

TRIED AND TESTED

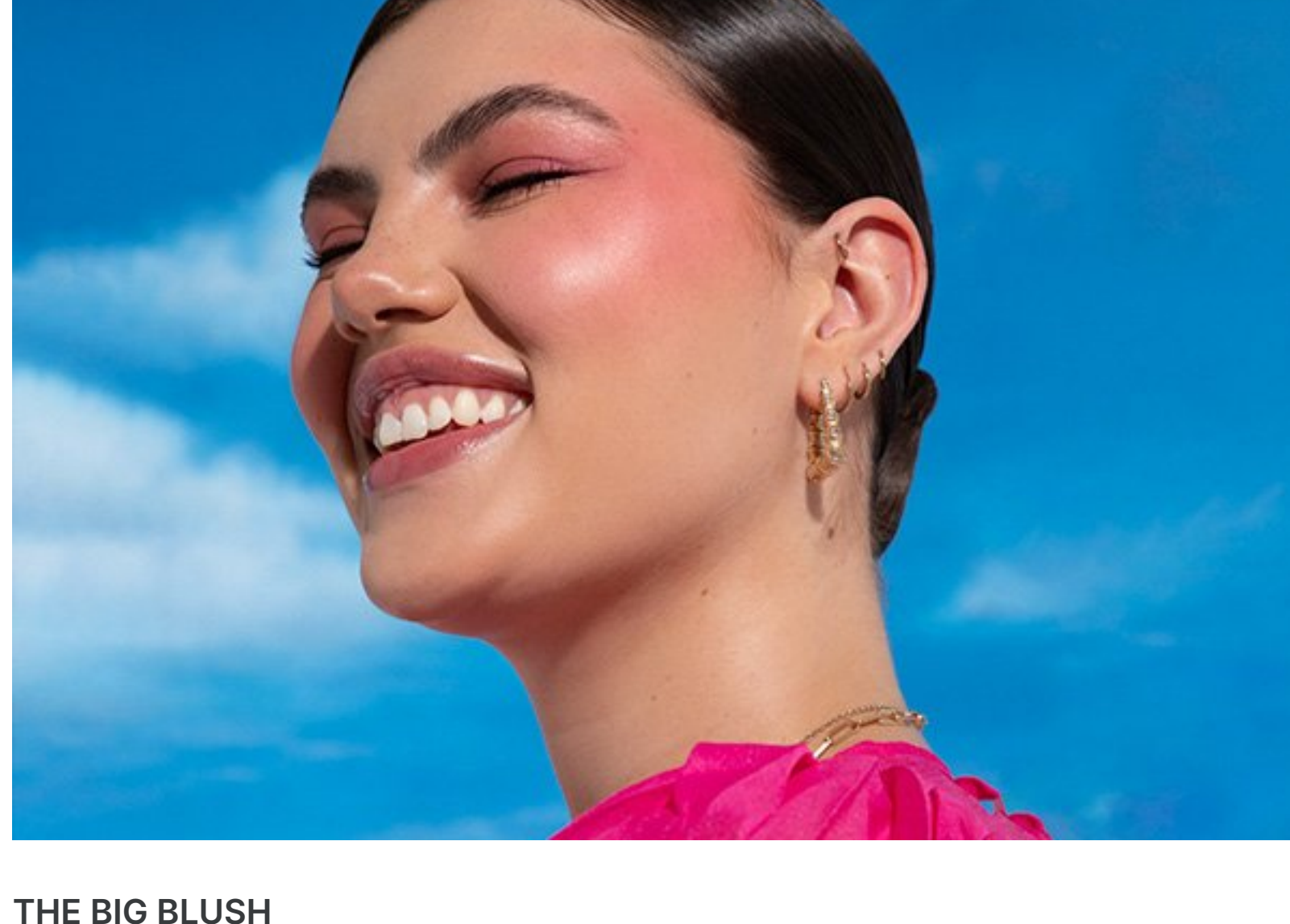
SHOW OFF: GET THE LOOK

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Junior Copywriter / 4 months ago

