



SHAPE

The 2025 Shape Beauty Awards: Editor-Tested & Expert Approved Products to Elevate Your Beauty Routine

Jill Di Donato | August 11, 2025



The 2025 Shape Beauty Awards Team rigorously tested over 500 beauty products and treatments to deliver this list of game-changers. Give your beauty routine a reset with this year's winning products, and discover the treasures that the beauty world has been buzzing about, with ingredients that actually deliver. What's new in 2025? Trends include spicules, NAD+, and colostrum creams for innovative skincare, a retro return of velcro rollers to give fine hair bounce, and ingenious K-beauty lip tints and eye shadows you've seen all over your feed.

We landed on these winners by prioritizing proven efficacy over market buzz to see which beauty essentials actually live up to the hype. As usual, we looked for ingredients that have clinical backing, but also recognized product innovation, like GLP-1 skincare, and NAD+ (read on to discover what exactly these products can do for your beauty routine). An expert panel of a dermatologist, a plastic surgeon, an ingredient expert and product formulator, a beauty marketer, and a beauty content creator helped guide our process, identifying the most transformative and groundbreaking products in the industry.

Forget just raising the barre in the studio, we're doing it for your beauty routine as well. Who's ready to pli  and primp with us? Let's dive into this year's winners.

Shape Beauty Award Winners for Medical Aesthetics Treatments

Best Pre- and Post Surgery Recovery System

POP Recovery Systems



Credit: Pop

For anyone undergoing a cosmetic procedure, a structured recovery plan is crucial. POP Recovery Systems is the leading solution with a comprehensive approach to surgical care. The platform provides patients with structured, personalized plans for both pre- and post-operative care. It's designed to manage emotional and practical challenges, providing a holistic solution with features like checklists for meal prep and sleep positioning, reminders for hydration, and emotional support resources. By offering a clear roadmap and a support network for both patients and their loved ones, it helps minimize risks, reduce guesswork, and promote a smoother, more successful healing journey.

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