Vogue or Vague? Content Analysis of Cosmetic Advertising Claims: Expanding Fowler et al.'s (2015) Typology

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Abstract

Cosmetics brands provide product information to establish trust and credibility with consumers (Park & Hong 2024), though these claims can be misleading or deceptive. Cosmetic regulations are much less stringent than drug regulations in the United States in regards to their formulation and advertising. Existing regulatory bodies that oversee commercial claims do not take action on many cosmetic companies because advertising restrictions are broad and vague (Hartman 2008). This study performs a content analysis of cosmetic claims on products' e-commerce webpages. Using consumer warnings on the United States Food and Drug Administration webpage, the researchers look for the use of agency-identified buzzwords in current cosmetic product webpages. Additionally, researchers code all products using Fowler et al.'s (2015) cosmetics advertising claims typology, and propose subgroups based on the sample.

Keywords: Cosmetics, Deceptive Advertising, Advertising Regulations, Greenwashing

Introduction

The verbiage of cosmetics advertisements offers insights into how cosmetic companies frame their products to persuade consumers of their credibility and effectiveness (Fowler, J.G., Reisenwitz, T.H. & Carlson, L. 2015). Across various analysis types, researchers have found that the cosmetics industry's vague advertising lexicon provides opportunity for deception of its consumers (Fowler et al. 2015; Liang and Hartman 1999; Ringrow 2016). In the United States, the Federal Trade Commission (FTC) is the main regulatory body governing deceptive commercial speech, specifically using its "Truth-In-Advertising" laws, enforced under Section 5(a) of the Federal Trade Commission Act (Federal Trade Commission, n.d.; H.R. 15613, 63rd Congress, 1914). The Food and Drug Administration (FDA) also loosely regulates cosmetics, but

the FDA primarily monitors the physical safety of drugs (Fowler et al. 2015). Despite the existence of several regulatory bodies, deceptive advertising still falls through the cracks (Truth in Advertising 2025). Vague claims can also mislead consumers, though the claims may not be clearly deceptive under the law (Aikin et al. 2023; Madrigal et al. 2025; Pracejus et al. 2003).

Using Fowler et al's (2015) typology for cosmetics advertising claims, this study analyzes product claims on e-commerce websites for a variety of cosmetic products included on Vogue's 2025 list of "best beauty products" (Murden 2025). The researchers also coded claims for compliance with FDA consumer alerts regarding cosmetic marketing claims (Food and Drug Administration 2022). This study offers a more contemporary, descriptive exploration of Fowler et al.'s (2015) typology in the digital era, as well as an examination of the current visibility of terms identified by the FDA to be potentially misleading. As the cosmetics industry is estimated to be worth 580 billion U.S. dollars by 2027 (Hale 2025) and its advertising remains largely unregulated, this study examines a sample of current online cosmetics advertising.

Research Objectives and Methods

The FDA has warned consumers of specific words that were found to be common in cosmetics advertising, but that were not regulated claims by the agency. These words include: *alcohol free, aromatherapy, cosmeceutical, cruelty-free/not tested on animals, hypoallergenic,* and *organic*, found on the website (Food and Drug Administration 2022). "Cosmeceutical," specifically, refers to a product that claims to be a cosmetic product, but acts like a pharmaceutical. It is essentially marketed as a pharmaceutical, while falling under the regulation scheme of a cosmetic (Newburger 2009). A summary of the FDA's warnings for each of these terms is offered in Table 1. As these terms had been identified as potentially misleading by the agency, the researchers were interested in how often these terms still appeared in cosmetics digital marketing. To explore this connection, researchers asked:

RQ1: How often do cosmetic product web pages use the terms against which the FDA warns consumers (FDA buzzwords)?

In addition to the examination of the FDA buzzwords, researchers relied on Fowler et al.'s (2015) Typology for Cosmetic Advertising Claims to further examine claims in the sample. This typology provides a framework to understand how claims in cosmetics advertisements are built and supported, including (1) superiority claims; (2) scientific claims; (3) stand-alone performance claims (sensory claims); (4) endorsement claims; (5) environmental claims; and (6) subjective claims. See Table 2 for full definitions of each claim type. To determine the suitability of Fowler et al.'s typology for online cosmetics marketing a decade later, and to further identify subgroups within the typology, the researchers identified the following research questions:

RQ2a: What types of claims, as per Fowler et al.'s (2015) cosmetic advertising claims typology, are most prevalent in cosmetic product web pages?

RQ2b: What are common subtypes of claim types, as established by Fowler et al. (2015)?

A quantitative content analysis was performed to determine the instances of claim types in current cosmetic product e-commerce webpages. This methodology allowed for the reduction of the text on each webpage to be coded into distinct categories for analysis, while examining the frequency of claim types across products (Harwood & Garry 2003). Only text content was analyzed for the purposes of this study; text on the webpage and text in images were coded, but pictorial and visual elements were excluded.

Products for the content analysis were pulled from a Vogue article titled *The 65 Best Beauty Products of 2025, According to Vogue's Beauty Team* (Murden 2025). This article was chosen for its substantial number of products listed, as well as Vogue's long-standing reputation as a leading magazine for fashion and beauty (Vogue 2025). While not comprehensive, the article

provided a reasonable number of products/hyperlinks to examine, as well as a broad range of product types (i.e. hair, body, nail products, etc.) which was ideal for the design of this preliminary, exploratory study.

Each product hyperlink included in the article was added to the coding sheet. Some products on Vogue's list included multiple hyperlinks, linking to the same product at different storefronts, and each hyperlink was listed in the coding sheet and separately coded, in case the products' e-commerce page varied across multiple online storefronts. Thus, in some cases, some products were coded multiple times to account for differences on store pages. As such, each hyperlink to a storefront of a product counted as one unit of analysis, even if the product had already been coded on another digital storefront. All hyperlinks (n= 88) from the *Vogue* article were coded. 8 hyperlinks to products that were not cosmetics under the adopted definition were excluded. These products included oral supplements, a phone case, a hair brush, a hair styling device, a beauty calendar, a makeup brush, and a lymphatic massage roller. In addition, 3 of the hyperlinks were broken and the pages could not be found directly from the article, and these were subsequently excluded. The final number of hyperlinks then came to (n=77) (see Table 6). Each hyperlink was coded as present/not present for each claim type. Any claims visible on the product's webpage for each hyperlink were then coded for multiple criteria: (1) the presence of the FDA *buzzwords* collected from warnings on the FDA website, and (2) the presence of each type of claim, as per Fowler et al.'s (2015) cosmetics advertising claims typology (see Table 2). Other variables including price and product type were also coded.

Results

FDA Buzzwords

The researchers found that many of the resources on the FDA website regarding cosmetic advertising buzzwords were not present or minimally present in this sample of cosmetics

products. See Table 3 for results. The analysis results indicated that the terms “aromatherapy” (n=0), “cosmeceutical” (n=0) and “hypoallergenic” (n=1) were not largely visible in the sample. “Alcohol-free” (n=6) and “organic” showed a minor presence in the copy analyzed. For the FDA to have released notices about these terms indicates that these were likely prevalent in the cosmetics industry at a certain point. This would imply a change in the types of cosmetics products on the market, or a change in what consumers are looking for in their cosmetics purchases. For example, aromatherapy products may have fallen out of favor in current cosmetics trends. However, what seems to be the overall removal of these terms from general cosmetics page copy may indicate a correlation between governmental agency notices to consumers and consumer trust in products, leading brands to redevelop the marketing copy. However, more research is needed to further this link. Even if this link is not the case, the average consumer may be more educated about consumer terms and, for example, aromatherapy claims, and therefore may be more inclined to believe the copy is misleading or vague.

