



Happy National Beauty Month!

We're celebrating all things beauty at *Shape*. While candy corn and Kit Kats may be on others' minds in October, the treats we covet are lotions, potions, and makeup. For starters, this is the big reveal of our annual *Shape* Beauty Awards (you're just a few pages away), plus we're honoring the winners of the Cosmetic Executive Women (CEW) Beauty Insider Awards, which are chosen by the group's 6,000-plus members (including yours truly) and feted at a splashy banquet. A full listing of the CEW winners is on page 178, but I want to call out a few that have made their way into my makeup bag, medicine cabinet, and shower. First is **L'Oréal Paris Voluminous Superstar Mascara** (\$11, drugstores), which has a lash primer on one end of the tube and fiber-loaded mascara on the other and makes people ask if I've been using Latisse! I'm also obsessed with **Nivea Nourishing In-Shower Body Lotion** (\$8, drugstores). If you're not familiar with the concept of in-shower body lotion, you apply it all over your body while you're showering, then rinse it off as you would with conditioner. It clings to your skin, making it crazy soft and giving it a faint smell of roses. One last shout-out, to **Clinique Moisture Surge Extended Thirst Relief** (\$53, clinique.com), which is essentially dewy fresh skin in a bottle. It received a CEW Iconic Consumers' Choice Award and even inspired us to acknowledge stellar mainstay drug-store and department store beauty products among our own winners this year. Because we love both the new and the tried-and-true.



Goggles made me an eye-cream convert.

My eye situation had escalated to saggy lids, crow's-feet, and puffiness that begged for an emergency intervention.

I never thought I needed an eye cream until I started swimming. Then suddenly I was drowning in eye-area issues! To my rescue: dermatologist S. Manjula Jegasothy, M.D., in Miami, the swimming pool capital of the U.S. (I may have made that up). She explains, "The suction from swim goggles can cause laxity of the eyelids, and the pull from the goggle straps is harsh on your eyelids, causing capillary breakage, dark circles, deep lines, and loose skin." But with the right eye cream, I can swim *and* have tight skin. These products work wonders no matter what's behind your bags. My fave is newly crowned Best Eye Cream (page 64) **Olay Eyes Ultimate Eye Cream** (\$25, drugstores), with antiaging peptides and niacinamide. On extra-puffy days, I deflate fast with **Nerium Age-Defying Eye Serum** (\$80, nerium.com). And when my crow's-feet are cawing, I silence them with **Murad Professional Eye Lift Firming Treatment** (\$68, murad.com), with crinkle-filling hyaluronic acid.



From top: Arthur Bakelov, Shape Studio