

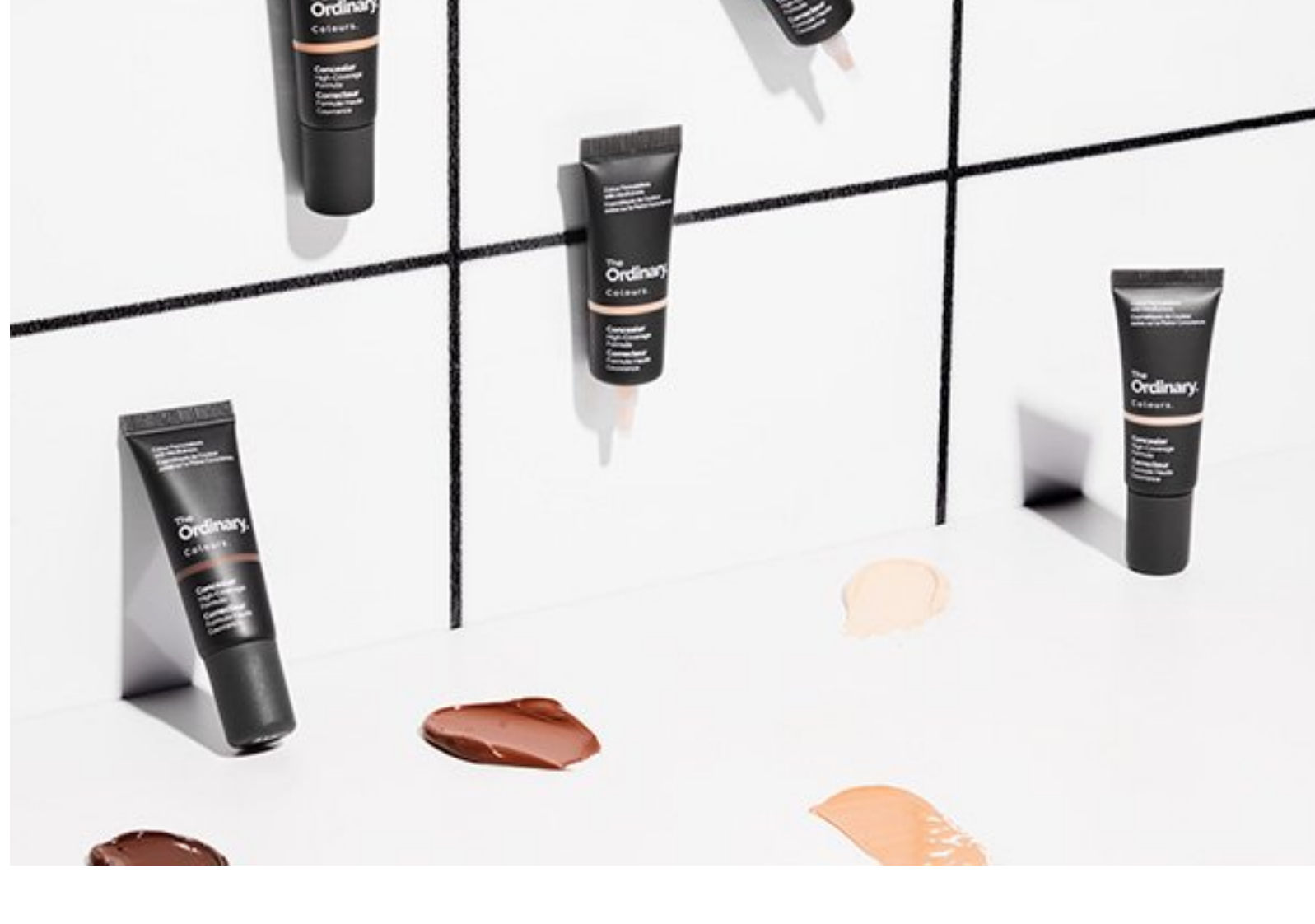
BEAUTY NEWS

NEW MAKE UP ARRIVALS YOU'LL LOVE

HUMERA MOHAMED
Junior Copywriter / 9 months ago

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It's a brand-new year, and yet it still feels *exactly* the same. So, in a bid to spice up your life (while you're sat there in jimjams and yawning at your computer screen as you ponder over the idea of wearing a 'proper' top for your Zoom meeting later), we're showing you the very best in 2021's beauty-sphere – all wrapped up in a neat little post for you to peruse. Scroll through to find your new (make up) essentials – whether that's via (Natasha Denona's) latest foray into (lip) liners, (Benefit's) brand-new setting spray, or (Anastasia Beverly Hills') answer to fluffy, feathered (brows)...



