

# CLEO Whitening Awards 2015



Good news – bright and glowing, clear skin is definitely in your future. Here's exactly what you need to get there.  
By Saarah Jasmine.



# Serums

**1. Best Whitening Serum For Sensitive Skin** SHISEIDO AQUALABEL WHITENING JELLY ESSENCE, RM69.90. Acts as an astringent, hydrating lotion, serum and moisturiser. It also puts a stop to excess melanin production.

**2. Best Whitening Serum For Velvety Skin** AVIANCE PERFEC RADIANCE ADVANCED BRIGHTENING SERUM, RM353. Using French pine bark extract and vitamin C, the mattifying serum replaces dullness with a visible radiance.

**3. Best Marine-Based Whitening Serum** H2O+ WATERWHITE ADVANCED BRIGHTENING ESSENCE, RM199. Using marine brightening technology, this repairs cellular damage, amplifies luminosity, and resists signs of ageing.

**4. Best Youthful Whitening Serum** ZA PERFECT SOLUTION YOUTH WHITENING SERUM, RM63.90. Targets dark spots and wrinkles for a more luminous complexion, getting rid of melanin and preventing production.

**5. Best Whitening Emulsion For Day** FRESHEL WHITENING EMULSION, RM55. Vitamin C, hyaluronic acid, collagen and a fruit acid mixture work to soften, moisturise and brighten.

**6. Best Whitening Serum For Smooth Skin** MARY KAY MELACEP WHITENING SYSTEM ESSENCE, RM350. Uses the brightening power of edelweiss to provide a crystal complexion.

**7. Best Whitening Serum For The Neck And Décolletage** ANTIPODES ORGANIC APOSTLE SKIN-BRIGHTENING & TONE-CORRECTING SERUM, RM232.14. On top of its cell renewal and brightening benefits,

this water-based serum has a subtle exfoliation action using kiwi enzyme.

**8. Best Spot-Correcting Serum** MELVITA NECTAR BRIGHT BRIGHTENING CONCENTRATE TARGETED CORRECTIVE SERUM. A powerful complex of five white flowers that all have illuminating and brightening properties.

**9. Most Innovative Whitening Serum** INFINITY KOSÉ REALIZING WHITE STICK XX, RM254.40. Uses kojic acid to directly aim and eliminate, great for even the most stubborn of dark spots.

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# Moisturisers

## 1. Best Intensive Whitening Treatment

**DERMALOGICA C-12 PURE BRIGHT SERUM, RM517.** An exclusive blend of red and brown algae, zinc glycinate and rice-derived phytic acid help treat hyperpigmentation at its source.

## 2. Best Whitening Day Cream

**ORIKS CELL RECOVERY WHITENING CREAM, RM231.** This functions as a BB cream, too. Get whitening effects with the various herbal ingredients, plus coverage, too!

## 3. Best Luxurious Whitening Night Cream

**GUERLAIN BLANC DE PERLE WHITENING NIGHT CREAM, RM392.**

This gel-cream fights the stresses that cause melanin production. Used regularly, dark spots visibly lighten with the skin soothed and hydrated.

## 4. Best Whitening Cream For Dry Skin

**THE BODY SHOP MOISTURE WHITE SHISO WHITENING MOISTURE MILK, RM145.** Reduces melanin production, and leaves behind an invisible moisture film to keep the skin nourished and hydrated.

## 5. Best Advanced Whitening Cream

**SKIN DOCTORS SD WHITE & BRIGHT, RM169.** Apart from managing freckles and blemishes, the cream also firms skin, with the benefit of UVA filters, which help reduce the amount of dark spots caused by exposure to the sun.

## 6. Best All-In-One Whitening Day Cream

**L'ORÉAL PARIS WHITE PERFECT TOTAL 10, RM42.29.** Look forward to faded dark spots and scars, and a matte complexion that is just one colour instead of three. The cream also tones, moisturises and acts as a sunscreen, making it a one-stop product to get you out the door faster.

## 7. Best Whitening Moisturiser

**CLINIQUE EVEN BETTER BRIGHTENING MOISTURE CREAM PLUS, RM196.**

Contains glucosamine that loosens the bonds that hold dead skin together for a better exfoliation process, and chamomile recutia extract to stop melanin in its tracks. The cream also focuses on intense hydration by strengthening the skin's natural moisture barrier with ingredients such as avocado butter and shea butter.

## 8. Best Whitening Cream For Oily Skin

**THALGO MELT-IN SMOOTHING BRIGHTENING CREAM, RM423.**

The lightweight cream stimulates production of youth proteins, and uses wheat proteins to stimulate the production of collagen. You know what that means – a plumped up complexion that is radiant, too, thanks to daisy and licorice extracts.

