

#BPOTD: THIS WATERMELON MOISTURIZER SOLD OUT WITHIN TWO HOURS ON PRE-SALE



GOOD LOOKS

by RACHEL LAPIDOS, JANUARY 30, 2018



Graphic: Well+Good Creative

Beauty editors have no shortage of skin-care and makeup goodies that come across our desks. So when we become obsessed with something, it says a lot. In our new “Beauty Product of the Day” series (#BPOTD, for short), we wax poetic about the items that are truly game changers for hair, skin, and nails.

If you’ve ever secretly wished that you could harness the hydration you feel after biting into a watermelon for your thirsty skin, I feel you. The quirky fruit is known for being the ultimate respite on sauna-like days, probably since it’s literally a melon made up of more than 90 percent water.

The closest thing to slathering that goodness on your face—minus the sticky mess? Glow Recipe’s brand new Watermelon Glow Pink Juice Moisturizer, which serves as a follow-up to the brand’s cult-fave (and often sold out) Watermelon Glow Sleeping Mask. (Oh yeah, the Pink Juice *also* sold out within two hours when it went on pre-sale.)

Co-founders Sarah Lee and Christine Chang wanted to harness the powerhouse hydrator yet again—after all that success with the mask—for a longer-wearing, oil-free moisturizer. Chang notes that her grandmother in Korea would rub watermelon rind on her skin when it was inflamed in the summer to soothe irritation—which is why it’s perfect to quench dry complexions (see ya, radiator-induced dehydration) this time of year.

You twist open the seductively all-pink, wavy bottle, pump out a dollop, and slather the translucent, bouncy goodness onto your skin. The first thing that'll hit you is the strong watermelon scent (not surprising considering the gel-like moisturizer is comprised of 90 percent watermelon extract, which serves up plumping vitamins and antioxidants). It soaks right in. Along with the uber-nourishing fruit is the equally hydrating hyaluronic acid and free-radical-fighting antioxidants to ensure your skin's in tip-top shape.

After wearing it daily, the summer fruit left my dry, winter skin feeling hydrated and nourished—not a bad thing in the cold, dry air of New York City.