

BEAUTY NEWS

INTRODUCING THE NEW BRANDS THAT YOU NEED TO KNOW

HUMEARA MOHAMED
Junior Copywriter / a month ago

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Proving that happiness can indeed come in Cult Beauty boxes, discover the latest brands that are eliciting instant thrills upon landing on your doorsteps — sparking joy in the form of [skin care](#), [supplements](#), [sex tech](#) and more...

COCO DE MER

Shining a light on the power, potential and importance of [sexual pleasure](#) for *all* (an ambition we can very much get on board with), Coco de Mer have been chipping away at taboos around sensuality for over 20 years. After all, being in touch with one's own sexuality (whatever that looks like for you) shouldn't be a hidden secret or shameful activity — its fundamental to your confidence, happiness and wellness.

We're obsessed with the [Divine Glow Aqua Lubricant](#). It's luxurious, it enhances sensation, it can be paired with latex condoms *and* it'll work well with your favourite toy. And the packaging is just... we're lost for words...



DR. NIGMA TALIB. ND

Strong in the belief that gut health and a good diet are integral to youthful-looking skin, Dr. Nigma Talib equips the beauty world with a range of cutting-edge supplements to improve quality of life, gut condition and skin health on a cellular level. Based in Los Angeles, California, Dr. Nigma Talib is also a naturopathic doctor, lecturer and [author of multiple books](#), making her a trusted authority on all things where beauty and nutrition intersect.

Not sure where to start? Try the Beauty In A Bottle to improve the health of your skin, hair *and* nails by nourishing your insides with a medley of vitamins, D biotin, iodine, copper and bamboo stem extract.

GOOD LIGHT

From the beauty website Very Good Light, good light delivers "beauty beyond the binary", developed by David Yi and informed and inspired by Very Good Light's community. Specialising in highly efficacious formulas for everyone — regardless of your gender identity — the brand promotes a more inclusive definition of beauty that reflects the world's diversity and fluidity. Multi-purpose and perfect for layering, each formula is gentle and incredibly hydrating. Vegan, cruelty-free and sustainably produced, good light is even 'clean' according to EU standards. How? By vetoing 1,300 potentially harmful ingredients and reducing their carbon footprint wherever possible.

Start with the exclusive [Cosmic Dew Water Cleanser](#) to kick off your skin routine in style — it'll swiftly remove all traces of dirt while treating you to a cocktail of skin-boosting ingredients that hydrates, strengthens, relieves inflammation, balances, detoxifies and improves skin barrier function.



EXA

An up-and-coming [make up](#) brand with inclusivity at its core, Exa wants to make everyone feel seen, heard and thought of. Taking their name from the decimal unit prefix 1018 — because their shade range is big and their impact is bigger — the minds behind the brand pride themselves on creating cruelty-free and vegan formulas that harness powerful ingredients from nature. The centrepiece of the range that's rapidly gaining fans, the [High Fidelity Foundation](#) is the best place to begin...

OPV BEAUTY

Created by East London-based sisters, Bukola and Opeyemi Adeyemo, OPV Beauty is an inclusive and ethical beauty movement. Helping you to "show your true colours", the Adeyemo sisters believe your skin tone or age shouldn't define your beauty looks. With hopes to make the world a kinder place, every single OPV Beauty formula is 100% cruelty-free, and each powder, palette or pigment is made for people of all skin tones and ethnicities — encouraging you to accept and cherish your own beauty with confidence.

We've been experimenting with the brand's incredibly pigmented and powerful [Loose Pigments](#) — they come in a kaleidoscope of joy-inducing shades and deliver unrivalled coverage, which is ideal for all the upcoming December festivities...

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HUMEARA MOHAMED
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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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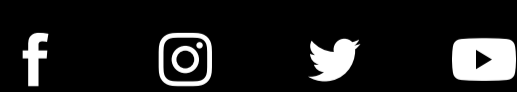
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