

SHAPE Announces Winners of 2024 Beauty Awards

SHAPE Editors Awarded Over 50 Beauty Products Across Categories Such as Makeup, Hair, Body, and More

NEW YORK, Aug. 8, 2024 /PRNewswire/ -- **SHAPE** today announced the 2024 SHAPE Beauty Awards, a list of over 50 editor-approved beauty products spanning categories such as makeup, hair, and body. Since 2003, the annual SHAPE Beauty Awards have been an essential resource for wellness-focused women who are equally committed to their beauty and workout routines. The 2024 Beauty Awards are available now on SHAPE.com [here](#).

In addition to best face, skin, body, and hair products, SHAPE also included categories such as "TikTok Loved" products, to keep readers in on the buzziest beauty out there, plus "Trends & Innovations," where editors awarded brands who created products that were outside the box. To round out the list, SHAPE included the "Best In-Office Treatments," for professional medical-grade beauty offerings that deliver top-notch results.

"As a team, we're leaning into wellness in beauty, seeing our fitness, nutrition, and beauty routines as part of an overall lifestyle strategy that supports our optimal physical and mental health. The lines between wellness and beauty have blurred, and we've become increasingly aware that what we put in our bodies is just as important as what we put on them. Each item on this list deserves a coveted spot on your vanity and in your lifestyle for a very specific reason," said the editors at SHAPE in the awards feature.

SHAPE's Beauty Awards highlight the products that stand up to an active, anything-goes lifestyle, all tested by SHAPE editors. The team of beauty experts and editors tested products across different skin types, concerns, tones, and age ranges. This cumulative guide consists of tried-and-true brands, as well as emerging newcomers across all price points, from drugstore favorites to luxury prestige brands.

The full list of winners in SHAPE's 2024 Beauty Awards can be read below and online [here](#).

Best Face Products

- Best Cleanser: Epionce Purifying Wash
- Best Oil: Sonage Vitality Nourishing Facial Oil
- Best Serum: Zo Skin Health Complexion Clarifying Serum
- Best Moisturizer: Alastin Ultra Light Moisturizer
- Best Exfoliator: Sofie Pavitt Face Mandelic Clearing Serum
- Best Foundation: Glossier Stretch Fluid Foundation
- Best Tinted Moisturizer: Toty Illumina CC Cream SPF 50+
- Best Bronzer: Saie Dew Bronze
- Best Concealer: Caliray Hideaway Color Corrector
- Best Eye Treatment: PCA Skin Ideal Complex Revitalizing Eye Gel
- Best Eye Shadow: Neen Pretty Shady Trios
- Best Neck Treatment: iS CLINICAL Neckperfect Complex
- Best Mask: Sonsie Multi Moisture Mask
- Best Lipstick: Guerlain the Customizable Ultra-Care Lipstick

Best Hair Products

- Most Anticipated Launch: Fenty Hair The Homecurl
- Best Hair Dryer: T3 Micro Aire 360
- Best Brow Serum: Nulastin BROW Shape Altering Serum
- Best Hot Tool: ghd Chronos Flat Iron
- Best Laser Hair Remover: Smooth Skin Pure Adapt
- Best Conditioner: Redken Acidic Bonding Curls Conditioner

- Best Shampoo for Hair Growth: Kitsch Rosemary & Biotin Solid Shampoo
- Best Oil Treatment: Mielle Rosemary Mint Scalp & Edge Cleansing Oil

Best Body Products

- Best Self Tanner: Tan-Luxe The Gradual Tanning Lotion
- Best Lotion: Billie Glow Body Lotion
- Best SPF: Oars + Alps Hydrating Antioxidant SPF 50 Spray
- Best Body Wash: Pura D'Or 3-in-1 Tea Tree Shampoo, Body & Foot Wash
- Best Hand Cream: Retrouvé Dermal Defense Hand Cream

TikTok Loved Products

- Best Multitasker: Merit Flush Balm
- Best Press-On Nails: Kiss imPRESS Nails
- Best Blush: Glo Skin Cream Blush Stick
- Best Dermaplaning Tool: Barefaced Facial Razor
- Best Brush: Tangle Teezer The Ultimate Detangler
- Best Makeup Setting Product: Milani Make It Last Setting Spray
- Best Face Mist: BeautyGrass Vibrant Boost Face Mist

Trends & Innovation

- Best for Skin Innovation: Deinde Face Stick
- Most Sustainable Product: Sud Scrub Body Scrubber
- Best Beauty Device: YSE Beauty The Golden Sculpt Face Roller
- Best Beauty Ingestible: Vital Proteins Collagen Peptides
- Best Breakthrough for Hair: K18 AirWash Dry Shampoo
- Best Sleep Mask: Slip Contour Sleep Mask
- Best Sun Protection: Sarah Creal Brilliant Repair Shield

Under \$50

- Drugstore Favorite: CeraVe Moisturizing Cream
- Best Lip Balm: Rile It's On Lip Balm
- Best Nail Polish: Zoya Nail Polish
- Best Lip Tint: Neutrogena Hydro Boost Hydrating Lip Shine
- Best Eyeliner: Jones Road The Best Pencil
- Best Teeth Whitening Product: Colgate Optic White ComfortFit LED
- Best Mascara: Maybelline Lash Sensational Firework Washable Mascara
- Best Essential Oil: Sangre De Fruta Essential Oil Blend Perfume
- Best Skin Multitasker: Embryolisse Lait Crème Concentré Face & Body Cream

In-Office Treatments/ Prescriptions


- BOTOX
- Fraxel
- Juvederm Voluma
- Clear and Brilliant
- Diamond Glow
- Emsculpt Neo
- Sculptra

ABOUT SHAPE

SHAPE serves as the definitive resource for the woman who leads an active lifestyle. Through our magazine, website, social platforms, and experiences, we deliver science-backed information, inspiring stories, and a proven roadmap to navigate the journey to her goals. We understand her, we motivate her, and we speak to her directly in a trusted, friendly voice—about the race she trains for, the cooking class she wants to try, the adventure trip she goes on, the workout trend that piques her interest, the new skin care routine she has been searching for. With SHAPE, she has the tools and motivation to stay active, healthy, and happy—today and every day. SHAPE's encouragement and backing of expert editors and contributing board of advisors helps her to shape her biggest and boldest life.

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Additional assets available online:  [Photos \(1\)](#)

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