



ANTI AGING

NewBeauty 2019 Award Winners: Best Innovations

The future is now. The end of the era we do what we've always done.

By NewBeauty Editors | August 2019



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1/11

ESKATA

Not all skin problems are created equal. Some are the result of undamaged aging; others are purely genetic, which is typically the case with dark, raised bumps called seborrheic keratoses, or SKs. Although they don't generally pose a threat, many people opt to remove them, and ESKATA is the only FDA-approved, topical, in-office treatment to do so. In less than five minutes, a pen-like applicator delivers a hydroquinone-based solution directly to the SK, causing it to disappear.



2 / 11

[Alastin Skincare TransFORM Body Treatment](#) (\$195)

Ask any dermatologist or plastic surgeon for one of their favorite new medical-grade brand recommendations, and Alastin Skincare will consistently pop up. Its TransFORM Body Treatment is specifically formulated to enhance the results of skin-tightening and fat-melting procedures by activating cells within the hair follicles, which then signal other cells to process the fat faster. In a clinical study, CoolSculpting patients applied the cream twice daily to one half of their treatment area, and it was visibly smaller after five weeks.

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3/11

[Bausch + Lomb Lumify Eye Drops](#) (\$16)

Makeup artists are stashing Bausch + Lomb's Lumify Eye Drops in their kits as a secret weapon to instantly brighten tired and bloodshot eyes. The first over-the-counter, FDA-approved eye drop that contains the active ingredient brimonidine tartrate—a safe and powerful redness reducer—Lumify is one product we never knew our routines were missing. One look at the brand's before-and-after images and you'll see why.

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One of the newest and most progressive body-shaping technologies, noninvasive EMSculpt uses HIFEM (High-Intensity Focused Electromagnetic) technology to induce supramaximal muscle contractions that cause a deep remodeling of the muscle tissue, resulting in muscle building and fat burning. Independent clinicals have shown the treatment—four sessions over two weeks—can build 16-percent muscle mass and decrease 19-percent fat, which has captured the attention of both beauty enthusiasts and aesthetic professionals.



An advertisement for CeraVe Moisturizing Cream. On the left, a hand applies cream to a person's arm. The background is a light blue gradient. Text reads: "Helps dry skin seal in moisture & seal out impurities." To the right is a white jar of CeraVe Moisturizing Cream with a blue label. The label features a circular badge that says "ESSENTIAL CERAMIDES 3". Below the main text, it says "#1 US DERMATOLOGIST RECOMMENDED MOISTURIZER BRAND" and "Source: IQVIA, ProVoice Survey, Q1-Q4 2020". A "BUY NOW >" button is at the bottom left of the ad area.



Meet the “kegel throne”: a cutting-edge, completely noninvasive treatment—no removing any clothing or uncomfortable feet-in-stirrups situations involved—that, like EMSculpt, uses HIFEM technology transmitted through a super high-tech chair to stimulate the pelvic floor muscles. One 28-minute session—six are typically recommended—is equivalent to doing 11,000 kegels, which promotes bladder control to help reduce, and even stop, urinary incontinence.

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