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The heady mix of summer sunshine, days outdoors and actual, IRL dates with your mates is the *perfect* excuse to embrace the uplifting, transformative power of **(make up)**; to raid your beauty wardrobe and to reaffirm your sense of self. Which needn't mean reaching for luminous **(shadow)** or colour-pop **(lipstick)** – it could be as simple as re-learning how to apply your winged **(liner)** (it's been a while) – but making an effort will instantly dial up the joy and inspire renewed joie de vivre. So, whether you're ready to daub with abandon or simply can't wait for a reason to rock your **(mascara)**, we're here with ideas – and the goods – to excite and empower.

Let's just... start the decade over, shall we?



THE BIG BLUSH

Go big or go home, because we're utterly obsessed with all things vivaciously blushed at the moment. Don't be afraid to go way (way, way) beyond the apples of your cheeks – dab and blend along your cheekbones to really make them pop. Coming in a delectably soft matte texture, the **(VIEVE) (Sunset Blush)** would be our weapon of choice. Oh-so buttery and easy to blend, just grab a brush for precise application – building and layering until you've got your desired, healthy-looking flush. And why not layer different colours and swap your 'signature' hue for something to match your mood? If you're feeling joyful and confident, try a bright pop of 'Sorbet'. Wanna look like a bronzed goddess? Opt for 'Piazza'. Fancy looking like a delicate peony? Go for 'Cherub'. Or, if powdered blushes aren't your vibe at all, create the same look with **(Chantecaille's)** silky and seamless **(Cheek Gelée)**.

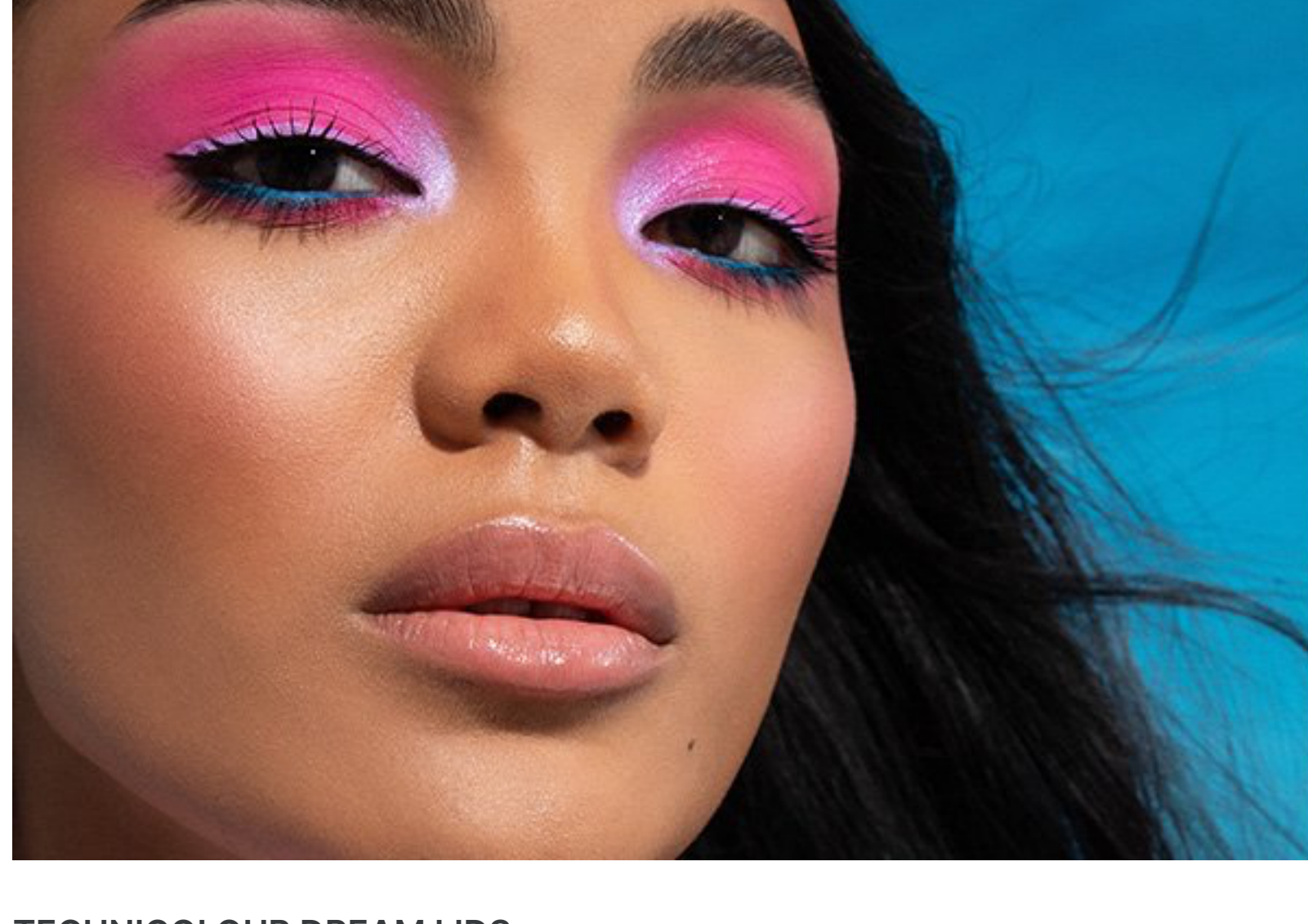
Pair your beautifully blushed visage with a subtle and glossy lip, allowing your coloured contours to take centre stage. The **(Westman Atelier) (Squeaky Clean Liquid Lip Balm)** in soft pink 'Nou Nou' would do nicely – pumping lips with a nourishing blend of organic jojoba, almond and argan oils while delivering a delicious, natural-looking and never sticky sheen.