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# Body

**1. Best Whitening Toothpaste** COLGATE OPTIC WHITE PLUS SHINE, RM14.50. Micro-crystal particles polish your teeth for a dazzling white smile.

**2. Best Whitening Body Lotion** ENCHANTEUR WHITENING BODY LOTION, RM15.69. Vitamin C and licorice extract help brighten your skin, while protecting it from UV rays, too.

**3. Best Whitening Body Serum** VASELINE HEALTHY WHITE BODY SERUM. The light texture moisturises immediately and brightens the skin after continuous use, when used in tandem with the whitening body lotion.

**4. Best Whitening Body Wash** NATURALS BY WATSONS BLOOD ORANGE SHOWER GEL, RM19.90. Only the best of brightening goes into this body wash – Kakadu plums and blood oranges, which hand-in-hand enhance brightening effects up to 50 times. An organic way to stay bright and beautiful.

**5. Best Whitening Hand Cream** ELUCENT WHITENING HAND CREAM, RM54.50. Safflower seed oil helps brighten skin, increase cell turnover, and moisturise parched skin – all in one shot. The cream also uses vitamin E to improve the health of the skin barrier.

**6. Best Whitening Deodorant** NIVEA PEARL & BEAUTY ANTI-PERSPIRANT, RM15.90. Keep your underarms the same tone as the rest of your skin – this deodorant uses pearl extracts to brighten the usually neglected area of the body.





1

**1. Best Whitening Cream Mask** **CLINIQUE EVEN BETTER BRIGHTENING MOISTURE MASK, RM151.** This silky cream mask banishes dullness and intensely rehydrates skin.

2

**2. Best Whitening Peel Mask** **KOSÉ CLEAR WHITENING MASK, RM94.30.** Removes whiteheads, blackheads and impurities from deep within to reveal a smooth complexion.

3

**3. Best Whitening Sheet Mask** **SHISEIDO WHITE LUCENT POWER BRIGHTENING MASK, RM280.90.** Remove the luxurious mask to see a refreshed skintone. Bonus – the elastic materials ensure that it fits all face shapes effortlessly.

4

**4. Best Whitening Sheet Mask Under RM50** **GARNIER SAKURA WHITE PINKISH RADIANCE INTENSIVE WHITENING MASK, RM9.90.** Great for sensitive skin, this brightens dark spots and evens out skintone.

# Masks

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# Protectors

## 1. Best Whitening Make-Up Base

**ELIANTO SNOWY MAGICAL CREAM, RM59.90.** Uses white flower complex to provide an instant brightening effect, and is sweat-resistant to make sure you look fresh the entire day.

## 2. Best Whitening Sunscreen For Glowing Skin

**DIORSNOW UV SHIELD, RM196.** Amazing broad spectrum protection with a silky texture that glides over your skin. It's infused with vitamin C to leave your complexion with a healthy sheen.

## 3. Best Whitening Sunscreen Against Pollutants

**CLARINS UV PLUS ANTI-POLLUTION SPF50/PA+++ BABY PINK, RM167.50.** Combine tint and protection with this sunscreen in Baby Pink, specifically designed to fix dull complexions for a natural fair glow.

## 4. Best Whitening Sunscreen For 24/7 Use

**ZA TRUE WHITE EX PERFECT PROTECTOR SPF50, RM34.90.** It's rare to find a sunscreen that doubles up as a make-up base - and a good one, at that. This sunscreen blocks 99 per cent of UV rays before they even reach your skin, and provides brightening benefits.

## 5. Best Whitening Foundation

**SILKYGIRL SILKY WHITE BB WHITENING POWDER FOUNDATION, RM13.50.** Apart from offering a long-lasting finish, this foundation brightens the skin tone with ingredients of vitamin C, and moisturises for a more supple feel with wild mango kernel butter.

## 6. Best Compact That Leaves Skin Glowing

**DIOR LES NEIGES DE DIORSNOW, RM216.** Four correcting shades blend together in one swipe of the rainbow-hued powder, bringing radiance as pure as snow.





1

SK-II

AURACTIVATOR  
CC CREAM

5

4

innisfree  
whitening pore eye cream

2

LE BLANC  
CORRECTEUR  
DE TACHES BRUNES  
TARGETED WHITENING  
SPOT CORRECTOR  
TXC™

CHANEL

6

THE BODY SHOP  
TEA TREE  
FLAWLESS BB CREAM

SUITABLE FOR BLEMISHED SKIN

Instantly spotless-looking skin

ARBRE A THE  
BB CREME PERFECTION

CONVIENT AUX PEAUX A IMPERFECTIONS

Une peau impeccable en un instant

02

40 ml (1.3 US FL OZ)

3

brighten  
my day

# Imperfection Correctors

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**1. Best CC Cream**

**SK-II AURACTIVATOR COMPLETE CORRECTION CREAM, RM290.**

Combining the power of SK-II's skincare expertise with flawless make-up, active ingredients in the cream work to increase the clarity and luminosity of the skin. It contains 40% Day Soft Aura White, the active ingredient in SK-II's Cellumination Aura Essence, to boost your glow.

