

Title: Launch Digest: Hair Peptides, Sweatpants for Colon Care, Grip-Worthy Beauty, and Grammy-Winning Erewhon Smoothies

Product List: [Here](#)

Slug: best-new-launches-february-7

SEO Title: Launch Digest: Hair Peptides, Sweatpants for Colon Care, Grip-Worthy Beauty, and Grammy-Winning Erewhon Smoothies (2025) | The Quality Edit

Post Summary: Demi Moore’s PR never sleeps and neither do this week’s brands—determined to redefine categories (and maybe even how you hold your products). Time to scroll.

Launch Digest: Hair Peptides, Sweatpants for Colon Care, Grip-Worthy Beauty, and Grammy-Winning Erewhon Smoothies

Words by: Annie Goodman

Our team is dedicated to finding and telling you more about the web’s best products. If you purchase through our links, we may receive a commission. Our editorial team is independent and only endorses products we believe in.

Welcome to Launch Digest, where we bring you the latest and greatest product launches to hit the market across the DTC universe. The fervor for February—which everyone *happily* reports is “no longer January”—has created a truly energetic explosion of drops this week. We saw new-to-the-sceners balancing beauty with inclusivity, HBO’s highly anticipated season 3 of *White Lotus* continuing to burn bright, blue diamond skincare, a hair growth bonanza, and *definitely* another Erewhon smoothie collab. Chug your lukewarm double espresso because you’re going to want to be *alert* for this one.

Never Before Seen



We *love* to see it. There's no better way to go from being “Ladies in Waiting” to category royalty than with this week's brand spankin' new launches.

- Inspired by a miraculous [story of cancer survival](#), luxury handbag newcomer **Vie Lorie** has catwalked onto the scene with its debut [Tryumph Collection](#). Their mission: be fearless, be graceful, feel empowered—and do it all with expertly crafted, artisanal Italian leather.
- Biotech-based brand **Omi** has us saying “OmiG” with their extremely innovative [Hair Growth Peptides](#), which leverages a totally proprietary peptide that has been clinically proven to improve follicle health and reduce hair loss. What a gain.
- [TILT](#) has completely redefined accessibility as *the first* beauty brand to receive The National Arthritis Foundation's Ease of Use® Certification. Oh, and all of their products are as clean as they are comfy, so prepare to “get a grip.”

More Where That Came From



Growth spurts can come at any age and any stage. Check out the latest innovations coming from the veteran Cool Kids Club.

- Self-care icon **Agent Nateur** slayed us with a sassy double, launching an [après \(ski\) winter recovery kit](#) with some Agent classics, and the “this just in” [holi \(growth\) 84 leave-in hair growth scalp spray](#), which we *immediately* added to cart given that we’re ob-sess-ed with holi (locks) as one of our holi (grails).
- We’re already in love with **Happy Aging’s** NAD+ Longevity Shots, so the launch of their new liposomal shots, [Glow](#) and [Calm](#), had us buzzing at a cellular level. One shot a day keeps the frown lines away.
- **Arey**—aka “The Wrinkle Cream of Haircare”—just dropped their [Scalp Brush](#) for a full-service approach to hair growth and restoration. Tell whoever you ask for “head scratchies” that they are no longer needed.
- **Worldclass Clothing** just added [Signature Sweatpants](#) to their LA-approved loungewear line that just so happens to put net profits towards improving access to affordable colonoscopies for the underinsured. Look back at it.

- Intimates brand **CUUP** is making sure we yearn for more grey days ahead with their [French Terry Loungewear Set](#).
- **INBAR+CO's** [Body Butter](#) understands the winter skin hydration assignment, featuring some of our favorite moisture-locking ingredients like sea buckthorn, niacinamide, quinoa peptides, and jojoba oil.

Name A Better Duo. We'll Wait.



It takes two, baby. This week's collabs are keeping things fresh, diverse, and ready for pickup (at your local Erewhon).

