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7 Beauty Brands You Need to Know Right Now

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The editors here at Yahoo Beauty are always on the search for new and innovative beauty brands. So we recently hopped on a jet headed straight for Las Vegas to discover “The New-New” at Cosmoprof North America, one of the world’s biggest cosmetics trade shows.

Over 1200 exhibitors, including makeup, nail, fragrance, hair care, and skin care companies, set up perfectly decorated and well-lit booths inside the Mandalay Bay Convention Center to showcase their latest and greatest wares. After a few rounds of beauty speed dating, there were seven brands with products that truly stood out. From a no-rinse cleansing oil and toner combo, to quality human-hair false eyelashes for under seven bucks, it’s time you get real familiar with these game-changing beauty brands.