



## NEXT BIG THING

If you pride yourself on being an early adopter, then consider this your beauty and wellness bible:

We've vetted the latest trends, people, products, and apps, and deem everything featured here as "MC Verified"—which basically means that we bet our reputation you will love, share, and be talking about all of them for months to come



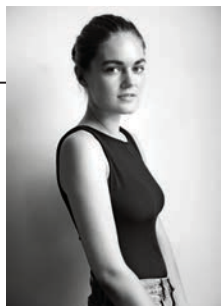
From infrared saunas to magnetic face masks, beauty has gone high-tech



**MULTI-HYPHENATE  
MAKEUP ARTIST**

***Isamaya Ffrench***

This British artist (@isamayaffrench) pushes the boundaries of beauty while working as an illustrator and editor, designing window displays—and, oh yeah, painting faces (and bodies), too.



**CHILLEST  
HAIR PRO**

***Sabrina Szinay***

Proving you don't need (and maybe don't want?) an army of Snapchat followers to succeed, the NYC-based hairstylist (@sabrinaszinay) does offhanded-chic hair for clients like Rag & Bone, Won Hundred, and Opening Ceremony.



**MANICURE MASTERMIND**

***Alicia Torello***

The up-and-coming nail pro (@aliciatnails) stays ahead of the nail-art game with graphic, minimalist designs that never overshadow their wearers.



**MC VERIFIED** Our editors assess the entire scope of beauty and wellness innovation, and endorse only the best in show. Think of it as our ultimate stamp of approval.



SKIN GURU

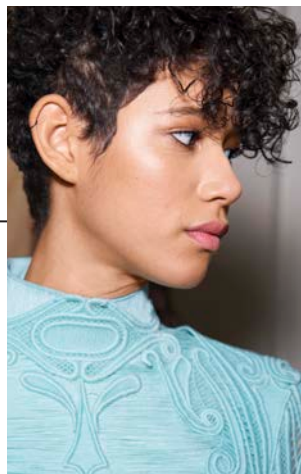
**Shamara Bondaroff**

NYC It girls like Emily Weiss and Hannah Bronfman are addicted to the micro-current treatments from this downtown facialist (@sb\_skin).



TECHIEST FITNESS FAD  
**AG6**

A mash-up of *Dance Dance Revolution* and that old-school Simon game, this high-intensity workout class (\$35 for non-gym-members; asphaltgreen.org) with light-up floors and walls is a calorie torcher.



MODEL OF  
THE MOMENT

**Dilone**

New Fashion Week game: Drink when you see the short, curly crop of this beauty (@dilone) on the catwalk. Her breakout fall 2016 season (Marc Jacobs, Chloé, Stella McCartney) was just the beginning.



SWEET SUPPLEMENT

**Fortified Honey**

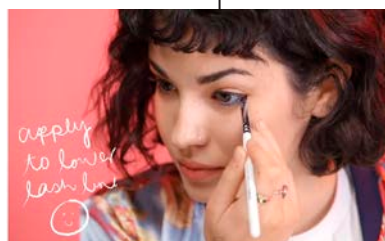
Green juice? Yawn. Biotin gummies? Been there. The new wave of ingestible nutrition is Naturopathica's vitamin-rich, herb-infused honeys (\$18 each; naturopathica.com).



PLUGGED-IN RETAILER

**Credo**

These shops—and their website—only sell beauty products that adhere to an animal-safe, eco-friendly, all-natural code (read it on the “Dirty Ingredients” page at credobeautey.com).



MOLD-BREAKING  
YOUTUBER

**Madelynn  
De La Rosa**

Most beauty vloggers serve up the same contouring tutorials and cheesy commentary, but this '60s-loving vegan does videos (youtube.com/user/LaMadelynn) with a retro vibe and a refreshingly smart perspective.



HOT SPA SERVICE

**Far-Infrared Therapy**

Steam rooms are old news. Now, the detox set is into far-infrared saunas and therapies, like the “sweat sessions” at L.A.’s Shape House (\$45; shapehouse.com). You spend about an hour exposed to (invisible) radiant energy, which penetrates deeper than skin level to induce a circulation-boosting, pore-clarifying sweat.

MUST-HAVE BEAUTY APP

**Get the Look**

Rimmel London's new app (available in the iTunes App Store and on Google Play) is basically Shazam for makeup: Click a pic of a face with makeup you love (IRL or from a mag or the Web) and learn which of the brand's products you can use to replicate it.







## Think Tank

### MORE BEAUTY INNOVATION

The next have-to-haves are being developed as you read this at Beauty Lab, a creative incubator where leading beauty companies pair with Marie Claire Group experts to mastermind new skin, hair, and makeup products. Located in New York City, the lab takes the best, most forward-thinking ideas from concept to reality with streamlined research-and-development and marketing processes that get hot new products into your hands sooner.



