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Look Great **Pretty Savvy**

30
years
OF
SHAPE

Beauty

All-Stars

When SHAPE hit newsstands in 1981, big hair and blue eye shadow were **all the rage** (thanks, *Dynasty!*). Yet the past three decades have emerged as the **golden age** of innovation. Here, the 30 tried-and-true products that have **changed our looks**—and our lives.

1982

Estée Lauder Advanced Night Repair (\$50 for 1 oz; esteelauder.com)

This hyaluronic acid-laced serum was one of the first to improve skin as you snoozed. Two updates later, it's also packed with free-radical fighters that help reverse environmental damage.



1982

Tweezerman Slant Tweezer (\$20; tweezerman.com)

Angled edges grip hairs without pinching skin; a lifetime guarantee makes certain they stay sharp.



1982

Chanel Quadra Eye Shadow (\$57; chanel.com)

An eye do: Chanel's smudge-proof, four-pan palettes have always offered women a fashion-forward way to indulge in the latest makeup trends.



1984

Essie Nail Polish in Ballet Slippers (\$8; drugstores)

This always-elegant lacquer is a go-to for women everywhere. Even Queen Elizabeth gives the sheer pink shade a royal thumbs-up.



1984

Guerlain Terracotta Bronzing Powder (\$49; sephora.com)

Inspired by the color of Moroccan earth, the tawny-hued bronzer makes a safe, sun-kissed glow achievable any time of year.



1985

MAC Cosmetics Lip Pencil in Spice (\$13; maccosmetics.com)

A staple in every makeup pro's stash, this creamy nude liner lends definition to lips without leaving a telltale outline.



1989

Aveda Shampure (\$11; aveda.com)

Celebs buy this gentle shampoo by the caseload because they're so enamored with its signature scent—a blend of more than two dozen botanical essences. (Others reportedly use it to wash their cashmere sweaters or pamper their pets!)



1990

John Frieda Frizz-Ease Original Formula Hair Serum (\$10; drugstores)

A bottle of this silicone-based strand smoother is sold every 13 seconds in the U.S. Why? It *really* works!



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1992

Yves Saint Laurent Touche Éclat
(\$40; yslbeautyus.com)

One click is all it takes to unleash the power of this highlighter/concealer pen. Dotted on cheekbones, it creates radiance, while a dab under eyes erases dark circles.



1995

Bare Escentuals bareMinerals Original SPF 15 Foundation
(\$26; bareescentuals.com)

Ideal for dry, sensitive, and oily skin types alike, this loose powder foundation, made with naturally occurring minerals, transforms from sheer to full coverage with a few strokes of the brush.

1995

Proactiv 3-Step System (\$20; proactiv.com)

Building a buzz via infomercial, this dermatologist-formulated benzoyl peroxide regimen is a triple threat for treating existing pimples and simultaneously preventing new ones.



1996

Crème de La Mer (\$135 for 1 oz; lamer.com)

The price of this rich moisturizer initially raised eyebrows, but it quickly proved it was worth such a sizable chunk of change due to some superior anti-aging abilities. (Just ask A-list devotees like Brooke Shields.)

1996

Laura Mercier Tinted Moisturizer
(\$42; lauramercier.com)

For the minimalist, Mercier (a notable French makeup artist) developed this hybrid: a light hydrating cream with a hint of color that can be used in place of traditional foundation.



1999

Kérastase Nutritive Lait Vital
(\$39; kerastase-usa.com)

Until this lightweight, color-safe hair conditioner became available stateside, obsessed beauty insiders smuggled it across continents in their carry-ons.



1999

RoC Retinol Correxion Deep Wrinkle Night Cream
(\$22; drugstores)

Derms love retinol for its wrinkle-eradicating benefits, and RoC was the first to stabilize the ingredient in a cosmetic treatment. The updated formula (2004) gets high marks for plumping skin without the accompanying irritation.



1999

OPI Nail Lacquer in I'm Not Really a Waitress (\$9; opi.com)

The cherry-red polish with a clever name boasts mini flecks of mica that reflect light, bestowing a flattering cast on nearly all skin tones.



1999

Nars Orgasm Blush
(\$27; narscosmetics.com)

This scandalously named cheek topper became a cult favorite for its universally flattering pinky-peach hue—designed to mimic a postcoital flush.



2000

Dr. Dennis Gross Skincare Alpha Beta Daily Face Peel (\$78; nordstrom.com)

Introduced by a New York City dermatologist, this skin slougher brings the in-office treatment home in a two-step glycolic and salicylic acid exfoliator that dissolves dead cells, restores radiance, and boosts collagen production.



➔ **SNAP THIS CODE** 40 lucky readers will win this face peel.



2001

Crest 3D White 2 Hour Express Whitestrips (\$55; drugstores)

Crest's groundbreaking teeth brighteners provide an easy, at-home way to eliminate surface stains without costly, dentist-administered light treatments and mouth trays. The version here—launched just this year—clocks results in only two hours.

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2001

Giorgio Armani Luminous Silk Foundation (\$59; giorgioarmanibeauty-usa.com)

Developed because the designer wanted a no-makeup look for his fashion shows, the weightless liquid formula layers effortlessly, without caking.



2005

Jergens Natural Glow Revitalizing Daily Moisturizer (\$9; drugstores)

Aimed at anyone who finds self-tanner scary, this goof-proof formula hydrates skin and delivers low levels of DHA, so color builds gradually over several days.



2008

L'Oréal Paris Elnett Satin Hairspray Extra Strong Hold (\$15; drugstores)

Coveted by stylists, beauty mavens, and celebrities the world over, this sweet-smelling spritz is a runway and red carpet fixture that instantly freezes coifs in place—without a hint of crunchiness.



2002

Dior DiorShow Mascara (\$25; sephora.com)

A star was born when formulators saw makeup artists using toothbrushes to apply models' mascara. The extra-large wand fans out your fringe, resulting in a false-lash look.



2005

Clarisonic Classic Sonic Skin Cleansing System (\$195; clarisonic.com)

From the creators of the Sonicare toothbrush, this gadget changed the face of cleansing by gently buffing skin and removing more dirt and oil than soap alone.



2009

Lancôme Génifique Youth Activating Concentrate (\$78 for 1 oz; lancome.com)

By identifying the proteins responsible for radiance, texture, and tone, Lancôme developed an anti-aging serum that helps the body ramp up their production. One drop a day leads to a noticeable difference in just a week.



2002

Revlon ColorStay Overtime Lipcolor (\$10; drugstores)

Unlike stay-put pout enhancers of the past that left lips feeling dry, this two-sided product contains polymers and chamomile to soften and maximize shine.



➔ **SNAP THIS CODE** 25 lucky readers will win this facial scrubber.



2009

CoverGirl & Olay Simply Ageless Sculpting Blush (\$11; drugstores)

Color meets correction: An age-defying injection of niacinamide helps smooth skin's texture while imparting a natural-looking flush.



2005

Neutrogena Ultra Sheer Dry-Touch Sunblock SPF 30 (\$10; drugstores)

Helioplex, Neutrogena's breakthrough complex, contains a more stable version of the UVA-blocking ingredient avobenzone, to better protect skin from premature aging and cancer.



2005

Clairel Nice'n Easy Root Touch-Up (\$7; drugstores)

The first mass-market permanent hair color to address regrowth, this comb-through formula extends the time between dye jobs by up to three weeks.



2011

Sally Hansen Salon Effects Real Nail Polish Strips (\$10; drugstores)

An array of fashion-forward colors and designs (neon!



lace! denim!), zero drying time, and the opportunity to stay chip-free for up to 10 days make these press-on polishes both cool and convenient.