By far the most common of these terms was the “cruelty-free/not tested on animals” category; nearly a third of the hyperlinks made this claim, but only three provided certifications from animal-cruelty compliance organizations. These terms are not regulated by any regulatory body, and therefore companies may use them with no restrictions. For example, companies may not test finished products on animals, but may use materials from suppliers who do perform animal testing (Food and Drug Administration, 2000). Therefore, while brands may make these statements to convey a certain degree of environmental awareness or credibility, these claims may veer into deception, especially if consumers are not aware of the lack of regulations surrounding these types of claims.

Cosmetic Claim Types – Fowler et al. (2015)

The coding process revealed that all claim categories within the typology were present in the sample. Scientific claims and stand-alone performance claims (sensory claims) were each present in nearly three quarters of the sample, indicating that cosmetic web page copy is trending towards more inclusion of scientific, or scientific-sounding, verbiage. While the FDA buzzword analysis indicated that the term cosmeceutical has largely been removed from advertising lexicon, it seems as though a majority of products are advertising themselves as a scientifically-derived product to some degree, mimicking cosmeceutical language, even if the product never calls itself so.

All of the claims were present in at least 10% of the products analyzed, and most products included a combination of multiple claims throughout its copy. See Table 4. Many products would connect different types of claims to one another, such as a scientific claim and a sensory claim, or a superiority claim and an endorsement claim.

Discussion and Conclusion

Research Question 1: FDA Warnings and Term Usage

The words and phrases the FDA warns consumers against on its webpage seem to be outdated with the current rhetorical trends in the study's sample of product webpages. The words "aromatherapy" and "cosmeceutical" were not present in the sample at all. While the presence of the FDA consumer warnings indicate that these terms were at least somewhat common at some point in the history of cosmetic advertising, the sample suggests a shift from these terms.

"Alcohol-free," "hypo-allergenic," and "organic" were each present in less than 10% of the sample, which may indicate a shift from these terms as well. The phrase that was visible in approximately one third of the sample was the "cruelty-free" or "not tested on animals" claim. However, only three of 26 claims across the hyperlinks provided certification for these claims from a certifying entity (Leaping Bunny or PETA). The FDA warns against this term for its

potential for deception, in that, without certification, companies can make this claim, despite its not being entirely true. For example, while a cosmetic company may not test on animals, it may outsource a specific ingredient from another manufacturer that does test on animals (Food and Drug Administration 2000). A certification from a certifying entity would indicate the entire supply chain has been evaluated as cruelty-free.

Research Question 2a: Revisiting Fowler et al.'s (2015) Typology - Claims and Subtypes

Scientific claims and stand-alone performance claims (sensory claims) made up a large percentage of cosmetic claim types throughout the evaluated copy. Both of these claim types were present in nearly three quarters of the sample. However, all claim types were present in the sample, with endorsement claims at the lowest rate of 12.9%. See Table 4.

Research Question 2b: Revisiting Fowler et al.'s (2015) Typology - Subtypes of Claims

While Fowler et al.'s (2015) claim types are a helpful framework for understanding the makeup of cosmetics advertising copy, a deeper rhetorical analysis found that the coded copy for each claim type could be categorized into a few subtypes that were operating under the broader umbrella such as "a scientific claim" or an "endorsement claim." While Fowler et al.'s typology is valuable as a framework through which to understand the structures of cosmetic advertising claims, breaking these down further helped specify tangible building blocks of the claims in the sample. See Figure 1 and Table 5 for subtypes and full definitions.

Superiority Claims: Products with superiority claims often emphasized the products' accolades, the brand's reputation, or product popularity with consumers.

Scientific Claims: Despite the term *cosmeceutical* not being present in the sample, we found that the scientific claims category of Fowler et al.'s (2015) typology seems to mimic cosmeceutical language, often emphasizing ingredients as "innovations," "technologies," or "treatments." Ingredient claims were widely prevalent in the sample either as a positive,

inclusionary claim (such as including a positive ingredient for a specific purpose), or as a negative, exclusionary claim (for example: fragrance-free, gluten free, etc.). The copy also emphasized clinical testing and safety claims.

Stand-Alone Performance Claims (Sensory Claims): Stand-alone performance claims were split between positive, additive claims and negative, subtractive claims. A positive claim would offer an additional benefit: i.e. "provides immediate and all-day hydration" (Makeup by Mario SurrealSkin 16HR Soft Setting Spray). A negative claim would diminish an undesirable feature, such as "reduces the look of dark circles" (Chanel Sublimage Le Correcteur Yeux).

Endorsement Claims: Products' ecommerce webpages made claims about being endorsed by medical professionals, both broadly (for example: "dermatologist recommended") and specifically, by mentioning partnerships with doctors. Celebrity endorsements were also present. Since Fowler's (2015) typology, celebrity partnerships with brands and celebrity-owned beauty brands have entered the cosmetic space, and these would also indicate an endorsement, because of the connection to the high profile figure. More research is necessary to understand the strategies of companies owned by celebrities, or in direct partnership with celebrities.

Environmental Claims: Products invoking environmental or sustainability claims mostly indicated recyclability, and being "vegan" and/or "cruelty-free."

Subjective Claims: Subjective claims were a broad category of fanciful or nonsensical claims, such as "glow through every stage" (Glow Recipe Watermelon Glow Facial Spray) or "For a diffused veil of radiance" (Guerlain Meteorites Setting & Finishing Pearls of Powder).

Implications

As the cosmetics industry continues to grow, and advertising mechanisms continue to expand, research into how cosmetics brands may prime their target audiences with the verbiage in their claims is warranted and valuable. As Fowler et al. (2015) found that only 18% of

cosmetic claims were not misleading or deceptive, this indicates that many claims that consumers interact with may be false. This would indicate a specific sector in which there is a large potential for deceptive advertising, posing ethical and regulatory questions for the industry. The subtypes proposed offer a more basic mechanism through which to understand how larger, more complex claims are constructed. These building blocks can be expanded and leveraged in further analysis of different types of cosmetic advertising. Further research might utilize these tools to better understand the mechanisms behind consumer purchase intentions and behavior in the cosmetics industry. Additionally, understanding the degrees to which consumers trust certain types of cosmetic claims, and subclaims, could provide insight into consumer impact. Further theoretical inquiry could link consumer inference theory, which explains consumer meaning-making from claims, and signaling theory, which focuses on the impact of information asymmetry between the communicator (the brand) and the receiver (the consumer) in the receiver's information processing (Connelly, et al. 2024; Kardes et al. 2008).

As most of the words/phrases identified by the FDA website were largely not present in the sample, it may be warranted to identify new buzzwords in cosmetic advertising copy, that may be vague or misleading to consumers. Further research is warranted into identifying terms in circulation that may be misleading consumers, and how consumers respond to potentially misleading claims in contemporary cosmetic advertisements.