Fragrances (clockwise from top) by Pinrose, The Harmonist, and Phlur



## Eau de Disruption

### PERSONALIZED PERFUME SEARCHES

Shopping for a new fragrance online is basically a guessing game, but a few companies are hoping to change that with new e-commerce experiences. Pinrose's website (pinrose.com) features a quiz based on the science of synesthesia—a neurological phenomenon in which one sensory path involuntarily triggers another (for instance, the ability to "smell" colors)—to guide you to one of the company's 12 scents. If Eastern philosophy is your thing, The Harmonist (theharmonist.com) uses Chinese astrology to ID your personal element (water, wood, fire, earth, metal) and then recommends a fragrance. And for those who want to try-and-buy, Phlur (phlur.com) lets you order two deluxe samples of any of the company's scents for \$10, so you can live with them on your skin before committing to a full-size bottle. Think of it as Warby Parker for perfume.



ABOVE: 3-D-printed nails from TheLaserGirls. LEFT: Preemadonna's Nailbot nail-art printer

## Nails of the Future

### TECHY MANICURE UPGRADES

Nail art is going next-level thanks to savvy entrepreneurs. The Nail S8 Printer deposits designs (choose from thousands provided or upload your own) directly onto nails. (At \$2,899, it's geared toward professional use, so look for it in nail salons.) Preemadonna's Nailbot hopes to offer similar technology at home: Pick a design or emoji from the app, stick your finger in the cute machine, and it prints directly onto your nail. (Expect to see Nailbot launch for \$199 by year's end, or get on the waiting list: preemadonna.com.) And for the truly adventurous, order sculptural 3-D-printed faux tips from TheLaserGirls that you can glue or tape to nail beds (from \$20 for set of 10; thelasergirls.com). Options include Lego-ish textures, pointy talons, and the popular mini dragon head with horns.

## Smart Sampling

### NO MONTHLY SUBSCRIPTION NEEDED

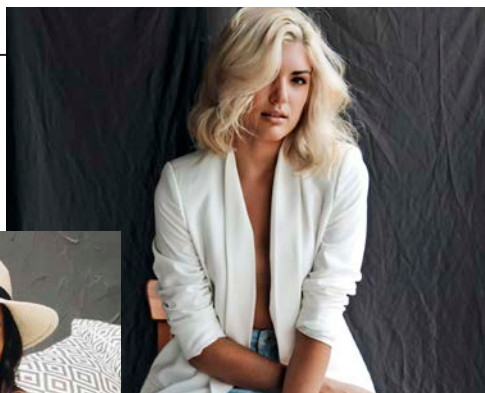
New apps are upping the beauty-box game—and trying to put an end to drawers of unwanted products. Influenster's VoxBoxes (influenster.com) take a social approach: Beauty mavens who write reviews and connect their social channels can get (free!) shipments of full-size products to review. With Plum Perfect's Girl Seeks Sample program (plumperfect.com), upload a photo, get customized product suggestions, and then order samples—some are free, some are \$2. You can also buy full-size versions if you love what you tried.



The Plum Perfect app has a new sampling program



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## The INFLUENCERS

Meet the up-and-coming social stars who are about to blow up

### 1. Emily Luciano @EMILY\_LUCIANO

**Age:** 21. **Home base:** Ottawa, Ontario. **Dream product:** "I wish there was a mascara that instantly gave you eyelash extensions—they take so much time to reapply every day!" **Travel must-have:** "A texturizing dry shampoo, like Batiste's Oomph It XXL, lets me tszuj up my day-old curls." **Favorite follow:** "I get great beauty tips from @byrdiebeauty."

### 2. Maria Alia @MARIAALIA

**Age:** 24. **Home base:** Mobile, Alabama. **Beauty icon:** "I adore Bella Hadid's no-fuss style—and her high cheekbones and everything else, too." **App obsession:** "Facetune—used in moderation—is perfect for brightening up eyes or smoothing makeup creases in photos." **Skincare saver:** "Le Weekend de Chanel is my go-to when I'm lazy and don't feel like layering skincare products."

### 3. Tandya Stewart @SIMPLYTANDYA

**Age:** 25. **Home base:** Los Angeles. **Hair hack:** "Shea Moisture's Coconut and Hibiscus shampoo and conditioner do wonders—they reduce frizz and make my hair so much more manageable." **Top spritz:** "Lancôme's La Vie Est Belle is subtle and beautiful." **Beauty icon:** "I admire Kerry Washington's simple, no-makeup makeup looks."