**2. Best Spot Corrector**

**CHANEL LE BLANC TARGETED WHITENING SPOT CORRECTOR, RM276.**

This corrector uses pearl protein extract to provide problem areas with 12 hours of brightening action. The cooling pearl rollerball makes it especially soothing to apply.

**3. Best Spot Concealer**

**PHILOSOPHY BRIGHTEN MY DAY**

**PEEL PEN, RM180.** The handy pen form allows super precise application. Look forward to benefits such as refined and retexturised pores and brightened dark spots through mild exfoliation.

**4. Best Whitening Eye**

**Treatment INNISFREE PORE EYE**

**CREAM, RM115.** Tired eyes make you look old, but this eye cream takes the first step in making you look younger by brightening the eye area with ingredients such as tangerine skin.

**5. Best Dark Circle**

**Eliminator KIEHL'S CLEARLY**

**CORRECTIVE WHITE DARK CIRCLE**

**PERFECTOR, RM148.40.** Dark circles form mostly from UV damage and poor circulation. Eliminate these factors with a formula that brightens the eye area and protects it from harmful rays with SPF30.

**6. Best BB Cream**

**THE BODY**

**SHOP TEA TREE FLAWLESS BB**

**CREAM, RM59.50.** Kill two problems with one BB cream - this uses tea tree, so not only does it give you flawless coverage, it helps fight existing blemishes and pimples, too.

**7. Best Whitening Blemish**

**Corrector LANEIGE WHITE PLUS**

**RENEW SPOT AMPOULE, RM230.**

Instead of focusing on the blemish's surrounding area, this targets the centre of the spot to soothe and improve inflammation with green tea polysaccharide extract and 11% vitamin C derivatives.

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# Toners/



# Lotions



**1. Best Whitening Toner For A Luminous Glow**

**L'OCCITANE REINE BLANCHE ILLUMINATING TONER, RM118.**

Made from natural botanical extracts, the gentle formula is designed to brighten the skin and hydrate it as the first step in reviving radiance and translucency.

**2. Best Whitening Lotion For 24/7 Moisture**

**THE FACESHOP WHITE SEED REAL WHITENING LOTION, RM105.80.**

Absorbs quickly and controls the balance of oil and water in the skin. It also helps improve the skin's moisture barrier for a longer lasting glow.

**3. Best Skin Balancing Whitening Toner**

**COVO BRIGHTENIST TONER, RM115.**

Enhanced with Gigawhite, derived from the Alpine plant, this toner reduces pigmentation for an even complexion, while balancing your skin's pH levels.

# Cleansers

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**1. Best Whitening Make-Up Remover** **NANOWHITE CLARIFYING CLEANSING MILK**, RM19.90. Removes all traces of make-up, oil and dirt, without stripping your skin of its natural oils. The milk is enriched with Omega White-C to leave your skin fresh and radiant.

**2. Best Moisturising Whitening Cleanser** **BIO-ESSENCE TANAKA WHITE DOUBLE WHITENING CLEANSING FOAM**, RM23.90. The ultra rich lather cleanses skin from dirt and make-up, while moisturising and brightening at the same time.

**3. Best Budget Whitening Cleanser For Oily Skin** **SYAHIRAH UV WHITE CLEANSER**, RM11.50. Provides a deep cleanse with aloe vera and licorice extracts, plus, the added bonus of UV protection. The cleanser offers a two-times-brighter skin tone in a flash.

**4. Best Whitening Cleansing Oil** **SHU UEMURA BLANC:CHROMA CLEANSING OIL**, RM127.20. This cleansing oil aims to brighten skin by targeting melano-stains on the surface of the skin that cause skin tone darkness. It even removes waterproof make-up, too.

**5. Best Whitening Cleanser For Sensitive Skin** **HADA LABO ARBUTIN WHITENING FACE WASH**, RM29.90. Arbutin is a natural and safe extract with whitening properties, making it a great agent to fight depigmentation.

**6. Best Whitening Cleanser For A Healthy Glow** **CELLNIQUE DERMA WHITENING CLEANSING GEL**, RM128. Minimises dark spots and restores skin's healthy glow using vitamin C and licorice extract.

**7. Best Whitening Scrub For Men** **ADIDAS SKIN REFRESH WHITENING PURIFYING SCRUB**, RM15.90. Uses ingredients such as coconut juice and water lily flower extract to reduce dullness and brighten the skin tone. Your skin will feel soft and refreshed after use, with no dry or tight sensation.