The sample size was limited to 77 hyperlinks pulled from one *Vogue* article, and some of these hyperlinks were multiples of the same product with different storefronts, which is a significant limitation of the study. Pulling from only one source limits the generalizability of the results, but was methodologically chosen for logistical reasons as the research was done manually. This study was meant to be an exploratory study to identify further questions for future research. A larger-scale study, from multiple sources, is warranted to corroborate the findings of

this preliminary study across more sources and products, as well as to determine trends in potential claim types regarding specific cosmetic product types; for example, does skincare use a different kind of lexicon than haircare or makeup? The list of subtypes of cosmetics claims developed in this article are not meant to be exhaustive; further analysis of more cosmetics products, and advertising types using this framework will likely uncover other mechanisms through which cosmetic advertisers build product claims. However, this research offers a starting point for future research to better dissect cosmetic advertising and understand how claims compound to build brand credibility and trust.

In the decade since Fowler et al.'s (2015) work, innovations in both cosmetics and digital advertising have abounded. These findings offer an introductory look at how the typology of cosmetics advertising claims can be applied through a digital lens, at a time when research shows that medical endorsements, medical formulations, and sustainable packaging are high priorities for consumers (Kestenbaum 2024). The proposed additions to the typology opens the door to future research regarding inquiries into consumer impact, regulatory effectiveness, and industry-wide rhetorical strategies in cosmetics advertising. As practitioners and scholars look to the future of cosmetics advertising, the expanded framework may offer insight into how to more effectively and ethically advertise cosmetics.

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Tables and figures

Table 1: FDA consumer warnings for cosmetic labeling terms, from FDA website (Food and Drug Administration, 2022b).

“Alcohol Free”	The FDA warns that the use of the term “alcohol” alone in cosmetic labeling refers specifically to ethyl alcohol. However, other types of alcohol may be used in cosmetics and include this labeling. For example, denatured ethyl alcohol may be included in ingredient lists under other names (Food and Drug Administration, 2000).
“Aromatherapy”	“Aromatherapy” products are regulated based on their intended use, and on a case by case basis. Products are drugs if used for therapeutically, and cosmetics if their effects are purely cosmetic. In some instances, a product can be both a drug and a cosmetic (Food and Drug Administration, 2023).
“Cosmeceutical”	This term is not recognized under the law; rather drugs and cosmetics are regulated differently. Some products may be regulated as both cosmetics and drugs. This term may be used by the industry to refer to cosmetics that claim to have pharmacological benefits (Food and Drug Administration, 2017).
“Cruelty-Free/Not Tested on Animals”	These terms are not regulated by the FDA, and therefore companies can use these terms with no restrictions. Some companies may not test their finished cosmetic products on animals, but may use materials from suppliers who do perform animal testing (Food and Drug Administration, 2000b).
“Hypoallergenic”	The term has no definition under the law, and therefore no universal standard exists for the term. No substantiation is needed to use this claim (Food and Drug Administration, 2000c).
“Organic”	This term is not defined in any of the laws regulating cosmetics, but is only defined in separate regulations for food (Food and Drug Administration, 2010).

Table 2: Fowler et al., 2015 Typology for Cosmetic Advertising Claims and Operationalization

Superiority Claims	"Focuses on the superiority nature of the product" (Fowler et al., 2015, p. 198).
Scientific Claims	"Emphasizes the result of clinical evaluation, scientific process, or product formula" (Fowler et al., 2015, p. 198).
Stand-Alone Performance Claims (Sensory Claims)	"Focuses on performance without any evidence" (Fowler et al., 2015, p. 198).
Endorsement Claims	"Uses endorsers in the claims" (Fowler et al., 2015, p. 198).
Environmental Claims	"Associated with environmentally-friendly attributes that a product possesses" (Fowler et al., 2015, p. 198).
Subjective Claims	"Expresses fanciful or exaggerated statements of the type no reasonable person would take literally" (Fowler et al., 2015, p. 198).

Table 3: Use of words/phrases identified from the FDA website consumer warnings across (n=77) hyperlinks

FDA-identified word/phrase	n = x (%)
"Alcohol-free" *Or "free of alcohol"	n=6 (7.7%)
"Aromatherapy"	n=0 (0%)
"Cosmeceutical"	n=0 (0%)
"Cruelty-Free" / "Not Tested on Animals"	n=26 (33.7%) *Only 3 note certification from Leaping Bunny or PETA
"Hypoallergenic"	n=1 (1.2%)
"Organic"	n=5 (6.4%)

Table 4: Presence of types of claims across sample of (n=77) hyperlinks

Claim Type	n = x hyperlinks (%)
Superiority Claim	n=23 hyperlinks (29.8%)
Scientific Claim	n=57 hyperlinks (74%)
Stand-Alone Performance Claim (Sensory Claim)	n=57 hyperlinks (74%)
Endorsement Claim	n=10 hyperlinks (12.9%)
Environmental Claim	n=28 hyperlinks (36.3%)
Subjective Claim	n=50 hyperlinks (64.9%)

Figure 1: Fowler et al.'s Cosmetic Advertising Typology (2015) (purple), Proposed Expansion

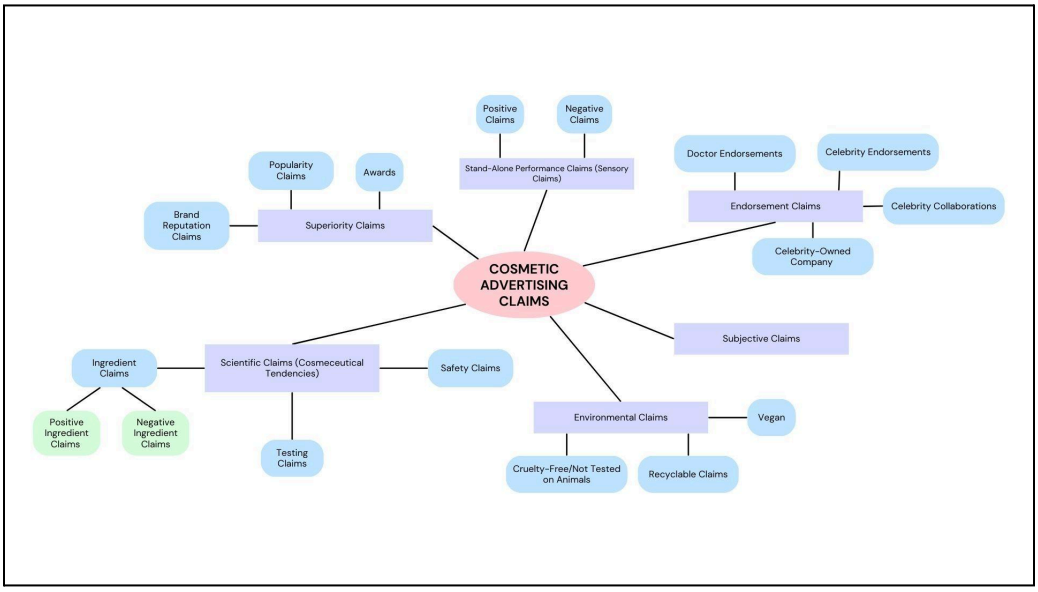

Table 5: Definitions of Proposed Subtypes of Fowler et al.'s Cosmetic Advertising Typology (2015)

