

Hundreds of nail polishes are debuting this year, but insiders have already predicted a winning shade.

The Next Big Things

Lust-inspiring lipstick, makeup with benefits, a safe home laser, and more. Meet the beauty must-haves of the very near future. By Elizabeth Siegel

Imagine: There was a time, not too long ago, when you had no clue what a BB cream was. Chances are you dismissed it as just another neatly abbreviated, potentially embarrassed, personal-care item, like T/Gel Shampoo for dandruff or O.B. tampons. You're not alone. "When we introduced BB creams from Korea, no one knew what they were," says Margarita Arriagada, senior vice president of merchandising at

Sephora. To create awareness, Sephora set up prominent displays for customers and educated its salespeople on the multitasking formula. "Now they fly off the shelves," says Arriagada. Happy ending.

Before the grand marketing schemes are in place, professional buyers travel the globe hunting down the next big things in beauty. But how do they know which products to pluck from obscurity? Often they use a method that's equally obscure:

gut instinct. "Part of this job is knowing why a product is going to be life-changing," says Nicky Kinnaird, founder of Space NK. It's a risky path, punctuated by runaway hits and occasional flops. With the right combination of innovative ingredients, a practical formulation, and a sexy twist or two, a new product can become so essential, you won't remember ever managing without it. Which ones have the potential to be 2013's biggest stars? Allow us to illuminate.

NEXT BIG THINGS: "Facialist Eve Lom is currently working on foundation, tinted moisturizer, and concealers. Her new line will come in a wide range of shades and glow-inducing textures—I'm not allowed to reveal too much just yet, but it's loaded with skin-care benefits. Also, the RéAura—a handheld laser from Philips that uses a gentler version of Fraxel—is revolutionizing at-home gadgets. It treats fine lines, evens skin texture, reduces age spots, and boosts radiance. I know it sounds like a marketing gimmick, but it's not—it's pending FDA approval, and it's already selling extremely well at Space NK stores in Europe. Also, African Botanicals Marula Cleansing Oil and Marula Face Mask [available this fall] contain a high concentration of marula oil, an anti-inflammatory and antioxidant botanical from South Africa. It's a hot topic among R&D experts. It has the potential to be the next argan oil."

Misha Anderson
Co-founder of Woodley & Bunny
Salon/Apothecary



Christophe Robin Cleansing Purifying Scrub With Sea Salt; Verso Day Cream

DISCOVERY METHOD: "I used to work in music, and I find the coolest products the same way I used to find the best bands: by being immersed in the industry and networking constantly. But to be honest, I could tell you what's up-and-coming music anymore."

PERSONAL FAVORITES: "I'm proud of this, but on the rare occasion that I go out late wearing Usu Airlines lipstick, it's still on the next morning. It never fades unevenly. I'm pretty obsessed with Sachajuan Volume Powder, too; it's the best dry shampoo."

GREATEST HIT: "Brad Biophotonic Skin Care has products with fer-

mented exfoliating acids that come in sleek violet glass bottles, which keep UV light from degrading the formulas. I found the line in a HomeGoods department store, but it

Marcia Gaynor
General merchandise manager
for Look Boutique at
Duane Reade and Walgreens

NEXT BIG THINGS: "No one knows this yet, but we are going to import Rouge Bunny Rouge skin care from Russia later this year. The Seraphic

"Marula oil, an anti-inflammatory and antioxidant botanical, is a hot topic. It could be the next argan oil."

Veil Moisturizer has a spongy texture that I'm obsessed with. It makes my skin so soft and radiant, it's insane.

serum. Some are available in May—with serious anti-aging ingredients, like peptides and antioxidants. Lastly, hair colorist Christophe Robin created a sea-salt scrub for the scalp. It feels amazing, and it takes the itch out after you get your color done."