- The *White Lotus* fever continues with **NEST's** [Cucumber + Sage White Lotus Candle](#) in partnership with HBO. *Scent* the stage for scandalous Thailand vibes during the season premiere on **2/16**.
- While NEST brings a *scents* of ambiance, chocolatier **Compartés** is giving us a true anticipatory taste of what's to come with a [The White Lotus - Thailand Mango Sticky Rice Bar](#)..

- **VIOLETTE_FR**'s founder, Violette Serrat, teamed up with her very own daughter to create a mother-daughter t-shirt set—the **Inès Tee Collection**. **100% of the profits will be donated to UNICEF to support children in need around the world.**
- **Kettle & Fire** and wild-harvested butcher **Maui Venison** (who is looking to transform and sustain the ecology on the island, btw) came together to create a [Venison Bone Broth](#).
- **Erewhon** has done it again—this time with the very blue, very earthy [Kacey Musgraves Deeper Wellness Smoothie](#). Yes, it's \$21, but also **a portion of proceeds will benefit Altadena Girls** in response to the recent wildfires in LA.

For The Sake Of Barriers + Bisous



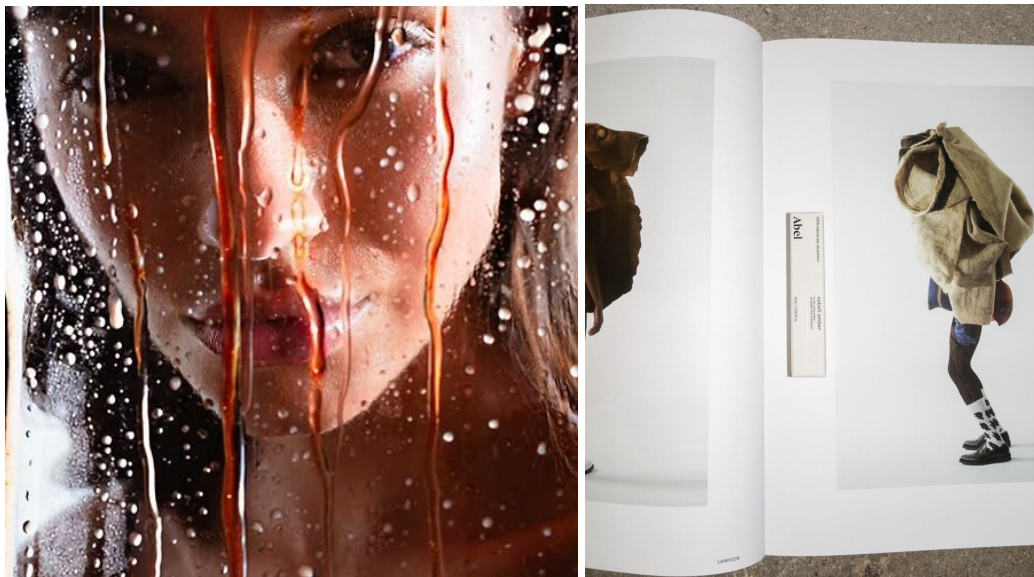
If we've learned anything this year so far, it's that skin barriers and supple lips are apparently all that matter in this life (as we brace for external stressors like the news). This week was no different.

- Anything **Augustinus Bader** does we're down for. The new [Hydrogel Face Mask](#) delivers the same powerful TFC8® in a single sheet mask that instantly hydrates and plumps the skin. It's also the perfect way for AB novices to try out the brand before going full hog on The Rich Cream (which is inevitable).
- **Lancer Skincare** is delivering a full barrier to entry that's anything *but* an obstacle with the [Ultra Rich Barrier Cream](#). With ceramides, peptides, amino acids, and a whole host of other

soothing ingredients, your skin's stress levels will have no choice but to calm the F down.