Type (Fowler et al. 2015)	**Proposed Subtype**	**Proposed Subtype Definition**
Superiority Claims	Brand Reputation Claims	Claims that highlight a brand's renown amongst consumers, sometimes for a specific product or line of products.
	Popularity Claims	Claims that highlight a brand or product's prevalence or high purchase rate amongst consumers.
	Awards	Claims that highlight accolades

		received by the product or brand.
Scientific Claims	Safety Claims	Claims that highlight the care taken to ensure the safety of the product for consumers.
	Testing Claims	Claims that highlight any kind of clinical testing or consumer testing, often giving numerical results in the form of a statistic or ratio.
	Ingredient Claims (a) Positive Ingredient Claims (b) Negative Ingredient Claims	(a) Claims that highlight the addition of certain positive ingredient additions to the formulation of a cosmetic. (b) Claims that highlight how certain negative ingredients have been left out of the formulation.
Stand-Alone Performance Claims (Sensory Claims)	Positive Claims	Claims that highlight performance through the addition of a certain desirable characteristic to the face or body.
	Negative Claims	Claims that highlight performance through the removal of an undesired characteristic via application of the product to the face or body.
Endorsement Claims	Doctor Endorsements	Claims that highlight the support or backing of the product by a medical doctor.
	Celebrity Endorsements	Claims that highlight the support or backing of the product by a famous person.
	Celebrity Collaborators	Claims that highlight a product/brand partnership with a celebrity.
	Celebrity-Owned Company	Claims that highlight the company's ownership by a celebrity.
Environmental Claims	Vegan	Claims that highlight the lack of animal products used in the formulation of the product.
	Recyclable Claims	Claims that highlight the ability of the products' packaging (or the product itself) to be recycled.
	Cruelty-Free/Not tested on animals	Claims that highlight that the product has not been tested on

		animals.
Subjective Claims	N/A	N/A

Table 6: Hyperlinks Pulled for Sample

Name of Product	Type of Product	Price	Included?	Reason for Exclusion	URL
Parfums de Marly Delina Eau de Parfum (Nordstrom)	Fragrance/ Perfume	$390	Yes	N/A	https://www.nordstrom.com/s/parfums-de-marly-delina-eau-de-parfum/7423641?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-MQRR0nhx80&irgwc=1
Parfums de Marly Delina Eau de Parfum (Bloomingdales)	Fragrance/ Perfume	$235	Yes	N/A	https://www.bloomingdales.com/shop/product/parfums-de-marly-delina-eau-de-parfum-1-oz.?ID=4470999&utm_source=rakuten&utm_medium=affiliate&utm_campaign=affiliates&ranMID=13867&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-j2f2Fu9VpJo7rOXPBYTIRQ&LinkshareID=0c5b5rpoqTU-j2f2Fu9VpJo7rOXPBYTIRQ&m_sc=aff&PartnerID=LINKSHARE&cm_mmc=LINKSHARE-_-n-_-n-_-n&ranPublisherID=0c5b5rpoqTU&ranLinkID=1&ranLinkTypeID=10&pubNAME=Vogue
Parfums de Marly Delina Eau de Parfum (Saks Fifth Avenue)	Fragrance/ Perfume	$375	Yes	N/A	https://www.saksfifthavenue.com/product/parfums-de-marly-delina-eau-de-parfum-0400013206730.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-adqF_I5Q_PlyvTG3BEeIbg&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-adqF_I5Q_PlyvTG3BEeIbg&LSoid=1810621&LSLinkid=10&LScreativeid=1
Dermalogica Pro-Collagen Banking Serum (Amazon)	Skincare (Serum)	$89	Included	N/A	https://www.amazon.com/Dermalogica-Collagen-Plumping-Preserving-Wrinkles/dp/B0CPHJGSQX?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Chanel Le Vernis Longwear Nail Color	Nail Product	$32	Included	N/A	https://www.chanel.com/us/makeup/nails/c/5x1x7x31/nail-colour/?ranMID=39938&ranEAID=QFGLnEolOWg&ranSiteID=QFGLnEolOWg-gn_RBq72DcYp8jN9Yw8rmQ&wt.

(Chanel)					mc_id=fb_eye_affiliate_en_us_dis&wt.mc_t=display&utm_source=linkshare&utm_campaign=fb_eye_affiliate&utm_medium=affiliate&utm_content=LTK&siteID=QFGLnEolOWg-gn_RBq72DcYp8jN9Yw8rmQ
Merit Signature Lip (Merit)	Lip Product	$26	Included	N/A	https://www.meritbeauty.com/products/signature-lip?utm_source=pepperjam&utm_medium=affiliate&utm_campaign=196489&clickId=5158501726
Rhode Pocket Blush (Rhode)	Blush	$24	Included	N/A	https://www.rhodeskin.com/products/pocket-blush-piggy?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-JSdR0nhx80&irgwc=1&utm_source=impact&utm_medium=affiliate&utm_campaign=Vogue&utm_content=best-beauty-products-of-2024&utm_term=%22Content%20%2F%20Editorial%22
Tarte Colored Clay CC Undereye Corrector (Tarte)	Foundation/ Concealer/ Tint/ Powder	$30	Included	N/A	https://tartecosmetics.com/products/cc-under eye-corrector?clickId=5158502539&ev_publisherId=196489&utm_campaign=196489&utm_content=8-10934&utm_medium=affiliate&utm_source=ppj
Allies of Skin Copper Tripeptide & Ectoin Advanced (Amazon)	Skincare (Serum)	$199	Included	N/A	https://www.amazon.com/ALLIES-SKIN-TRIPEPTIDE-Hexapeptide-8-Tripeptide/dp/B0DDXZB2BJ/?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Allies of Skin Copper Tripeptide & Ectoin Advanced (Dermstore)	Skincare (Serum)	$199	Included	N/A	https://www.dermstore.com/p/allies-of-skin-copper-tripeptide-ectoin-advanced-repair-serum-30ml/15298414/?affil=awin&utm_content=https%3A%2F%2Fwww.vogue.com%2F&utm_term=&utm_source=AWin_632526&utm_medium=affiliate&utm_campaign=AffiliateWin&sv1=affiliate&sv_campaign_id=632526&awc=29069_1753849278_cba3b6cd43cfd2d3dfd454a5fe059bf1
Augustinus Bader The Rich Cream (Blue Mercury)	Skincare (Cream)	$305	Included	N/A	https://bluemercury.com/products/augustinus-the-rich-cream?utm_source=RAN&utm_medium=affiliate&utm_campaign=Vogue&ranMID=43420&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-oq1m3UiBf._p0pqcurFDCA
Augustinus Bader The Rich Cream (Shopbop)	Skincare (Cream)	$305	Included	N/A	https://www.shopbop.com/rich-cream-augustinus-bader/vp/v=1/1576274604.htm?extid=affprg_linkshare_SB-0c5b5rpoqTU&cvosrc=affiliate.linkshare.0c5b5rpoqTU&affuid=6583

