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These 10 Products Are the Best-Kept Secrets of the Indie Beauty World

BY RACHEL NUSSBAUM

The only way to describe **Cosmoprof**, the U.S.'s largest beauty trade convention, is like Disneyland for the beauty world. Every summer 1,000-plus brands—from indie and niche to the names that line your local drugstore—unleash their new innovations before the rest of the world gets to see them. I recently made the trip to take it all in, and between watching a signature shade of **red lipstick** get made to seeing an aesthetician blast serum into someone's skin, the spectacles kept coming. I left with a trunkload of **beauty newness** and a mission: to leave no product unused and to report back on the beauty world's best-kept hidden gems. It took nearly two months to get through everything, but my results are in. These are the actually genius, **next-generation products** that—come this time next year—everyone will be obsessed with. You heard it from me first.

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Votre Vu Les Sorbet Frozen Sérum, \$112

Sticking a spoon in the freezer for a DIY eye depuffer is something I always read about and never actually do, but after looking at the roll call of antioxidants in Votre Vu's frozen push-pop serum, I've been making the freezer trip daily. After running it over my face every morning, I can attest: You see short-term depuffing benefits ASAP, and with long-term firming benefits, I rue the day my serum popsicle runs out.

 Courtesy of Votre Vu

<https://www.glamour.com/gallery/best-indie-beauty-products>