magnetic seal box is made from certified swiss paperboard.

**Botany Naturals Hand & Body Lotion Nourish**

A refreshing deep moisturising aromatic hand and body lotion with Australian lemon myrtle, grapefruit and orange. The ingredients selected are designed to condition hydrate and soothe the skin leaving a fresh, clean and natural scent with the zesty aroma of citrus.

**WOW by Wojooh Fyunka Lipstuck**

The 7-sku best-selling line, Lipstuck, is packaged with exclusive illustrations by Saudi designer Fyunka, who shares the same values as the brand: modern east and regionally relevant.

**Carobels Beardburys The Pomade Kit**

The Pomade kit includes eight different kinds of pomade to suit individual hair types, each one with an unique scent and texture. The wood expositor allows consumers to show all the products while it decorates, providing a barbershop air.



**O'right 100% Renewable Plastic Bottles**

O'right is devoted to making the earth a better place for generations to come. The brand has launched the world's first 100% renewable plastic shampoo bottle made from household goods such as plastic milk, yogurt, shampoo and body wash bottles. The pre-used bottles are recycled, sorted, crushed, re-sorted, washed, dried, pelletised, and regenerated before production to reduce carbon emissions by 75%.

**Emma Hardie Plump & Glow Hydrating Facial Mist**

The Emma Hardie Plump & Glow Hydrating Facial Mist, is a fine mist featuring a wide-reach delivery pattern in a first-of-its kind spray tube. The brand aims to build a reputation as an effective range combining botanical active ingredients with a holistic approach. This portable tube can be used as a multi-functional product for an extra boost of hydration or skin care-on-the-go.

**Glossy Make Up Blending Sponge**

Glossy Make Up's star product is a flat edged sponge designed to help users finish make-up with ease. According to the brand, unlike traditional sponges, it has been given a flat edge to allow consumers to apply powders and create lines for contouring too.

**Trinny London Stacks**

Trinny London has created a portable range of cream-based make-up, in packaging developed by Quadpack. The make-up Stack is designed to enable consumers to build a personal colour profile suited to the unique combination of your skin, hair and eyes. The products come in transparent 5ml pots, which click together in an attractive stack that can be customised by the user. It also makes them ideal for travel according to the brand.

**BEST SPECIAL INNOVATION**

**Organic Colour Systems Rep-Hair Follicle Strengthening System**

This hair strengthening system uses Capixyl™, an active complex blended with extracts of red clover flower, which is said to prevent hair loss. The product aims to help condition, strengthen hair, sooth scalp inflammation as well as protect the skin from UV and pollution.

**Charlotte Tilbury Revolutionary Instant Magic Facial Dry Sheet Mask**

Influenced by the technical innovations of K-beauty, Instant Magic Facial DRY Sheet Face Mask, contains a biomimetic delivery system that is said to reduce wrinkles, smooth, lift and hydrate.

**Skin Physics Instant Lift V-Shape Vitality Mask**

This two-step mask is formulated with contour perfecting ingredients for a quick lift and strengthening of the lower half of the face. The formula contains a revitalising marine biotech active that produces a lifting effect to help the V-shape contour. Edelweiss flower plant cells aim to visibly tighten sagging skin of the cheek and jawline, while a mix of pomegranate, fig, mulberry and ginkgo nuts provide antioxidants to improve elasticity and create firmer looking skin.



**skin689 Creme Anti-Cellulite**

The innovation of this product lies in the patent-pending ingredient CHacoll. The ingredient promotes collagen synthesis in the subcutaneous tissue, therefore firming the skin. Within a few weeks, skin689 improves the appearance of cellulite, as CHacoll promotes the build-up of collagen fibers. This strengthens the



subcutaneous network, which retains fat cells and ensures firmer, tighter skin. As a result, the skin surface is smoothed and its elasticity is improved.



**Venus Skin Copper Peptide Hyper Moisture Refinisher**

Enriched with copper peptide and vitamin B5, this emulsion repairs and refinishes skin as an antioxidant, restoring skin health to its best condition. Hyaluronic acid, natto gum and *Imperata cylindrica* root extract further replenishes skin with moisture and hydration and enhance water influx around skin cells, keeping skin soft and elastic. After being massaged, it delivers the hydration without leaving the skin greasy or sticky.

**OMS Exfoliate & Resurface Home Therapy Kit**

OMS' at-home facial therapy kit is said to be free from harsh acids, abrasives or microbeads. The product is 95% natural and formulated for mature and sensitive skin. The bottle is eco-friendly and refillable.

**Reallyyy?! Eyebrow Extension**

Reallyyy?! Eyebrow Extension is a new concept of eyebrow products. Users add the fibers to their natural eyebrows to create an instant look without the need to visit a salon or undergo a tattoo procedure. By adding fibres little by little, consumers can create a natural-looking eyebrow without using colourant.

**bea Skin Care AHA Rejuvenating Wands**

AHA Rejuvenating Wands provide an alternative to professional skin peels. Tackling acne to wrinkles, they support general skin care maintenance while being small enough for on-the-go use. The wands contain a blend of medical-strength alpha hydroxy acids, resulting in a light peel.

**SensatioNail Non Wipe Top Coat**

SensatioNail has launched the Non Wipe Top Coat, designed to be the easiest and most convenient way to finish off any at-home gel manicure, waving goodbye to cleanser and wipes. The latest launch can be used with SensatioNail Express and Original to give a super gel shine that lasts for up to two weeks.

**SkinNinja**

Driven by the founder's own battle with skin cancer, SkinNinja enables consumers to discover what health concerns (such as allergens and carcinogens) are in their skin care, cosmetics and personal care products. SkinNinja matches world leading expert evidence to more than 200,000 ingredients, across 800,000 products. Health information is unbiased and democratised, with free access to everyone.

**Origenials Dr Bald Shampoo**

Dr Bald Shampoo is the first professional product for bald heads. It cleans and hydrates the scalp with a light massage. Its patented Ultra-Clean applicator removes the dead cells and activates the microcirculation.

**retro co. Beauty Pro App**

Beauty apps that let users 'try on' products are



making waves. While most of these rely on augmented reality, the Beauty Pro App matches consumers with a real, human beauty consultant, then tailors a customised 'retroBox' of products delivered through a subscription service. The brand hopes consumers will receive a richer, more personal experience than with any other app on the market.

**Beverly Hills Formula Precious Pearl Enamel Remineralising Serum**

Precious Pearl Enamel Remineralising Serum is a new formula containing high levels of hydroxyapatite and pearl powder. Hydroxyapatite is a natural compound proven to form a new protective layer helping make teeth appear smoother and whiter by repairing micro-lesions and strengthening the enamel. While pearl powder is a gentle micro-polisher rich in remineralising minerals such as calcium, phosphorous and potassium.

**YUANLI Anti-Acne Clear Essence**

Developed by an experienced dermatologist, this essence contains salicylic acid, mandelic acid and witch hazel water, designed to help to eliminate acne. In a study conducted almost 100% of users claimed their acne had greatly improved within four weeks.



**Neutrogena Visibly Clear Light Therapy Acne Mask**

Neutrogena's new light therapy device is designed to help tackle mild to moderate inflammatory breakouts by delivering a targeted dose of red and blue light to treat each blemish at the source. With blue light to attack acne causing bacteria and red light to bring down redness and swelling.