

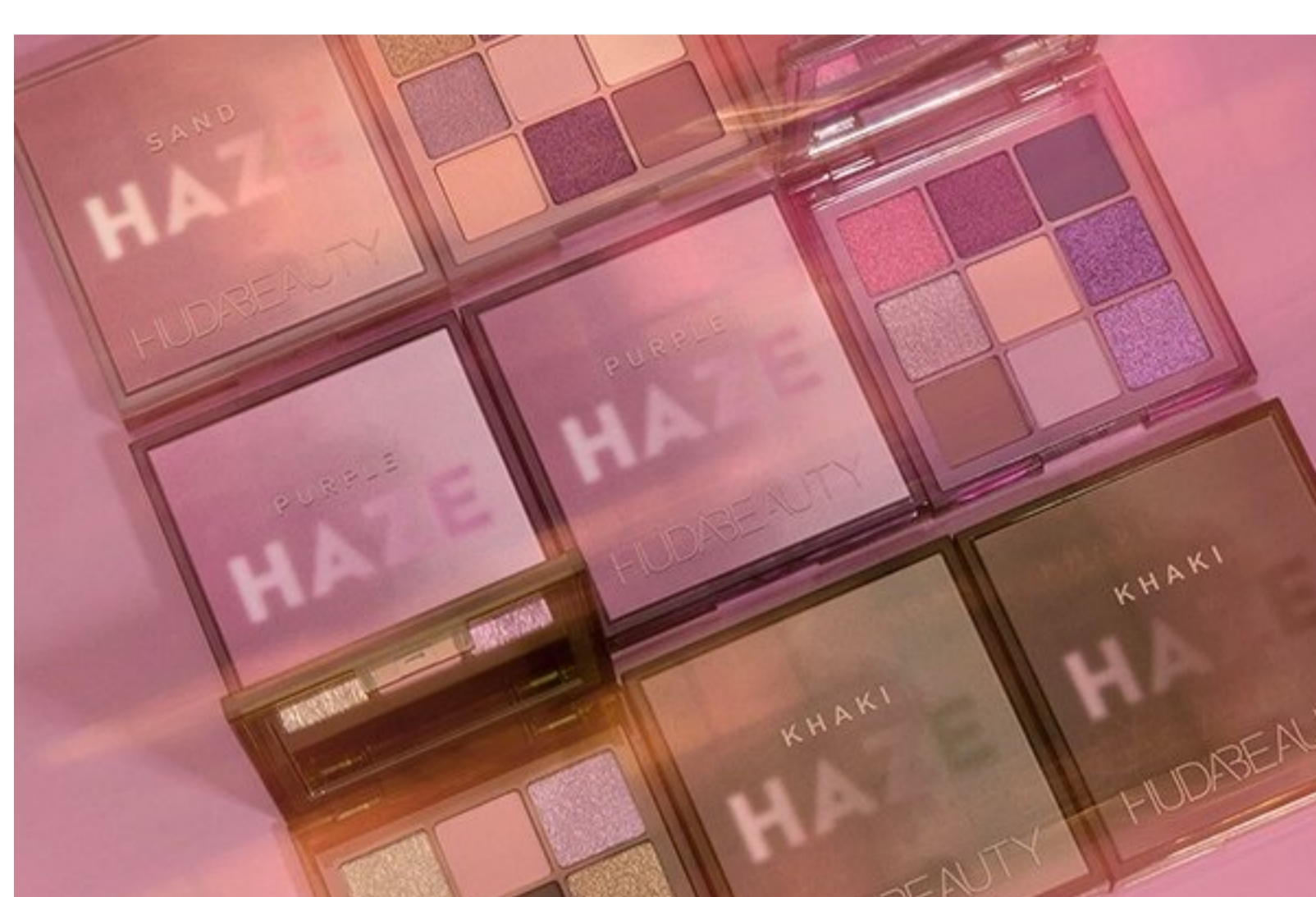
BEAUTY NEWS

# INTRODUCING HUDA BEAUTY'S \*HOTTEST\* NEW ARRIVALS

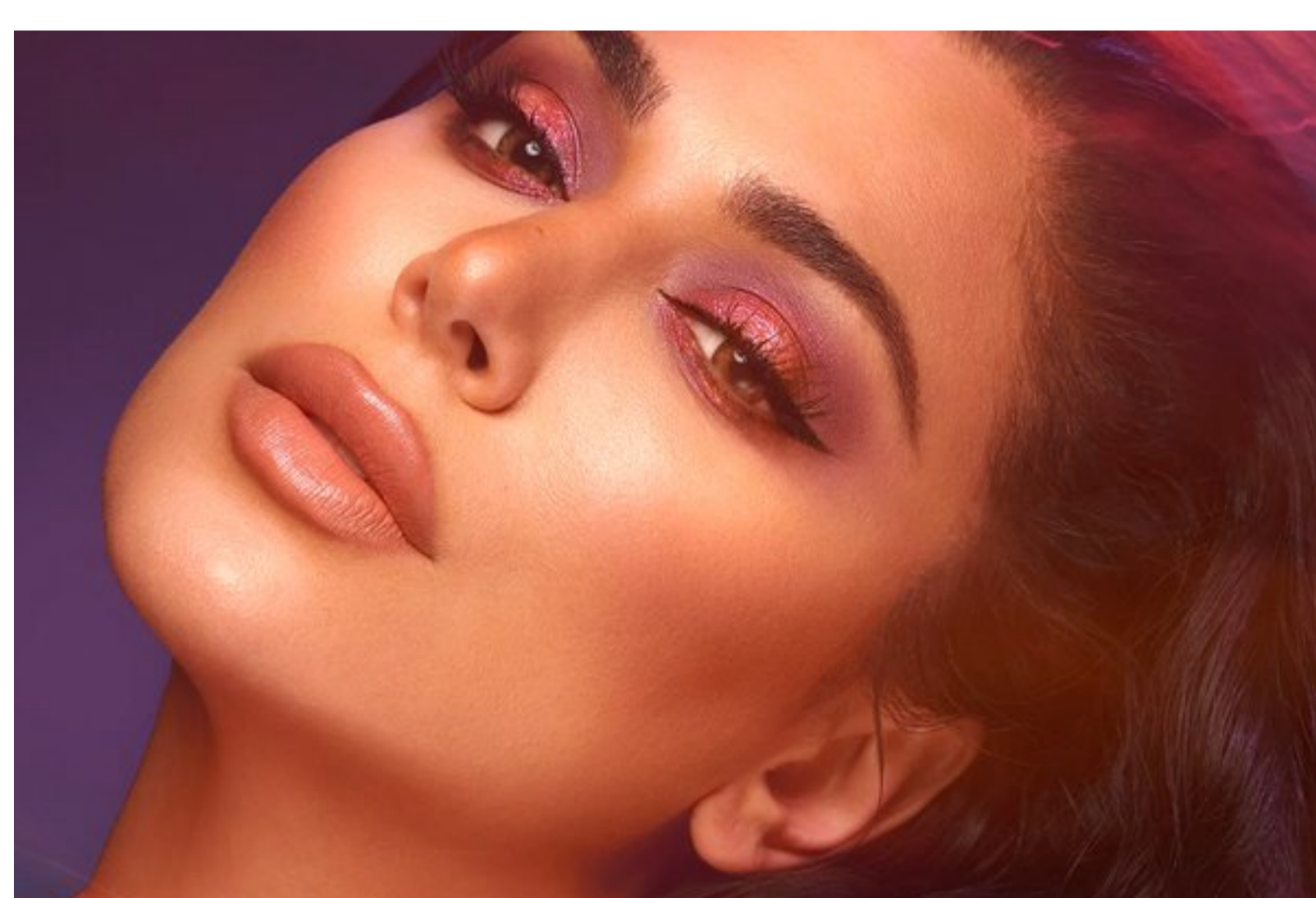
**HUMEARA MOHAMED**  
Junior Copywriter / a year ago

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She began as a Middle Eastern internet sensation with lashes to kill, and now holds the reigns to a beauty dynamo that's famous for so much more: beautiful lip balms, skin care, power palettes and \*that\* (mascara) that Selena Gomez LOVES. With a fervent following of over 47.7 MILLION followers on Instagram (and counting!) (Huda Beauty) is a force to be reckoned with, and then some.



Enter: the latest addition to Huda's (palette) party! The new (Haze Obsessions) join her sought-after Nude, Jewel and Pastel Obsessions palettes, completing a trio that literally caters for any occasion. Coming in 'Khaki', 'Sand' and 'Purple', the shades span a variety of soft browns, taupes and champagnes to strong electric purples and rose-lilac shimmers.



Always housed in über-convenient, travel-friendly palettes (despite being pumped with nine full-sized shades!), the new Haze Obsessions are, quite frankly, a make-up-bag must-have – aiming to up your smoke game with a soft, modern approach. The name of the game here is high performance – each pan goes above and beyond to deliver long-lasting pigment that won't migrate, allowing you to effortlessly highlight, line and define your contours with ease (and style, of course).



With deliciously unbeatable textures that offer solid, straight-from-the-pan pigment, the only question left to ask is: which shade will you choose? (Khaki Haze Obsessions) boasts an everyday edit of neutral olive, mocha and warm tones that'll take you from Zoom meeting to night-time dancing, while the (Purple Haze Obsessions) provides ethereal unicorn-like hues that span the plains of icy lilac, bold plum and eye-catching violet, and (Sand Haze Obsessions) offers a subtle series of pale peach, creamy nude, cool mauve and rose-gold. Our advice? You need them all.

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**HUMEARA MOHAMED**  
Junior Copywriter

Humeara is a Junior Copywriter at Cult Beauty. A self-professed 'beauty obsessive' (no, really, you should see her excessive selection of serums), she can usually be found somewhere rattling on about sunscreens or showering in green eyeshadows. Her other hobbies include knitting, sleeping and walking her saluki through Hampstead Heath.

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