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Augustinus Bader The Rich Cream (Saks Fifth Avenue)	Skincare (Cream)	$305	Included	N/A	https://www.saksfifthavenue.com/product/augustinus-bader-the-rich-cream-0400013763313.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-vHhAF43eM8xCT73acfKynQ&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-vHhAF43eM8xCT73acfKynQ&LSoid=1810621&LSlinkid=10&LScreativeid=1
Clinique Black Honey High Impact Mascara (Amazon)	Eye Makeup	$22	Included	N/A	https://www.amazon.com/Clinique-Mascara-Lengthening-Volumizing-Sensitive/dp/B0DNGMLXPC/?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20&th=1
Clinique Black Honey High Impact Mascara (Nordstrom)	Eye Makeup	$26	Included	N/A	https://www.nordstrom.com/s/clinique-high-impact-mascara/2828496?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-IU1R0nhx80&irgwc=1
Clarins Comfort Lip Oil (Nordstrom)	Lip Product	$30	Included	N/A	https://www.nordstrom.com/s/clinique-high-impact-mascara/2828496?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-NwpR0nhx80&irgwc=1
Clarins Comfort Lip Oil (Amazon)	Lip Product	$30	Included	N/A	https://www.amazon.com/Clarins-Comforts-Hydrates-Ingredients-Sweetbriar/dp/B0B1TX1S1K?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Valentino Twin Liner Gel and Liquid Eyeliner	Eye Makeup	$40	Included	N/A	https://www.valentino-beauty.us/makeup/makeup-eyes/makeup-eyes-liners/twin-liner-eyeliner-MPL01080.html?cjdata=MXxOfDB8WXww&cjevent=6424e3086cff11f0802801ab0a82b821&utm_source=cj&utm_content=Con

(Valentino Beauty)					d%C3%A9+Nast&utm_medium=all_affiliate
Valentino Twin Liner Gel and Liquid Eyeliner (Nordstrom)	Eye Makeup	$40	Included	N/A	https://www.nordstrom.com/s/twin-liner-gel-liquid-eyeliner/6185998?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-K3BR0nhx80&irgwc=1
Nécessaire The Deodorant (Amazon)	Deodorant	$20	Included	N/A	https://www.amazon.com/N%C3%A9cessaire-Deodorant-Gel-Eucalyptus-Niacinamide/dp/B0B61YFBNX?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20&th=1
Makeup by Mario SurrealSkin 16HR Soft Setting Spray (Sephora)	Face Spray/ Mist	$34	Included	N/A	https://www.sephora.com/product/makeup-by-mario-setting-spray-P512899?om_mmc=aff-linkshare-redirect-0c5b5rpoqTU&c3ch=Linkshare&c3nid=0c5b5rpoqTU&affid=0c5b5rpoqTU-lFNEjZ91brVNnQF9jdVdjg&ranEAID=0c5b5rpoqTU&ranMID=2417&ranSiteID=0c5b5rpoqTU-lFNEjZ91brVNnQF9jdVdjg&ranLinkID=10-1&browserdefault=true
Chanel Sublimage Le Correcteur Yeux (Chanel)	Foundation/ Concealer/ Tint/ Powder	$110	Included	N/A	https://www.chanel.com/us/makeup/p/131882/sublimage-le-correcteur-yeux-radiance-generating-concealing-eye-care/?ranMID=39938&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-EJDS10LwM0XpEjPcI9Vdeg&wt.mc_id=fb_eye_affiliate_en_us_dis&wt.mc_t=display&utm_source=linkshare&utm_campaign=fb_eye_affiliate&utm_medium=affiliate&utm_content=Vogue&siteID=0c5b5rpoqTU-EJDS10LwM0XpEjPcI9Vdeg
U Beauty The Return Eye Concentrate (Blue Mercury)	Skincare (eye serum)	$148	Included	N/A	https://bluemercury.com/products/u-beauty-the-return-eye-concentrate?utm_source=RAN&utm_medium=affiliate&utm_campaign=Vogue&ranMID=43420&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-LxlDG7lBZAcCvya75Myniw
U Beauty The Return Eye Concentrate (Nordstrom)	Skincare (eye serum)	$148	Included	N/A	https://www.nordstrom.com/s/u-beauty-the-return-eye-concentrate/7320272?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-c

					z9R0nhx80&irgwc=1
D.S. & Durga Debaser Eau de Parfum (Nordstrom)	Fragrance/ Perfume	$210	Included	N/A	https://www.nordstrom.com/s/debaser-eau-de-parfum/5439261?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-cRJR0nhx80&irgwc=1
D.S. & Durga Debaser Eau de Parfum (Blue Mercury)	Fragrance/ Perfume	$210	Included	N/A	https://bluemercury.com/products/ds-durga-debaser?utm_source=RAN&utm_medium=affiliate&utm_campaign=Vogue&ranMID=43420&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-yvRr.rYLCm4J8hSuM9n7xQ
Westman Atelier Face Trace Contour Stick (Westman Atelier)	Contour	$48	Included	N/A	https://www.westman-atelier.com/products/face-trace-contour-stick-biscuit?cjdata=MXxOfDB8WXww&cjevent=4d7d0c6b6d0011f0817e01ad0a82b820&utm_channel=affiliate&utm_source=CJ&utm_medium=Cond%C3%A9+Nast&variant=43394758344886
Westman Atelier Face Trace Contour Stick (Nordstrom)	Contour	$48	Included	N/A	https://www.nordstrom.com/s/face-trace-contour-stick/6421148?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-cXdR0nhx80&irgwc=1
Glossier Shadow Stick (Glossier)	Eye Makeup	$22	Included	N/A	https://www.glossier.com/products/shadow-stick?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-ZxtR0nhx80&irgwc=1&utm_source=impactradius&utm_medium=affiliate&utm_campaign=Vogue&utm_content=431612&g_ref=fe96da46dc4a93&utm_publishergroup=Content
Elysium Basis NAD+ Supplement for Cellular Aging (Elysium)	Supplement	$40	Excluded	Not a Cosmetic	https://www.elysiumhealth.com/products/basis?cjdata=MXxOfDB8WXww&utm_source=cj&utm_medium=p-cpc&utm_campaign=Skimlinks&utm_content=100082327-13222845&utm_term=elysiumhealth.com&cjevent=8eb23f846d0011f082ac017a0a82b82a
Rhode Fall Lip Case (Rhode)	Phone Case	$38	Excluded	Not a Cosmetic	https://www.rhodeskin.com/products/lip-case?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-ZylR0nhx80&irgwc=1&utm_source=impact&utm_medium=affiliate&utm_campaign=Vogue&utm_content=best-beauty-products-of-2024&utm_term=%22Content+%2F+Editorial%22&variant=45782524788974

