

SHE'S SO CULT

SHE'S SO CULT: JESSICA ALBA OF HONEST BEAUTY

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Junior Copywriter / 8 months ago

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Actress, businesswoman, philanthropist, mother *and* founder of (**Honest Beauty**), Jessica Alba is a certified goal-getter. After struggling to find products that she wanted – that were both good for her and *actually* effective – she set out to make them, determined not to take no for an answer. Enter: her stunning range of natural, organic and non-toxic (**skin care**) and (**make up**) musts – each formulated with an entire list of 'no no' ingredients (**more on that here**) and aiming to elevate your everyday so that you feel spoilt, pampered and beautiful, without compromising on your health. Obsessed with her, her brand and everything that it stands for, we sat down together for a *virtual* chat on all things Honest...



{Cult Beauty} Hey Jessica! It's a huge honour to chat to you – can you tell us a bit more about your Honest Beauty career? What's been a career highlight so far?

(Jessica Alba) Getting feedback from people who have used Honest Beauty who have never tried clean beauty products before! They're always pleasantly surprised that they perform at the same level (if not better than) convention beauty products. I've even had feedback from people who have skin sensitivities and have had to give up products because their skin is so reactive – there's not a brand they can use, until they try Honest Beauty.

{CB} Can you describe Honest Beauty in just three words please?

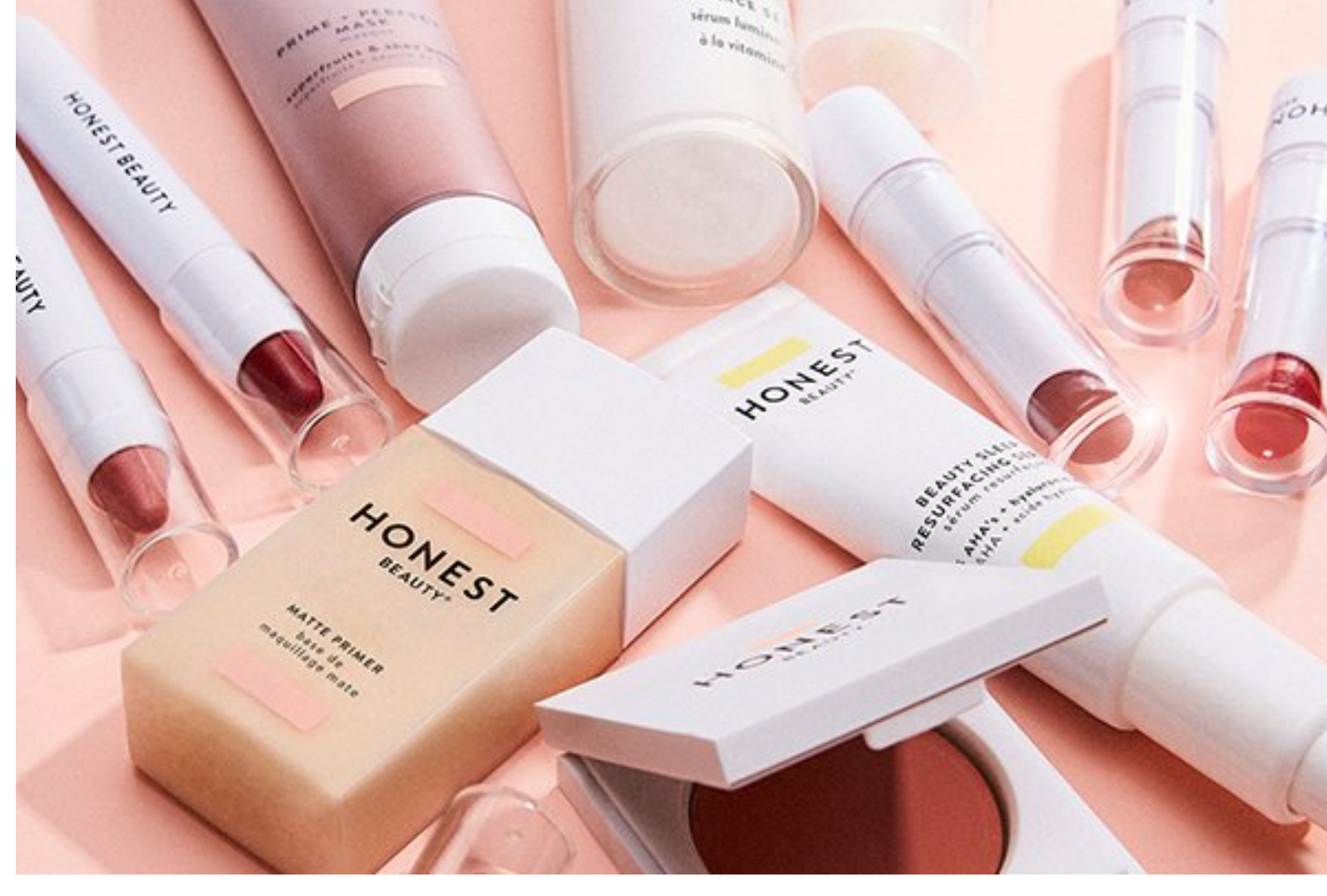
Clean, high-performance and accessible.