- If you didn't know your skin had its own biome, it's about time you found out. **Superegg's** newest [Kind Atmosphere Biome Mist](#) helps to naturally balance and restore the skin's biome to make your face more resilient to irritation over time—all with a plant-based eggshell membrane duplicated complex.
- Diamond (peptides) are a girl's best friend, so **Omorovicza** created a [Blue Diamond Super Serum](#) that targets senescent cells (aka basically dead cells) and naturally revives, rejuvenates, restores, and protects the skin. At \$445 a jar, there's something *really* special about this serum.
- **Glossier** added a bit of 90's flare and old Hollywood glamour with its two new, highly requested Ultralip shades—90s brown [Crest](#) and classic red [Flute](#).
- Derm expert **Dr. Idriss** launched an actual two-step lip peel system—the [Barrier Baste Lip Basting Duo](#)—to help improve lip texture and pout potential after just one use.

A Not-So-Secret Love Affair



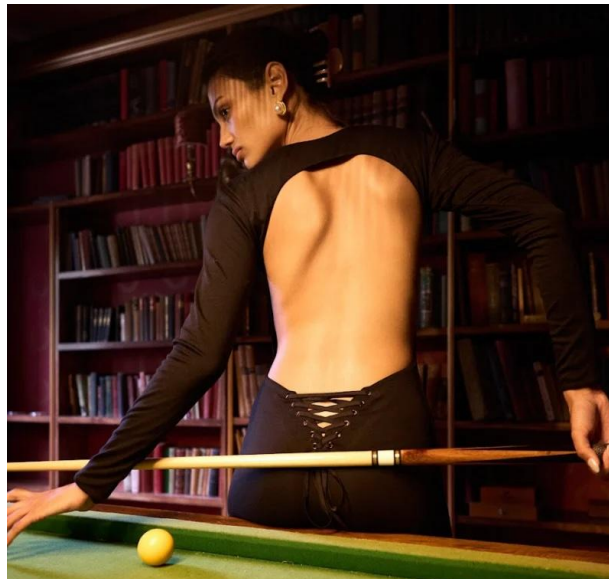
Valentine's Day is just a week away, but these launches are the ultimate foreplay.

- **SET Active** is in full *love mode* with their [Limited Edition V-Day Collection](#) (which is 100% en route to being sold out), so don't play the "loves me, loves me not" game for too long

before these goodies are gone.

- **Cutwater** added to its cocktail assortment with a [Strawberry White Russian](#) that is perfect for Valentine's Day—whether solo or with a steamy date (although might be less steamy alone).
- When it comes to **Abel**, three is *never* company. Their [Sentiment Mini Perfume Set](#) is the ideal exclusive trio for Valentine's Day gifting (and smelling).
- **Éditions de Parfum Frédéric Malle** came out with a limited edition scent—[Portrait of a Lady](#)—to celebrate the fragrance's 15th anniversary. With a concentration of 400 flowers in a single, 100ml bottle, there is no need to buy a bouquet this V-Day.
- **Chillhouse** *nailed it* with their new [Valentine's Day Trio](#) press-ons. Perfect for those of you currently in a dating rotation...
- Our *very* beloved **Herbal Face Food** is running an incredible sale for a limited time. Get a FREE 10ml of [The Cure](#) when you buy any 50ml [Serum](#). Running **until 2/14**.

Before You Go...



More is more is more is more. (So why settle for less?).

- **Le Labo** can't / won't be stopped with their latest [EUCALYPTUS 20 EAU DE PARFUM](#).

- **Jeni's Splendid Ice Cream** brings back the American Dream (at least for this week) with the most nostalgic [Blueberry Johnny Cakes](#) flavor.
- **Amelie Teje's** newest collection, [BAYEUX](#), is giving femme *Saltburn* vibes...but potentially with no *Murder on the Dancefloor* or sick obsessions. Just sick style.
- **Foreign Fare** hard launched with a [Soft Landings Collection](#).
- **Victoria Beckham** is "beautying like Beckham" with her brand new, next-gen collection, [Eye Wardrobe](#), which is made up of four expertly curated palettes.
- For all Angelenos, **Pizza Girl Venice** is offering **30% off any purchase** of \$59+ in-store alongside **20% off [6 Packs of Organic Sauces](#)** with code **SAUCEGAME20** for a cheese pull-worthy Super Bowl. Valid until **2/9**.

Happy shopping. Email me directly – annie@thequalityedit.com – with any launches you'd like to see in the spotlight, or DM us over @thequalityedit.