Rabanne Million Gold for Her EdP (Nordstrom)	Fragrance/ Perfume	$135	Included	N/A	https://www.nordstrom.com/s/million-gold-for-her-eau-de-parfum/8172876?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-ZWhR0nhx80&irgwc=1
La Bronne Bosse N.03 The Essential Soft Hair Brush (The Detox Market)	Hair Brush	$158	Excluded	Not a Cosmetic	https://www.thedetoxmarket.com/products/la-bonne-brosse-n-03-the-essential-soft-hair-brush-ink-blue?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-ZQdR0nhx80&irgwc=1
Beekman 1802 Milk Shake Hyaluronic Acid & Squalane Facial Toner Mist (Amazon)	Face Spray/ Mist	$36	Included	N/A	https://www.amazon.com/Beekman-1802-Hyaluronic-Nourishing-Alcohol-Free/dp/B09TG9H19Q?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20&th=1
Chanel Joues Contraste Powder Blush (Chanel)	Blush	$52	Included	N/A	https://www.chanel.com/us/makeup/p/168998/joues-contraste-powder-blush/?ranMID=39938&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-egrmlCDyzAuECOnaU73ulQ&wt.mc_id=fb_eye_affiliate_en_us_dis&wt.mc_t=display&utm_source=linkshare&utm_campaign=fb_eye_affiliate&utm_medium=affiliate&utm_content=Vogue&siteID=0c5b5rpoqTU-egrmlCDyzAuECOnaU73ulQ
Ex Nihilo Blue Talisman Eau de Parfum (Saks Fifth Avenue)	Fragrance/ Perfume	$245	Included	N/A	https://www.saksfifthavenue.com/product/ex-nihilo-blue-talisman-0400019880171.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-iE_IbWd06IoVwI7JSV8Qcg&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-iE_IbWd06IoVwI7JSV8Qcg&LSoid=1810621&LSlinkid=10&LScreativeid=1
Ex Nihilo Blue Talisman Eau de Parfum (Nordstrom)	Fragrance/ Perfume	$245	Included	N/A	https://www.nordstrom.com/s/ex-nihilo-blue-talisman-eau-de-parfum/8138407?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-%3Aw9R0nhx80&irgwc=1
Victoria	Eye Makeup	$34	Included	N/A	https://victoriabeckhambeauty.com/products/

Beckham Beauty Eyewear (Victoria Beckham)					eyewear?ranMID=50465&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-koSv2dsOZsI5rM1n5hsujA&ranEAID=0c5b5rpoqTU&utm_medium=affiliate&utm_campaign=Vogue&utm_source=rakuten
Topicals Like Butter Moisturizer (Amazon)	Skincare (Cream)	$30	Included	N/A	https://www.amazon.com/Topicals-Like-Butter-Moisturizing-Mist/dp/B0C3S9VGQZ?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Beauty of Joseon Glow Serum (Amazon)	Skincare (Serum)	$17	Included	N/A	https://www.amazon.com/dp/B086VKZZZY?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Dolce & Gabbana Mint Lip Oil Plumper (Dolce & Gabbana)	Lip Product	$39	Included	N/A	https://www.dolcegabbana.com/en-us/beauty/makeup/makeup-lips/lip-oil/oil-lip-plumper-mint-MKUPLIP0010V0000.html
D.S. & Durga Debaser Buffing Bar (Soft Services)	Body product	$44	Included	N/A	https://softservices.com/products/ds-durga-debaser-buffing-bar?sv1=affiliate&sv_campaign_id=78888&utm_source=shareasale&utm_medium=affiliate&utm_campaign=78888&utm_content=4002172&awc=94249_1753853501_2b99981c3748c6e530c9140a8534bd2d&sscid=94249_1753853501_2b99981c3748c6e530c9140a8534bd2d
Jo Malone London Hinoki & Cedarwood Cologne Intense (Jo Malone London)	Fragrance/ Perfume	$160	Included	N/A	https://www.jomalone.com/product/25946/127275/colognes/hinoki-cedarwood-cologne-intense?ranMID=39512&ranEAID=2116208&utm_content=2116208&utm_source=TnL5HPStwNw&utm_campaign=338892&ranSiteID=TnL5HPStwNw-K22c361RKpkmjcMCHyMkWw&utm_medium=Affiliate
Jo Malone London Hinoki & Cedarwood Cologne Intense (Nordstrom)	Fragrance/ Perfume	$160	Included	N/A	https://www.nordstrom.com/s/hinoki-cedarwood-cologne-intense/7925870?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-7WdR0nhx80&irgwc=1

Jo Malone London Hinoki & Cedarwood Cologne Intense (Blue Mercury)	Fragrance/ Perfume	$160	Included	N/A	https://bluemercury.com/products/jo-malone-london-hinoki-cedarwood-cologne-intense?utm_source=RAN&utm_medium=affiliate&utm_campaign=Vogue&ranMID=43420&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-_V_DyGs2Z5B8kuN1INFS7A
Danessa Myricks Yummy Skin Lift & Flex Concealer (Sephora)	Foundation/ Concealer/ Tint/ Powder	$30	Included	N/A	https://www.sephora.com/product/danessa-myricks-beauty-yummy-skin-lift-flex-concealer-P511652?om_mmc=aff-linkshare-redirect-0c5b5rpoqTU&c3ch=Linkshare&c3nid=0c5b5rpoqTU&affid=0c5b5rpoqTU-gsrSllHjjSCmGO1F2fV1rg&ranEAID=0c5b5rpoqTU&ranMID=2417&ranSiteID=0c5b5rpoqTU-gsrSllHjjSCmGO1F2fV1rg&ranLinkID=10-1&browserdefault=true
L'Ange Le Duo Standard 360° Airflow Styler (Amazon)	Hair Device	$89	Excluded	Not a Cosmetic	https://www.amazon.com/LANGE-HAIR-Straightener-Professional-Adjustable/dp/B0B8TL1DDZ/?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20&th=1
Louis Vuitton LV Lovers (Louis Vuitton)	Fragrance/ Perfume	$320	Included	N/A	https://us.louisvuitton.com/eng-us/stories/lovers
Tata Harper Moonsisters x Tata Harper 2025 Cosmic Beauty Calendar (Tata Harper)	Calendar	$48	Excluded	Not a Cosmetic	https://tataharperskincare.com/collections/shop-all?ranEAID=TnL5HPStwNw&ranMID=44316&ranSiteID=TnL5HPStwNw-M0DXQB2cO7YXNnscnzMfGQ&tw_adid=1&tw_adsetid=1614204&tw_campaign=Skimlinks.com&utm_campaign=TnL5HPStwNw&utm_content=1614204&utm_medium=affiliate&utm_source=rakuten
Glow Recipe Watermelon Glow Facial Spray (Amazon)	Face Spray/ Mist	$29	Included	N/A	https://www.amazon.com/Glow-Recipe-Watermelon-Hydrating-Facial/dp/B07PJ54S1Z/?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Prada Beauty Reveal Skin-Optimizing Refillable Soft Matte Foundation	Foundation/ Concealer /Tint/ Powder	$70	Included	N/A	https://www.nordstrom.com/s/prada-reveal-skin-optimizing-refillable-soft-matte-foundation/7697387?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm

