



Once again, Dear Readers, you have shown your mettle. Thousands of you wrote in to share with us your favorite products, ranging from the hippest curling iron to the finest new antiaging products. We've rounded up the top 253 products and present them here, in alphabetical order by company, with expanded coverage on BeautyLaunchpad.com. Congratulations, winners! You truly are the best of the best.

FOURTH
ANNUAL

Readers Choice Winners

By Amy Dodds and Alyson Osterman

NEW PRODUCT LAUNCH

Shampoo

Alterna LIFE Solutions
Clarifying Shampoo

Matrix Shade Memory
Sparkling Blondes
Redken Blonde Glam
Shampoo

Conditioner

Joico K-PAK Sun Therapy
Treatment Masque

Redken Blonde Glam
Conditioner

Sexy Hair Pumpkin
Conditioner

Styling Aid

Matrix Vavoom Gold Heat
Blow-In Control

PureOlogy TakeHold
Flexible HairSpray

ThermaFUSE Control
Extra Firm Gel

Haircolor

Joico Vero K-PAK Color

Matrix Prizms.Plus

Schwarzkopf Igora Royal

Skincare

Bioelements Flaxx-C
Firming Mask

Dermologica mediBac
Clearing

Repêchage Peppermint
Sea Twist Body
Treatment

Nailcare

CHI Ceramic Nail Lacquer

CND Spring 2007

OPI Products Garden
Party

Men's

American Crew Tea Tree
Firm Hold Styling Cream

Matrix Men FirmFix Gel

Redken Hold Still Firm
Styling Spray



SHAMPOO

Normal

Aveda Shampure Shampoo
Matrix Biolage Normalizing Shampoo
Paul Mitchell Awapuhi

Color-Treated

Matrix color.smart
PureOlogy Hydrate Shampoo
Redken Color Extend Shampoo

Fine/Limp

Matrix Amplify
Nioxin Cleanser 2 Natural Hair
Redken Body Full Shampoo

Dry/Damaged

Matrix Biolage Hydrathérapie Hydrating Shampoo
Redken All Soft
Redken Extreme Shampoo

Curly

Matrix curl.life
Redken Fresh Curly
TIGI Curls Rock Curly Hair Shampoo

Thin

Nioxin Cleanser 1 Natural Hair
Nioxin Cleanser 3 Chemically Enhanced Hair
Paul Mitchell Tea Tree Lemon Sage Thickening Shampoo

Dandruff

Paul Mitchell Tea Tree Special Shampoo
Redken Scalp Relief Dandruff Control
Zerran Oily Hair Dandruff Shampoo Treatment

CONDITIONER

Normal

Aveda Shampure Conditioner
Paul Mitchell Super Strong Daily Conditioner
Redken Clear Moisture Conditioner

Color-Treated

Matrix color.smart
Paul Mitchell Color Protect Daily Conditioner
Redken Color Extend

Fine/Limp

Matrix Amplify
Nioxin Scalp Therapy 2 Natural Hair
Redken Body Full

Dry/Damaged

Alterna Caviar Volume Conditioner
Joico K-PAK Reconstruct
Matrix Biolage Hydrathérapie Conditioning Balm

Curly

Goldwell Curl Definition
Matrix curl.life
TIGI Curls Rock Curly Hair Conditioner

Thin

Nioxin Scalp Therapy 1 Natural Hair
Nioxin Scalp Therapy 3 Chemically Enhanced Hair
Paul Mitchell Extra-Body Daily Rinse

Leave-in

Paul Mitchell The Cream
PureOlogy HydraCure Intense Moisture Hair Masque
Sebastian Professional Potion 9



CONDITIONER SHAMPOO

STYLING



STYLING

Volumizer

Matrix Amplify Root Lifter
Matrix Vavoom Take Me Higher
Sexy Hair Root Pump Spray Mousse

Hairspray

Sebastian Professional Shaper
Sebastian Professional Shaper Plus
Sexy Hair Spray & Play Harder

