

WELL-SPENT DOLLAR

There are so few instances where you get more than you pay for. We found 24 of them, hiding in plain sight at the drugstore. By Megan Deem



BEST POLISH There's something for everyone among Essie's 1,000-plus color offering (shown in Ballet Slippers; \$9 each). Or try Sally Hansen Miracle Gel (shown in Wine Stock; \$9.99). It promises to last 14 days without a chip.



BEST BLUSH Available in both matte and glow finishes, NYX Sweet Cheeks Creamy Powder Blush (\$7.50) comes in 24 flattering shades that blend seamlessly into skin for a subtle

flush. (P.S. Pros across the board adore this brand.)



BEST FOUNDATION "L'Oréal Paris True Match Super-Blendable Makeup [\$10.95] is a lightweight fluid formula with a very natural finish," says New York makeup artist Troy Surratt. "And it comes in 45 colors—a really wide shade range for drugstore foundations."



BEST EYE SHADOW New York makeup artist Daniel Martin carries a massive kit but often comes back to Milani Soft and Sultry Eyeshadow Palette (\$19.99). A mix of mattes and metallics, it's the ideal neutral palette for any skin tone.



BEST BROW PRODUCT Avoid the Groucho Marx effect with CoverGirl Easy Breezy Brow Volumizing Brow Gel (\$6.99). "On par with luxury versions, it's not heavy, unlike other tinted brow gels," says Los Angeles makeup artist Molly R. Stern.



BEST MASCARA Bring the drama with L'Oréal Paris Voluminous Lash Paradise Mascara (\$9.99). The smooth formula won't flake, clump, or smudge—a rarity among thickening formulas.



BEST LIPSTICK "Maybelline New York Color Sensational Made for All Lipstick in Red for Me Matte (\$7.49) is the perfect blue red with an insane color payoff," Martin says. "And all the shades in the line are comfortable on lips and non-drying."

SKIN CARE



BEST CLEANSER "I always tell my patients that they don't need to spend \$500 on a cleanser," says Shereen Idriss, M.D., a New York dermatologist. "It doesn't stay

on skin." Cetaphil Gentle Skin Cleanser (\$9.35) is easily the most derm-recommended face wash; its ultra-mild, soap-free formula works for any skin type.



BEST SERUM Glycolic acid markedly improves skin texture. New L'Oréal Paris Revitalift Derm Intensives 10% Pure Glycolic Acid Serum (\$23.99) has

the highest concentration you can get without an Rx. "Plus, it minimizes irritation," says New York dermatologist Joshua Zeichner, M.D.



BEST DAYTIME MOISTURIZER WITH SPF "I love CeraVe Ultra-Light Moisturizing Lotion SPF 30 [\$16.99]—it's super hydrating but still sheer," says New York dermatologist Melissa

Kanchanapoomi Levin, M.D. "It's chock-full of ceramides, which are important for maintaining the skin barrier."



BEST RETINOL Almost every derm will recommend a retinol (if you can tolerate it). Need more incentive?

Neutrogena Rapid Wrinkle Repair Retinol Oil (\$24.99) is so concentrated, it's been shown to make visible improvements in deep creases in just one week.



BEST NIGHTTIME MOISTURIZER Retinol is a powerful addition to your evening routine—it builds collagen and evens skin tone. If you find it's too strong, try Burt's Bees Renewal Firming Moisturizing Cream (\$19.99). It brightens with bakuchiol, a plant-derived alternative that's gentle on skin. ▶

— HAIR CARE —



BEST SHAMPOO AND CONDITIONER

Hask is one of the most underrated, pro-recommended hair-care lines. Its Macadamia Oil Moisturizing Shampoo (\$5.42) “softens as it hydrates,” says New York hairstylist Takisha Sturdivant-Drew. Pair with the conditioner (\$5.42) to bring dry hair back to life.



BEST HAIRSPRAY

A backstage and on-set staple, Tresemmé Compressed Micro Mist Level 2 Hair Spray (\$4.99) offers flexible hold, dries in a flash, and lasts for up to 24 hours. Not bad for under \$5.



BEST SERUM

“I love the classic John Frieda Frizz Ease Original Serum [\$11.99], which has been around since the ‘90s,” says L.A. hairstylist Cervando Maldonado. “Run a couple of drops through damp hair before you blow it dry to control frizz and create shine.”



BEST DRY SHAMPOO

Almost every hair-care brand makes a dry shampoo these days, but we keep coming back to Batiste Dry Shampoo (\$7.99). The cult product can extend a blowout longer than the rest.



BEST HAIR MASK

Our issue with hair masks? Some are a whole 15- to 20-minute production. Enter Garnier Fructis Strengthening Treat 1-Minute Hair Mask + Banana Extract (\$4.49). In just 60 seconds, it visibly strengthens and smooths strands.



BEST BODY SCRUB

Crushed walnut shells and light diffusers work together in Aveeno Positively Radiant Exfoliating Body Wash (\$6.99) to leave skin smooth and glowing.



BEST SELF-TANNER

Self-tanning can be terrifying. (“Am I using too little?” “Too much?!”) Jergens Natural Glow Instant Sun Towelettes (\$11.99 for six) contain just enough formula to cover your entire body. It dries quickly and leaves skin with a soft, natural-looking color. ■



— BODY CARE —



BEST BODY WASH

“Dove Deep Moisture Body Wash [\$5.99] has been my go-to for as long as I can remember,” says New York dermatologist Shari Marchbein, M.D. “The hypoallergenic creamy cleanser contains moisturizing ingredients to hydrate the skin without stripping.” You might even get away with skipping body lotion after.



BEST INTENSIVE TREATMENT

Vaseline All-Over Body Balm Jelly Stick (\$5.99) delivers all the moisturizing benefits of petroleum jelly in a no-mess tube that’s perfect for rough elbows, heels, and feet.



BEST BODY LOTION

Why do we often neglect the skin below the neck? Luckily, there’s an easy remedy: Olay Total Effects Advanced Anti-Aging Body Lotion (\$5.24). Infused with vitamins, this rich lotion treats multiple signs of aging, including dullness and loss of elasticity.