

This beauty sale only happens once a year — here's what we're buying

By Today

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Keeping up with an efficacious beauty routine can be an investment. Whether you're trying to fight signs of aging or making the switch to a clean makeup collection, quality products can often add up.

That's why Dermstore's Anniversary Sale is an event we look forward to every year. It's a sale so rare, it only happens once a year — and trust us, it's the perfect time to stock up on all your favorites.


Now through Aug. 17, shoppers can score up to 25% off bestselling beauty items using the promo code "CELEBRATE" at checkout.

While we could leave you to navigate the sale on your own, the Shop TODAY team browsed the site and found 12 products we're adding to our carts.

Looking for a solution to dry, cracked hands? We found a popular cream that delivers instant hydration to your skin. We also found an anti-aging set with \$200 worth of top-rated skin care products for just \$60 after the discount.


Find our favorites from the sale and learn how you can score some of the best deals to give your beauty regimen a serious upgrade.

RapidLash Eyelash Enhancing Serum



Rapid Lash Eyelash
Enhancing Serum

\$39.99
~~\$49.99~~

 DERMSTORE

"Before quarantine, I never left the house without mascara," said associate commerce social editor Kara Quill. "But since March, I've maybe worn mascara three times," she explained. She's interested in the Rapid Lash Eyelash Enhancing Serum because she decided that taking care of her lashes is more important than finding a new mascara.

This top-rated lash serum is formulated with ingredients designed to condition, moisturize and fortify lashes. Formulated with amino acids to strengthen lashes and soybean oil for hydration, the brand says users can expect the appearance of fuller, thicker and stronger lashes in just a few weeks.