Gel

Aquage thickening spraygel
Joico JoiGel Firm
Matrix Biolage Gelée

Mousse

Joico JoiWhip
Paul Mitchell Extra Body Foam
Paul Mitchell Sculpting Foam

Pomade

BennieFactor b tenacious Design Fix
Redken Rewind 06
TIGI Bed Head Manipulator

Wax

Paul Mitchell Spray Wax
Redken Water Wax 03
TIGI A Hair Stick for Cool People

Curl Enhancer

Matrix curl.life spiraling spray-gel
Redken Fresh Curls Curl Boost
TIGI Curls Rock Curl Booster

Smoothing/Straightening

Aveda Hang Straight
Matrix sleek.look iron smoother
Paul Mitchell Super Skinny Serum

Defrizzer

CHI Silk Infusion
Farouk Biosilk Silk Therapy
PureOlogy SuperStraight
 RelaxingHairSerum

HAIRCOLOR

Permanent

CHI Ionic Permanent Shine Hair Color
Matrix SoColor
Redken Shades EQ

Semipermanent/Demipermanent

Goldwell Colorance
Joico K-PAK Chrome
L'Oréal Professionnel Richesse
Matrix Color Sync
Redken Shades EQ

Gray Coverage

Matrix SoColor
Redken Color Gels
Wella Koleston Perfect

Bleach

Matrix V-Light
Redken Blonde Icing
Wella Blondor

HAIRCOLOR

MEN'S

Shampoo

American Crew Daily Shampoo
Goldwell for Men Refreshing Gel Shampoo
Paul Mitchell Tea Tree Special Shampoo

Styling Aid

American Crew Forming Cream
American Crew Styling Gel
Matrix Men All-Style Wax

Shave Cream

American Crew Classic Shave Cream
American Crew Herbal Shave Cream
Paul Mitchell Tea Tree Shave Gel

Skincare

American Crew After Shave Moisturizer
Murad Man Razor Burn Rescue
Paul Mitchell Tea Tree Soap

Body Moisturizer

American Crew Tea Tree Body Lotion
Dermalogica Body Hydrating Cream
Paul Mitchell Tea Tree Hair and Body Moisturizer

BATH & BODY

Body Wash

Aveda Calming Body Cleanser
CND Creative Scentsations Hand N Body Wash
Paul Mitchell Tea Tree Lemon Sage

Body Lotion

CND Creative Scentsations Hand N Body Lotion
Hempz Herbal Moisturizer
Repêchage Vita Cura Triple Action Slimming Body Cream

Body Scrub

Aveda Caribbean Therapy Body Scrub
Hempz Herbal Body Scrub
TIGI Body by Bed Head Oatmeal Cookie Sugar Scrub

Cellulite

Pevonia Botanica Smooth & Tone Body-Svelt Gel
Repêchage Vita Cura Triple Action Slimming Body Cream
Sothys Total Resculpting Serum

MEN'S



BATH & BODY

MAKEUP



MAKEUP

Foundation

Bare Escentuals i.d. bareMinerals face color
Bare Escentuals i.d. bareMinerals foundation
Youngblood Deep Sea Hydrating Complex Liquid Mineral Foundation

Loose or Pressed Powder

Jane Iredale PurePressed Face Pressed Mineral Powder
Mineral Mine Pressed Powder Foundation
Sebastian Trucco Final Touch Loose Powder
TIGI Glimma Powder

Mascara

Blinck Kiss Me Mascara
Sebastian Trucco In Focus Mascara
TIGI Eyes Love It! Mascara

Mineral

Bare Escentuals i.d. bareMinerals eyeshadow
Jane Iredale Amazing Base Loose Mineral Powder
Mineralogie Face Foundation

Lipstick

Grafton
Sebastian Trucco
Sormé

Lip Gloss

Mineralogie Lips
Robanda Bodyography Lip Gloss
TIGI Dumb Blonde

Lip Plumper

Jane Iredale More Lip
Joey New York Super Duper Lips
Sormé Lip Thick Gloss

Eye Liner

Sebastian Trucco Pro Eye Pencil in Black Suede
Sebastian Trucco Pro Eye Pencil in Spresso
TIGI Big Fat Fun!