### 4. Katy Bellotte @HELLOKATYXO

**Age:** 21. **Home base:** Annapolis, Maryland. **Travel must-have:** "My skin is infuriatingly dry, so a Kiehl's Ultra Facial Cream helps me get through Sahara-desert-like

conditions on flights." **Beauty icon:** "Lucy Hale, because she never seems to wear the same look twice!" **Skin saver:** "I never skip highlighter, even if I'm in a rush. My favorite is MAC's Mineralize Skinfinish in Soft & Gentle."

### 5. Jill Wallace @LITTLEBLACKBOOTS

**Age:** 29. **Home base:** Los Angeles. **Hair hack:** "I fight the urge to wash daily by using Living Proof's Dry Shampoo. It's crazy how fresh my hair feels after one mist." **Favorite follow:** "I worked with @colourpopcosmetics when they did their first photo shoot. They even gave me my own lipstick shade, LBB." **Travel must-have:** "My hair takes a beating when I travel, but Ouai Hair Oil keeps things hydrated and sleek."

### 6. Anna A-Reynolds @ANNASMINDSCAPE

**Age:** 26. **Home base:** Rotterdam, Netherlands. **Beauty icon:** "I look to Solange Knowles' natural makeup looks, bold brows, and, of course, her hair for inspiration." **Dream product:** "A hair dye that's actually good for your locks." **Top spritz:** "I love a feminine, strong scent, and Marc Jacobs' Decadence is just that!"

### 7. Paloma Elsesser @PALOMIJA

**Age:** 24. **Home base:** New York City. **Dream product:** "A French-braiding machine!" **Beauty icon:** "Singer Sade is classic, effortless, and powerful, which is everything I hope to be as a woman." **Hair hack:** "Oribe Anti-Humidity Spray has an amazing scent and helps me create the perfect sleek bun during hot summer months."





## CUTTING EDGE

These 2016 breakthroughs are changing the way we beautify

### 1. Better-Looking Glass

Use this lighted mirror's app to "capture" any wavelength situation (even the awful fluorescents at work), and then re-create that exact lighting at home so you can adjust your makeup accordingly. *SimpleHuman Wide-View Sensor Mirror*, \$400.

### 2. Everything Eyeliner

Cushion technology offers the precision of a liquid-liner pen and the staying power of a gel: Draw the brush over the spongy pad and it picks up just the right amount of product. *Physicians Formula Lash Boosting Cushion Eyeliner + Serum*, \$12.

### 3. Bespoke Foundation

Korea's newest import is a double-compartment tub that dispenses your chosen ratio of honey-infused moisturizing serum and liquid foundation. Blend on the mixture with fingers for truly custom coverage. *Chosungah 22 C&T Blend Luminous Liquid Foundation*, \$58.

### 4. Stick-Together Serums

Separate bottles of Givenchy's

harmonizing day and night oil serums cling together magnetically as a reminder that your skin has different needs in the a.m. and p.m. *Givenchy Le Soin Noir & Blanc Huiles Originelles*, \$425.

### 5. Healthier Nail Polish

This groundbreaking formula—base, color, and topcoat in one—doesn't form an airtight chemical shield like some other lacquers, so your nails stay healthy and hydrated while you wear it. *Only Breathable Treatment + Color in Nail Superfood*, \$9.

### 6. No-Rub Lotion

Apply this on wet skin in the shower, then towel off, and you're left with the 24-hour hydration of a top-notch body lotion minus the application effort and absorption time. *Jergens Wet Skin Moisturizer with Restoring Argan Oil*, \$7.

### 7. In-Shower Styler

Wash and style in one step with this shampoo that leaves hair cleansed—but with the grip and piece-y-ness of second-day

hair. *R+Co Cactus Texturizing Shampoo*, \$24.

### 8. Easier-to-Apply Lashes

It may look like a Wite-Out tape dispenser, but with just a few clicks, this gadget delivers a tiny cluster of realistic-looking faux lashes and then holds them at just the right angle for glue application and placement. *Flirt Flashes (includes 40 lash clusters)*, \$28.

### 9. Light-as-Air Volumizer

The tiny squeeze bottle dispenses a trippy cloud-like mist of volumizing hair powder that adds fullness and a touch of texture—but zero stickiness. *Design.Me Puff.Me Volumizing Cloud Mist*, \$20.

### 10. Skin Magic

Spread this iron-based mask over your face; wait 10 minutes; then use the included magnet to sweep the formula—and the dead skin and dirt clinging to it—away in seconds. The magnetic action is almost as satisfying as the baby-soft skin reveal. *Dr. Brandt Magnetight Age-Defier Skin Recharging Magnet Mask*, \$75.



Next-level eye enhancers are upping the liner and lash game



For information on where to buy, see Shopping Directory.