

BEAUTY NEWS

# INTRODUCING: THE CULT CONSCIOUS EDIT

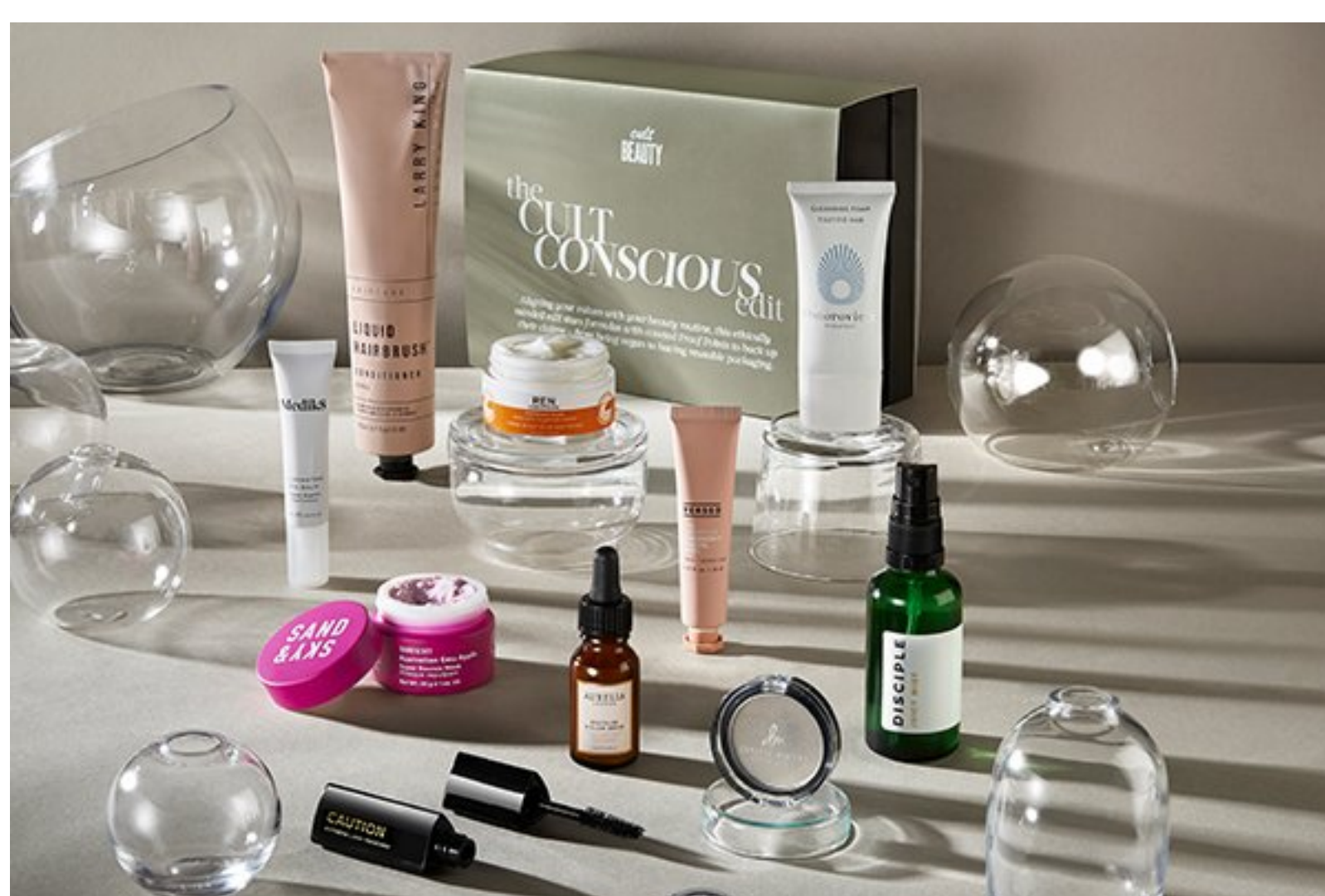


**HUMEERA MOHAMED**  
Junior Copywriter / 2 months ago

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Aligning your beauty routine with your values, {The Cult Conscious Edit} unites 10 thrill-inducing, 'conscious' formulas with coveted 'Proof Points' that empower you to verify their conscious credentials without any legwork. Powered by Provenance® — an independent software that holds brands to their word — our Cult Conscious Edit shines a spotlight on 100% recyclable packaging, reusable packaging, vegan formulas, cruelty-free formulas and more.

