

## Cosmopolitan's 2025 Holy Grail Beauty Awards: The Best Skincare Products and Tools of the Year

Everything you need for the best skin of your life, according to very glowy *Cosmo* editors.

By [Lauren Balsamo](#) Published: May 11, 2025

Twenty-six billion dollars. That's how much money is projected to be spent on skincare products in the United States this year. The enormity of the number is hard to comprehend, but it makes one thing abundantly clear: Even in times of economic uncertainty, you guys are seriously committed to your [skincare routines](#). Which is exactly where this story comes into play.

### The best toners, exfoliators, and masks



#### Best Essence

#### Femmue Dual Essence Camellia

**\$38 at [femmue.com](https://femmue.com)**

"I normally prefer fragrance-free products, but I've found my exception with this essence. I wake up and look forward to spritzing this rose-scented mist on my face. The application is also flawless: The mister is so fine that I can feel the product being equally distributed on the surface of my skin, without a single heavy drop collecting."  
—ANDIE FOWLER, SENIOR  
CONTENT STRATEGY MANAGER