(Nordstrom)					_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-9x9R0nhx80&irgwc=1
Velour x CGonzalez Beauty Self-Stick Lash Clusters (Amazon)	Eye Makeup	$22	Included	N/A	https://www.amazon.com/Velour-CGonzalez-Self-Stick-Comfortable-Lightweight/dp/B0DTQPGMCY?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Pat McGrath Labs Dramatique Mega Lip Pencil (Nordstrom)	Lip Product	$29	Included	N/A	https://www.nordstrom.com/s/pat-mcgrath-labs-dramatique-mega-lip-pencil/7908048?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-9yVR0nhx80&irgwc=1
Fara Homidi Smudge & Countour Lip Pencil (Violet Grey)	Lip Product	$36	Excluded	Page Does Not Exist	https://www.violetgrey.com/en-us/collections/all?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-9U5R0nhx80&irgwc=1&irpid=10078&sharedid=vogue.com&utm_campaign=10078&utm_medium=affiliate&utm_source=impact
Fara Homidi Smudge & Countour Lip Pencil (Moda Operandi)	Lip product	$36	Included	N/A	https://www.modaoperandi.com/beauty/p/fara-homidi/smudge-contour-lip-pencil/613122?cjdata=MXxOfDB8WXww&AID=14321425&PID=8984105&SID=65830ca4a46b72b451ee3ad0%7Cfr1742146072574jda%7C1qwp3eZof37D47HZhwWeK8&cjevent=fc9702af6d0711f0836a01900a82b836&utm_medium=affiliate&medium=affiliate&source=Cond%C3%A9%20Nast&utm_source=Cond%C3%A9%20Nast
Lisa Eldridge Seamless Skin Enhancing Tint (Lisa Eldridge)	Foundation/ Concealer/ Tint/ Powder	$37	Included	N/A	https://www.lisaeldridge.com/collections/seamless-skin-enhancing-tint/products/seamless-skin-enhancing-tint-t2?utm_source=rakuten&utm_campaign=2116208:Skimlinks.com&utm_content=1&ranMID=50462&ranEAID=TnL5HPStwNw&ranSiteID=TnL5HPStwNw-5kiGAZ.igOw50Pe.BbdZMw
CeraVe Oil Control Moisturizing Gel (Amazon)	Skincare (Cream)	$16	Included	N/A	https://www.amazon.com/CeraVe-Moisturizing-Moisturizer-Niacinamide-Non-Comedogenic/dp/B0CTTV91Z6?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&t

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Oribe Desertland Revitalizing Hand Wash (Blue Mercury)	Body Product	$44	Included	N/A	https://bluemercury.com/products/oribe-desertland-revitalizing-hand-wash?utm_source=RAN&utm_medium=affiliate&utm_campaign=Vogue&ranMID=43420&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-AK.wm3jJgr3IFZE163z3Jg
Oribe Desertland Revitalizing Hand Wash (Amazon)	Body product	$42	Included	N/A	https://www.amazon.com/ORIBE-Desertland-Revitalizing-Hand-Wash/dp/B0D719MBVR?asc_source=verso&asc_campaign=65830ca4a46b72b451ee3ad0&asc_refurl=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fbest-beauty-products-of-2024&ascsubtag=65830ca4a46b72b451ee3ad0&tag=vogue0d-20
Guerlain Meteorites Setting & Finishing Pearls of Powder (Saks Fifth Avenue)	Foundation/ Concealer/ Tint/ Powder	$72	Included	N/A	https://www.saksfifthavenue.com/product/guerlain-meteorites-setting--amp--finishing-pearls-of-powder-0400020892936.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-8cOScIvg3DEQwnV94fU.PQ&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-8cOScIvg3DEQwnV94fU.PQ&LSoid=1810621&LSlinkid=10&LScreativeid=1
Guerlain Meteorites Setting & Finishing Pearls of Powder (Nordstrom)	Foundation/ Concealer/ Tint/ Powder	$72	Included	N/A	https://www.nordstrom.com/s/guerlain-meteorites-setting-finishing-pearls-of-powder/7758902?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-629R0nhx80&irgwc=1
La Prairie Skin Caviar The Mist (Nordstrom)	Face Spray/ Mist	$185	Included	N/A	https://www.nordstrom.com/s/skin-caviar-the-mist/7842152?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp0-6w9R0nhx80&irgwc=1
La Prairie Skin Caviar The Mist (Saks Fifth Avenue)	Face Spray/ Mist	$185	Included	N/A	https://www.saksfifthavenue.com/product/la-prairie-skin-caviar-the-mist-0400021256956.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-5u3CKF7_182.mZAasAq7Xw&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-5u3CKF7_182.mZAasAq7Xw&LSoid=1810621&LSlinkid=10&LScreativeid=1
Escentric	Fragrance/	$160	Included	N/A	https://www.saksfifthavenue.com/product/la-

Molecules Escentric 02 Eau de Toilette (Saks Fifth Avenue)	Perfume				prairie-skin-caviar-the-mist-0400021256956.html?ranMID=13816&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-5u3CKF7_182.mZAasAq7Xw&site_refer=AFF001&mid=13816&siteID=0c5b5rpoqTU-5u3CKF7_182.mZAasAq7Xw&LSoid=1810621&LSlinkid=10&LScreativeid=1
Escentric Molecules Escentric 02 Eau de Toilette (Neiman Marcus)	Fragrance/ Perfume	$160	Included	N/A	https://www.neimanmarcus.com/p/escentric-molecules-escentric-02-eau-de-toilette-3-oz-prod211420231?ecid=NMAF_RK_Vogue&CS_003=5630585&utm_medium=affiliate&utm_source=NMAF__Vogue&ranSiteID=0c5b5rpoqTU-_udggoFVZWcNQx3V5CruKQ
Byredo Kajal Pencil (SSense)	Eye Makeup	$30	Included	N/A	https://www.ssense.com/en-us/everything-else/designers/byredo
Byredo Kajal Pencil (Bloomingdales)	Eye Makeup	$32	Included	N/A	https://www.bloomingdales.com/shop/product/byredo-kajal-pencil?ID=4260110&utm_source=rakuten&utm_medium=affiliate&utm_campaign=affiliates&ranMID=13867&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-cbhZ3jXJh4kUx_qg6iPi3Q&LinkshareID=0c5b5rpoqTU-cbhZ3jXJh4kUx_qg6iPi3Q&m_sc=aff&PartnerID=LINKSHARE&cm_mmc=LINKSHARE-_-n-_-n-_-n&ranPublisherID=0c5b5rpoqTU&ranLinkID=1&ranLinkTypeID=10&pubNAME=Vogue
Kopari Sun Shield Body Glow (Nordstrom)	Body Product	$39	Included	N/A	https://www.nordstrom.com/s/sun-shield-body-glow-sunscreen-spf-50/6789221?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp060wZR0nhx80&irgwc=1
Refy Lip Sculpt (Refy)	Lip Product	$26	Included	N/A	https://us.refybeauty.com/products/lip-sculpt?irclickid=z8K1gN3bexycTd5SKnSaXReBUkp060y1R0nhx80&sharedid=vogue.com&irpid=10078&source=impact&medium=affiliate&campaign=Skimbit%20Ltd.&irgwc=1
Hair by Sam McKnight Love Me Do Nourishing Shine Oil (SpaceNK)	Hair Product	$38	Included	N/A	https://www.spacenk.com/us/haircare/hair-treatment/hair-oils/love-me-do-nourishing-oil-MUK200041503.html?utm_source=awin&utm_medium=affiliate&utm_campaign=78888&sv1=affiliate&sv_campaign_id=78888&awc=59803_1753854859_00ebe72433d547468cf53f7a2ce9ccf1

