



2017

READERS' CHOICE

THE BALLOTS ARE IN. THE VOTES ARE COUNTED.
THE WINNERS ARE READY FOR THEIR DRUMROLL. THESE ARE
THE 49 SHAMPOOS, SERUMS, LIPSTICKS, AND MORE THAT ALLURE READERS
HAVE ANOINTED WITH THE ULTIMATE TROPHY. BY ELIZABETH SIEGEL

PHOTOGRAPHED BY MAXIME POIBLANC



AWARDS



2017 READERS' CHOICE AWARDS

HAIR

**"THE DEVACURL LIGHT DEFINING GEL
DEFINES MY CURLS, ZAPS ALL FRIZZ,
AND LEAVES NO CRUNCH.
MY HAIR STAYS SUPER SOFT."**

—JOY COHEN

SHAMPOO

Pantene Pro-V Daily Moisture Renewal Shampoo. It smells amazing (like sweet-almond oil), rinses clean, and makes hair glossy without weighing it down.

CONDITIONER

Briogeo Don't Despair, Repair Deep Conditioning Mask. Until we all quit hot tools—yeah, right—this creamy almond-oil-rich mask will keep our hair shiny and healthy. Use a small dollop after every shampoo; lay it on thicker as a weekly treatment.

VOLUMIZER

Living Proof Full Dry Volume Blast. Mist on this finishing spray and lightweight aerospheres and polymers fill in the spaces between individual strands of hair, so it looks like you have twice as many of them.

DEFRIZZER

John Frieda Frizz Ease Original 6 Effects Serum. The original silicone serum has been fighting the good fight against frizz for 25 years. The formula hasn't changed one bit in all that time—because it works.

From top: DevaCurl Light Defining Gel and L'Oréal Paris Superior Preference Fade-Defying Color + Shine System in Deep Burgundy.

CURL DEFINER

DevaCurl Light Defining Gel. This gel is water-based and alcohol-free, which is key for noncrunchy curls—scrunch it into wet hair and your spirals will dry soft and touchable.

HOT TOOL

Chi Ultra Chi Hairstyling Iron. This workhorse heats in seconds and smooths hair in one or two passes.

HOME HAIR COLOR

L'Oréal Paris Superior Preference Fade-Defying Color + Shine System. Covering grays at home is risky, so we're grateful to have a reader-approved line of 53 shades with the nuance and gloss of salon color.

