

allure

First Aid Beauty's Ultra Repair Cream is Sold Every Minute

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NOVEMBER 21, 2017

As a rule, it's generally a good idea to try beauty products out before you buy them, because it's nearly impossible to tell if they'll work for you without testing 'em out first-hand — everybody's needs are different. But, as with all rules, there are exceptions; in this case, it's [fan-favorite products](#).

When we talk about cult-status beauty buys, we're referring to the products that, for whatever reason, stand head and shoulders above the rest (think: Nars' iconic [Orgasm blush](#) or the legendary [Chanel No. 5](#)). It's difficult to define, exactly, what makes a product a "cult favorite," but in general, the more diehard fans a product has, the closer it is to attaining said status.

One of our current faves in this rare category? First Aid Beauty's [Ultra Repair Cream](#), of which more than 525,000 jars are sold each year (that's one every single minute, 24/7, to be precise). Designed for head-to-toe use, the heavy-duty moisturizer (and 2016 *Best of Beauty* [winner](#)) is packed with ultra-soothing ingredients, including hydrating shea butter, complexion-repairing ceramides, and colloidal oatmeal — the latter of which is FDA-approved for over-the-counter treatment for eczema.



The rich (yet surprisingly fast-absorbing) moisturizer also stars a blend of antioxidant-rich plant extracts, including white tea and licorice, to boost brightness and protect the skin against damaging free radicals, leading to a brighter, smoother, more hydrated complexion — sans any heaviness, greasiness, or breakout-causing potential. Most impressively, the Ultra Repair Cream seems to work equally well for everybody, like the Traveling Pants of the skin-care world. Needless to say, it's a damn good product to have in your arsenal this winter.

You can buy First Aid Beauty's Ultra Repair Cream at Sephora, Ulta, and [firstaidbeauty.com](#); a six-ounce jar will set you back just \$30. And if you're hesitant to spend \$30 on a moisturizer you haven't tried before (especially when you can get a jar of Vaseline at the drugstore for like, \$5), ask yourself — would half a million people buy it every year if it *wasn't* worth it?