Eye Shadow

Grafton Eyeshadow
Sebastian Trucco Duo Eye Color
TIGI Diamonds After-Party Crème Eyeshadow

Blush

Jane Iredale In Touch Cream Blush
TIGI Player Blush
Youngblood Pressed Mineral Blush

Bronzer

Bare Escentuals i.d. bareMinerals Clear Radiance
Jane Iredale Brush-Me Bronze
TIGI Glimma Bronzer

NAILCARE



NAILCARE

Nail Polish

China Glaze
OPI Products
SpaRitual

Base Coat

CND Stickey
OPI Products Natural Nail Base Coat
Seche Vite Seche Clear

Top Coat

CND Super Shiny Finish
Essie Top Coat Everyday
Seche Vite Dry Fast Top Coat

Fast-Drying Top Coat

CHI Ceramic Base N Top Coat
CND Speedey Finish
OPI Products RapiDry Top Coat

Strengtheners

CND Toughen Up
Nail Tek Intensive Therapy
OPI Products Original Nail Envy

Polish Remover

OPI Products Polish Remover
Orly Nail Polish Remover
SpaRitual Fluent Conditioning Lacquer Remover

SKINCARE

Cleanser

Dermalogica Organic Expressions
Dermalogica Facial Cleanser Special
Cleansing Gel
Repêchage Vita Cura Triple Action
Cleansing Cream

Moisturizer

Dermalogica Skin Smoothing Cream
Pevonia Botanica Balancing
Combination Skin Cream
Repêchage Hydro-Complex PFS

Eye Cream

Aveda Tourmaline Charged
Eye Cream
Dermalogica Multivitamin
Power Firm
Repêchage Opti-Firm Eye
Contour

Exfoliator

Dermalogica Daily Resurfacer
Murad AHA/BHA Exfoliating
Cleanser
Repêchage One-Minute
Clarifying Mask

Acne

Bioelements Active Astringent
Dermalogica mediBac Clearing
Murad Exfoliating Acne
Treatment Gel

ANTIAGING

Moisturizer

Dermalogica Super Rich Repair
Pevonia Botanica Timeless Repair
Cream
Repêchage Opti-Firm Lift Cream SPF 10

Serum

Joey New York Line Up
Repêchage Vita Cura Opti-Lift Serum
Robanda Rejuvenating Serum

Eye Treatment

Dermalogica Total Eye Care
Refineé Anti-Aging Eye Treatment
Repêchage Opti-Firm Eye Contour

Instant Line Plumper

Dermalogica Multivitamin Power Firm
Joey New York Correct-A-Line
For Face
Repêchage Vita Cura Triple Firming
Cream

Firming

Dermalogica Power Rich
Pevonia Botanica Firming Marine
Elastin Cream
Repêchage Vita Cura Triple Firming
Cream

Haircare

Alterna Caviar Rapid Repair Spray
American Crew Revitalize Revitalizing
Spray Solution
Philip Pelusi Age de Phy Rejuvenating
Conditioner

SKIN



ANTIAGING

Shears
Cricket Co. Centrix 5.75
Fromm Premium
Washi X1-55

Razor
Centrix Rotorazor
Jatai Feather Styling Razor
Paul Mitchell Carving Comb

Clipper
Conair Pro Forfex
Oster Classic 76
Wahl Designer

Trimmer
Andis Outliner II
Oster T-Finisher
Wahl Peanut

Blowdryer
CHI Turbo Low EMF
Tourmaline Tools by Wigo 1875
Watt Professional Dryer
X5 Superlite Tourmaline

Flat Iron
CHI Ceramic Hairstyling Iron
Hot Tools Helix
ICA/Infrashine Original FAR-
Infrared High-Performance
Ceramic Iron

Curling Iron
BaByliss Pro
Professional Ceramic
Curling Iron
CHI Spring 1 inch
Hot Tools Ceramic Ti

Hairbrush
Cricket Co.
Marilyn Brush
Spornette

Makeup Brush
Brush Up With
Barbara
Brushes By Karen
Sebastian Trucco

Cuticle Nipper
Mehaz
Tweezerman

Nail File/Shaper
OPI Products
Crystal File
OPI Products
Regular File
Tweezerman

Tweezer
Mehaz Rubis Swiss
Turo Tip Tweezer
Tweezerman
Tweezlight

TOOLS