{CB} And what's your go-to everyday make up look right now?

A soft, bronzy, smoky (**eye**) since we're wearing (**masks**), paired with minimal face make up to let my natural skin shine through – all while using the (**Liquid Lipstick**) as a stain on my lips and cheeks.

{CB} Honest Beauty is bursting with Holy Grail ingredients, what new ingredients are you currently excited about?

I love our Calming Phyto-Blend™ – it's charged with a combination of ingredients like marine-derived amino acid, pro-vitamin B5, phytosterols and phospholipids to make it really special.



{CB} Can you share a beauty myth that really needs to be debunked?

You have to spend more to get results.

{CB} If you had to pick just one, what would be your desert island product?

Honest Beauty's (**Hydrogel Cream**).

{CB} How have you been practising self-care throughout the pandemic and its lockdowns?

Self-care with my kids involves lots of masking! Get the (**Prime + Perfect Mask**) with the (**3-in-1 Detox Mud Mask**) for (**maskne**) and it's a family affair.

{CB} And if you could recommend one treatment that people should be incorporating into their wider routine, what would it be?

The Prime + Perfect (**Mask**).

{CB} Team Cult Beauty are obsessed with trying to achieve your natural, dewy glow – can you share your insider tips and tricks?

It's all about the (**Vitamin C Radiance Serum**) during the day and the (**Beauty Sleep Resurfacing Serum**) at night.



{CB} Can you share the best tip/trick you learned from MUAs?

(**Conceal**) and (**powder**) on-the-spot so you don't need to bake your whole (**face**). Just put the concealer where you need it and a little powder where you want it without going for full-face coverage.

{CB} What's the Honest Beauty product everyone should own?

The (**Extreme Length Mascara + Lash Primer**).

{CB} Do you have any bedside beauty and wellness essentials?

Water! There's nothing like staying hydrated throughout the night and the evening before.

{CB} And if we were to have access to your handbag for a rummage, which beauty item(s) are we guaranteed to find?

My (**Creme Cheek Blush**), (I love the mirror, it's great for a touch ups), my (**Magic Beauty Balm**) and a (**Tinted Lip Balm**).

{CB} Which pearl of beauty wisdom would you love to tell your younger self?

Don't pluck those (**brows**)!



{CB} Pick a side... smoky eyes or a statement lip?

I like both! It depends on the mood.

{CB} And when it comes to a mantra or motto, is there a ritual or affirmation that you always live by?

Life is a journey, use the challenging moments as teaching moments to get better and be better.

{CB} What's the best piece of advice you've been given?

You've got a face, take care of it. – Cathy Alba, my mom.


{CB} And a beauty fact people need to know?

Ingredients matter.

{CB} Finally, what does 'cult' mean to you, and how does this apply to Honest Beauty?


Guided by the same commitment to meaningful transparency and thoughtful design, I started Honest Beauty to create clean, effective and transformative products with benefits you can trust. Turns out, a lot of you are on the same page. Today, with our in-house team of chemists, toxicologists and payoff-obsessed product developers, I'm proud to say that Honest Beauty is at the forefront of making innovative, high-performance, clean beauty products – because you shouldn't have to choose between what works and what's good for you.

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HUMARA MOHAMED
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Humara is a Junior Copywriter at Cult Beauty. A self-proclaimed '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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