EXTRA ORDINARY

Quite possibly THE most exciting launch of the year (yes, we're aware that it hasn't been long, but still) (**The Ordinary**) (**Concealer**) offers high coverage in the form of a lightweight, flexible formula that boasts a 'real skin' finish without settling into fine lines. Made with a unique 'spreadability system' that allows for easy application and blending, colour pigments are suspended within the formula to disguise blemishes and under-eyes with swift ease. The sleek nozzle gives precise application, and if the brand's coveted (**Serum Foundation**) is anything to go by, this is set to be a *hit*, quick. Oh, and if you are a fan of the brand's (**foundations**) (ha, who are we kidding – of course you are), then this (**concealer**) comes in 21 corresponding shades – matching perfectly to your foundation for a seamless, matchy-matchy, natural look. Indeed, colour matching has never been easier – the Concealer comes in a huge array of shades with various undertones for an *exact* pairing. And the price doesn't hurt either...

We think it'll be the next big thing. You heard it here first.

SUPER BASE

Weightless and creamy, the (**Synchro Skin Radiant Lifting Foundation**) by (**Shiseido**) offers medium-to-full coverage with sensational skin-enhancing benefits. Let us explain: a foundation but not as you know it, this innovative formula acts as a bridge between make up and (**skin care**), offering skin-friendly advantages by way of radiant micro crystals, mandarin peel extract and beech tree bud extract to naturally boost and illuminate for a happy, healthy (**complexion**). Also offering 24-hour wear while smoothing and concealing the appearance of fine lines, this is J-Beauty wisdom at its finest.

GOOD LIGHTING

Because we wish it was golden hour every hour, we are adoring the (**Ambient Lighting Palette Volume II**) by (**Hourglass**). A reincarnation of the first volume (which all but broke the internet with its constant appearance in reels, blog posts and TikTok vids), this update offers a trio of beautifully buttery illuminating (**powders**) that capture, diffuse and soften harsh light while concealing imperfections with ground-breaking 'Photoluminescent Technology'. Suitable for layering or wearing alone, this slightly deeper edition can also be used for sun-kissed bronzing – we like to see this as our very own, personal lighting technician.



MINI BUT MIGHTY

Packing all the fun of (**Too Faced**) into bite-sized edits, the Doll Sized (**Eyeshadow**) Palettes each offer eight delightful shades to tantalise your deserving (**eyes**) with long-lasting, blendable pigments and super-cute packaging. (**That's My Jam**) boasts joyful pinks, purples and oranges while smelling like freshly picked blueberries; (**Light My Fire**) delivers sizzling yellows, oranges, reds and browns with a citrus and cinnamon aroma; (**Be My Lover**) encases a selection of precious pinks, champagnes and nudes with a delicious rose scent; (**Let's Play**) showcases vivid pinks, oranges and neutral champagnes with a sugar-sweet bubble-gum smell; and (**Kitty Likes to Scratch**) debuts warm neutrals, champagnes and terracottas – complemented by a summery, citrusy, tequila-like scent that'll have you swooning.