Ilia Perfecting Buff Brush (Ilia)	Makeup Brush	$40	Excluded	Not a Cosmetic	https://iliabeauty.com/products/perfecting-buff-brush?irclickid=TcaQjl3YRxycRHRUX72KhyU9Ukp060TBR0nhx80&irgwc=1&utm_medium=affiliate&utm_source=1305159&utm_campaign=679958
Ilia Perfecting Buff Brush (Nordstrom)	Makeup Brush	$40	Excluded	Not a Cosmetic	https://www.nordstrom.com/s/perfecting-buff-brush/5740128?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp060XVR0nhx80&irgwc=1
Loewe Marihuana Body Lotion (Neiman Marcus)	Body Product	$90	Included	N/A	https://www.neimanmarcus.com/p/loewe-scent-of-marihuana-body-lotion-12-oz-prod267330230?ecid=NMAF_RK_Vogue&CS_003=5630585&utm_medium=affiliate&utm_source=NMAF__Vogue&ranSiteID=0c5b5rpoqTU-8wpDx0Qy0R2CSEy4OQPnhg
Haus Labs PhD Hybrid Lip Glaze (Sephora)	Lip Product	$26	Included	N/A	https://www.sephora.com/product/haus-labs-by-lady-gaga-phd-hybrid-lip-glaze-plumping-gloss-P509390?om_mmc=aff-linkshare-redirect-0c5b5rpoqTU&c3ch=Linkshare&c3nid=0c5b5rpoqTU&affid=0c5b5rpoqTU-xhuAt6KUJKIgzROy85V6dg&ranEAID=0c5b5rpoqTU&ranMID=2417&ranSiteID=0c5b5rpoqTU-xhuAt6KUJKIgzROy85V6dg&ranLinkID=10-1&browserdefault=true
Bondi Boost HG Dry Shampoo (Sephora)	Hair Product	$25	Included	N/A	https://www.sephora.com/product/hg-dry-shampoo-P508427?om_mmc=aff-linkshare-redirect-0c5b5rpoqTU&c3ch=Linkshare&c3nid=0c5b5rpoqTU&affid=0c5b5rpoqTU-aBiYR.1HmNmNtoKSSaNz8Q&ranEAID=0c5b5rpoqTU&ranMID=2417&ranSiteID=0c5b5rpoqTU-aBiYR.1HmNmNtoKSSaNz8Q&ranLinkID=10-1&browserdefault=true
Susanne Kauffmann Hayflower Bath Oil (Nordstrom)	Body Product	$75	Included	N/A	https://www.nordstrom.com/s/hayflower-bath-oil/7754039?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp06xU1R0nhx80&irgwc=1
Love Wellness Bye Bye Bloat Lymphatic Massage Roller (Love	Lymphatic Roller	$15	Included	Not a Cosmetic	https://lovewellness.com/products/lymphatic-massage-roller?utm_source=Rakuten&utm_medium=affiliates&utm_content=Skimlinks.com&utm_campaign=1&ranMID=49168&ranEAID=TnL5HPStwNw&ranSiteID=TnL5H

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BareMinerals Illuminating Mineral Veil (Nordstrom)	Foundation/ Concealer/ Tint/ Powder	$35	Included	N/A	https://www.nordstrom.com/s/bareminerals-illuminating-mineral-veil-setting-powder/3136944?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp06xQ5R0nhx80&irgwc=1
Nars Afterglow Liquid Blush (Nordstrom)	Blush	$32	Included	N/A	https://www.nordstrom.com/s/afterglow-liquid-blush/7414331?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp06xXZR0nhx80&irgwc=1
Epi.logic Master Plan Collagen Renew Growth Factor Serum (Nordstrom)	Skincare (Serum)	$230	Included	N/A	https://www.nordstrom.com/s/master-plan-collagen-renew-growth-factor-serum/7741936?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_content&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp062xlR0nhx80&irgwc=1
Epi.logic Master Plan Collagen Renew Growth Factor Serum (Violet Grey)	Skincare (Serum)	$230	Excluded	Page Does Not Exist	https://www.violetgrey.com/en-us/collections/all?nrtv_cid=mo7gv3goew4hs
Epi.logic Master Plan Collagen Renew Growth Factor Serum (Neiman Marcus)	Skincare (Serum)	$230	Included	N/A	https://www.neimanmarcus.com/p/epi-logic-master-plan-collagen-renew-growth-factor-serum-1-oz-prod263850112?ecid=NMAF_RK_Vogue&CS_003=5630585&utm_medium=affiliate&utm_source=NMAF__Vogue&ranSiteID=0c5b5rpoqTU-ttOjaQTw4eohn1tRpwzvRQ
Dior Addict Lip Glow (Nordstrom)	Lip product	$40	Excluded	Page Does Not Exist	https://www.nordstrom.com/s/dior-addict-lip-glow-balm/5929434?utm_channel=low_nd_affiliates_content&utm_content=best-beauty-products-of-2024&utm_term=1305159&utm_source=impact&utm_medium=affiliate_cont

					ent&utm_campaign=Vogue&irclickid=z8K1gN3bexycTd5SKnSaXReBUkp062RJR0nhx80&irgwc=1
I Don't Know What DS & Durga Set (DS & Durga)	Fragrance/ Perfume + Body Product	$325	Included	N/A	https://www.dsanddurga.com/products/complete-i-dont-know-what-set?product=8753380852003&variant=46920804630819
Ouai Hair Gloss (Sephora)	Hair Product	$34	Included	N/A	https://www.sephora.com/product/ouai-hair-gloss-in-shower-shine-treatment-P509042?om_mmc=aff-linkshare-redirect-0c5b5rpoqTU&c3ch=Linkshare&c3nid=0c5b5rpoqTU&affid=0c5b5rpoqTU-MTIP0nu4Y_rCTbPhkCYfLA&ranEAID=0c5b5rpoqTU&ranMID=2417&ranSiteID=0c5b5rpoqTU-MTIP0nu4Y_rCTbPhkCYfLA&ranLinkID=10-1&browserdefault=true
Byredo Liquid Lipstick Matte (Bergdorf Goodman)	Lip Product	$55	Included	N/A	https://www.bergdorfgoodman.com/p/byredo-matte-liquid-lipstick-prod185610242?ecid=BGAF_RK_Vogue_Content+Site&utm_medium=affiliate&utm_source=BGAF__Vogue
Byredo Liquid Lipstick Matte (Neiman Marcus)	Lip Product	$55	Included	N/A	https://www.neimanmarcus.com/p/byredo-matte-liquid-lipstick-prod269800399?ecid=NMAF_RK_Vogue&CS_003=5630585&utm_medium=affiliate&utm_source=NMAF__Vogue&ranSiteID=0c5b5rpoqTU-uUmGHInRsaK4Q7sBt43brQ
Chillhouse Chill Tips Press-On Manicure Kit (Urban Outfitters)	Nail Product	$16	Included	N/A	https://www.urbanoutfitters.com/shop/hybrid/chillhouse-chill-tips-press-on-manicure-kit?utm_medium=affiliates&utm_source=LS&utm_campaign=Vogue&utm_term=1150039&utm_content=1&ranMID=43176&ranEAID=0c5b5rpoqTU&ranSiteID=0c5b5rpoqTU-kMPMqIWJ4KfOq3E6DHWlEg&color=088&type=REGULAR&size=ONE+SIZE&quantity=1