

New Beauty Brands You Should Start Paying Attention To

An insider's guide to new, new to the U.S., or just under-the-radar beauty brands.

DR. ROEBUCK'S



A new-to-the-States Australian company, and the second brand on this list to join Sephora's ranks, Dr. Roebuck's is a family company made for dry and sensitive skin. Their must-have product is a moisturizer, PURE, which was developed by Dr. Roebuck more than 38 years ago (his daughters now oversee the company) and delivers hydration with plant-based glycerin, and not too many other ingredients. It's also formulated to complement and amplify any serum you use it with.