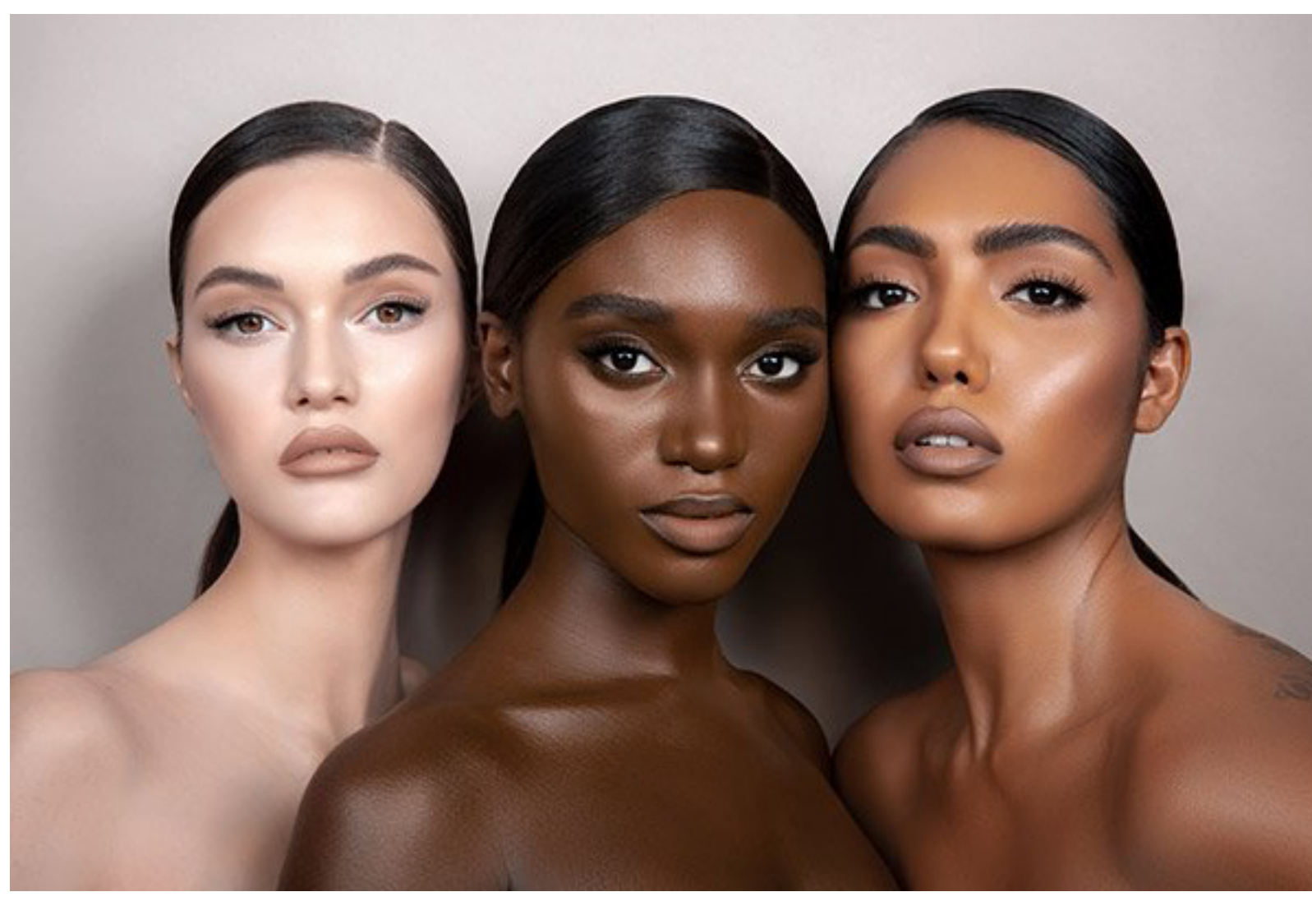
POWERFUL PIGMENT

Whether you're jumping on the match-your-eyes-to-your-mask trend or simply practising your artistry skills at home, Smashbox's (**Always On Cream Shadow**) is a Cult Beauty exclusive must-have! Quick and convenient, the brand's latest invention strikes the perfect balance of pigment, longevity and performance; the buildable, primer-infused formula boasts impressive staying power without feeling heavy on your lids. Instead, the lightweight cream is designed to be ultra-gentle on your eyes and have a one-swipe, stand-out finish that won't crease, flake or dry out your skin. Let's talk hues; from burnt terracotta 'Siena' to peach-toned pink 'Guava', each of the five sumptuous shades is suited to a range of skin tones – the only hard part is picking which one to try first! Can you tell we're more than a little in love?

ARCH ANGEL

Still on the hunt for a product that'll *actually* keep your eyebrows locked in place? Want the coveted look of a brow lamination without having to get the actual perm? Sick of your brows flopping by 11 am? Four words: We. Have. Got. You.

It might come as no surprise to know that our solution comes via the trustworthy hands of Anastasia Beverly Hills – the world-professed 'brow maestro' brand that all brow-bearing folk in need turn to. In a universally-flattering, clear shade that doesn't mess with your natural hair colour, the all-new (**Brow Freeze**) is a hardworking, long-wearing styling wax that lifts and amplifies brows (even medium-sparse ones) without any crunchy feeling or flaky residue. Fluffy, feathered brows have never been easier. Out soon, ([click here](#)) to join the waitlist. You don't want to miss out...



A FINE LINE

Somewhat legendary for their quality, Natasha Denona offerings are the very definition of Cult. In fact, the new (**I Need A Nude Lip Crayons**) are non-negotiable additions to any beauty buff's kit – with eight decadent shades of rich, creamy, matte pigments that are long-lasting, flexible *and* comfortable to wear. *Drools*

LOCK IT UP

Lastly but by no means least, the new (**Benefit Poreprofessional Setting Spray**) budge-proofs make up for up to 16 hours with light-scattering powders that lend a 'soft focus', demi-matte effect – blurring the look of fine lines and pores in an instant. With a microfine water-based formula, (that coincidentally waterproofs your look), the spray parries shine and boosts moisture levels for a dewy, plump finish that you won't want to be without.

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Humera 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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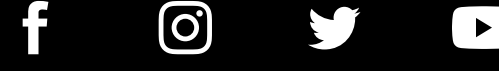
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