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The Indie Beauty Experts on Twelve Brands to Know Next

BY CHRISTINA HAN

The biannual [Elements Showcase](#), a well-curated beauty festival of sorts, is back in town for two days starting next [Monday](#). What started out two years ago as a mini-trade show for indie fragrance brands has since grown to include niche cosmetic and skincare brands. Two of the three founders, Frederick Bouchardy and Ulrich Lang, have sifted through the hundreds of goodies that'll be showing next week and have selected twelve of their most favorite products that are debuting this spring. Click through the slideshow to see customizable skincare (that boosts, tans, or lifts), a fragrance inspired by the metallic smell of blood, and more.



Elements Showcase

Recipe for Men Facial Cleanser

"**Recipe for Men** was tested and developed in Sweden under the hardest Scandinavian climate conditions possible; [it's] a perfect recipe for New York's men to face the brisk January weather.

Recommended: Facial cleanser. A deep-cleansing detoxifier with burnet, cinnamon, and ginger." —*Ulrich Lang*

Recipe for Men Facial Cleanser, \$25 at Recipe for Men