Boasting three full size formulas, one deluxe and six travel size, this set is worth over an impressive £220/€260 — **that's a saving of over 80%!**



**TAKE A PEEK INSIDE...**

For dull skin that's also easily irritated, the mini {Versed The Shortcut Overnight Facial Peel} (15ml) uses a blend of lactic and glycolic acid to resurface and renew without irritating — instead treating skin to a pH-balanced blend of skin-conditioning allantoin, rosehip, and vitamin E to keep skin calm. It's cruelty-free, vegan and boasts widely recyclable packaging.

For an on-the-go refresh, look no further than the vegan travel size {DISCIPLE Juicy Mist} (50ml), which balances dry and dehydrated skin with a medley of skin-plumping aloe vera and hyaluronic acid.

Vegan with widely recycled packaging, the travel size {Omorovicza Cleansing Foam} (30ml) gently yet effectively eliminates make up, impurities and excess oils without compromising your skin's equilibrium — frothing upon application to awaken post-sleep skin.

Thanks to its high antioxidant levels and impressive natural wax content, the cruelty-free travel size {Sand&Sky Super Bounce Mask} (30g) illuminates skin and protects against damaging free radicals. Jojoba oil softens skin and prevents water loss, while hyaluronic acid delivers a bouncy sheen of moisture and vitamin C-rich Kakadu plum evens pigmentation for an intensely luminous finish in just ten minutes.

The endlessly buildable formula of the travel size {Hourglass Caution Extreme Lash Mascara} (5.5g) features a fusion of hard and soft waxes that create volume, length and definition with every stroke of the double action brush, which intertwines two single brushes into one, coating lashes from a full 360-degree angle. Smudge-proof, clump-free and infused with conditioning panthenol, it's even completely cruelty-free.

With a silky texture and naturally uplifting aroma, the powerful and cruelty-free deluxe size {Aurelia London Revitalise & Glow Serum} (15ml) harnesses the anti-inflammatory, cell-energising properties of probiotics to generate targeted impulses in the skin — undoing damage, neutralising oxidative stress and bolstering the skin barrier.

Lightweight, translucent and vegan, the {Danessa Myricks Beauty Dew Wet Balm} (3g), offers lustrous luminance in the form of a balm-like texture that uses skin-healing jojoba oil to instantly bring dry, cakey make up back from the brink — breathing on it with new life.

With immediate brightening impact, Medik8's full size {Illuminating Eye Balm} (15ml) works to counteract the tell-tale signs of tiredness and help you to 'fake awake' when you've been burning too much midnight oil — all while boasting 'Vegan' and 'Widely Recyclable Packaging' Proof Points!

Designed to act as a cuticle sealant that irons the hair shaft as it locks in moisture and wrangles knots into submission, the full size and vegan {Larry King Hair Care Liquid Hairbrush Conditioner} (180ml) melts into your hair with a blend of strengthening pea protein, smoothing tsubaki oil and ultra-moisturising avocado oil.

To wake up looking sprightly, the full size {REN CLEAN SKINCARE Overnight Glow Dark Spot Sleeping Cream} (50ml) illuminates uneven pigmentation as you get some shut-eye. Cruelty-free and vegan, it also only treats patches of post-inflammatory pigmentation to promote a more even complexion.

**SHOP NOW >>**



**HUMEERA MOHAMED**  
Junior Copywriter

Humeera 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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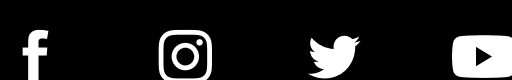
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