KEEP IT CLASSIC

Red lips + glowy skin – the ultimate dream team. Fact. If you're after super-dewy, I-woke-up-like-this skin, then **(Saie)** is your soulmate. *The* brand to turn to in times of need (of glowy, gleaming skin), Saie has an entire arsenal of dew-boosting formulas. First up, the **(Glowy Super Gel)** can be used as a base, a primer, or mixed with your favourite complexion hero (we recommend **(NARS) (Pure Radiant Tinted Moisturizer SPF 30/PA+++)**) when going for this kind of look), all while feeding skin with brightening vitamin C and papaya extracts. Add their **(Dew Balm)** for added gleam among cheekbones, brow bones and the bridge of your nose, with 'Saie Lilac' lending an ethereal, fairy tale-like opal hue. For added panache, lacquer your lids with **(Danessa Myricks Beauty's) (Colorfix 24 Hour Cream Colour – Glaze)** in 'Clear'. The dewier the better – we're pulling inspo from our favourite trend (glass skin, FYI) and hoping to look hydrated, bouncy and luminous... much like a glazed doughnut. Mmm.

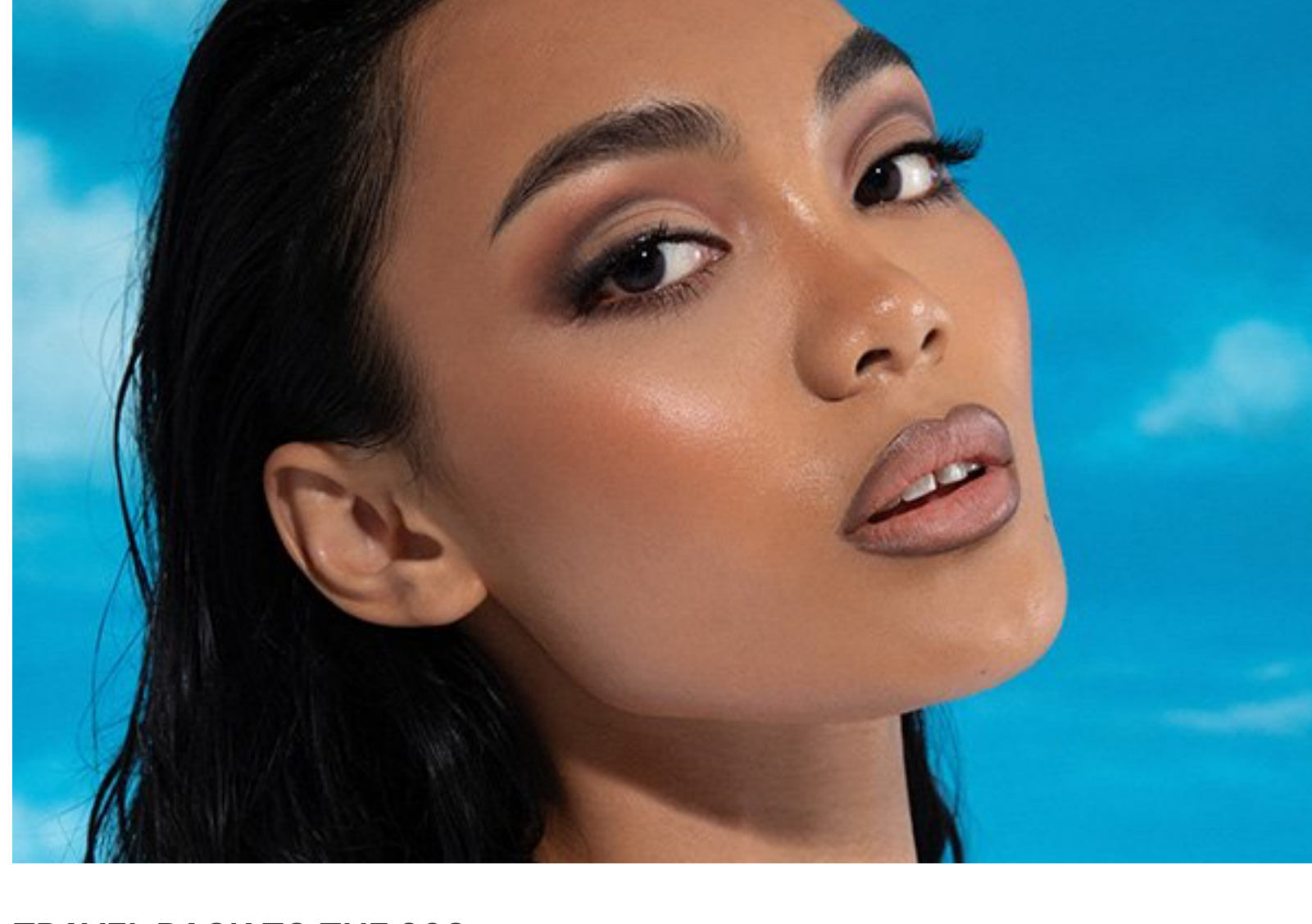
(La Bouche Rouge Paris) lipsticks are hydrating, über-comfortable and infinitely refillable (yay for the environment!), which is why we'd pair our glowing skin with their bright, matte 'Regal Red' **(Matte Lipstick Refill)**. You can't go wrong with a regal red – it's iconic.



TECHNICOLOUR DREAM LIDS

Watch out, Joseph, there's a new technicolour dream in town: the **(Viseart) (Eyeshadow Palette Matte Finish)** in '08 Editorial Brights'. With incredible pigment payoff and phenomenal staying power, this 12-pan edit of joyful hues is sure to spark your inner artiste, instantly igniting creativity and experimentation. The bolder the better! In fact, we're currently loving completely colour-blocked lids. Quick, simple, easy – what's not to love? Simply swipe your fave shade over the entire lid (we're betting the bright orange would look great on you) and blend out the edges – don't be afraid to hit the brow bone!

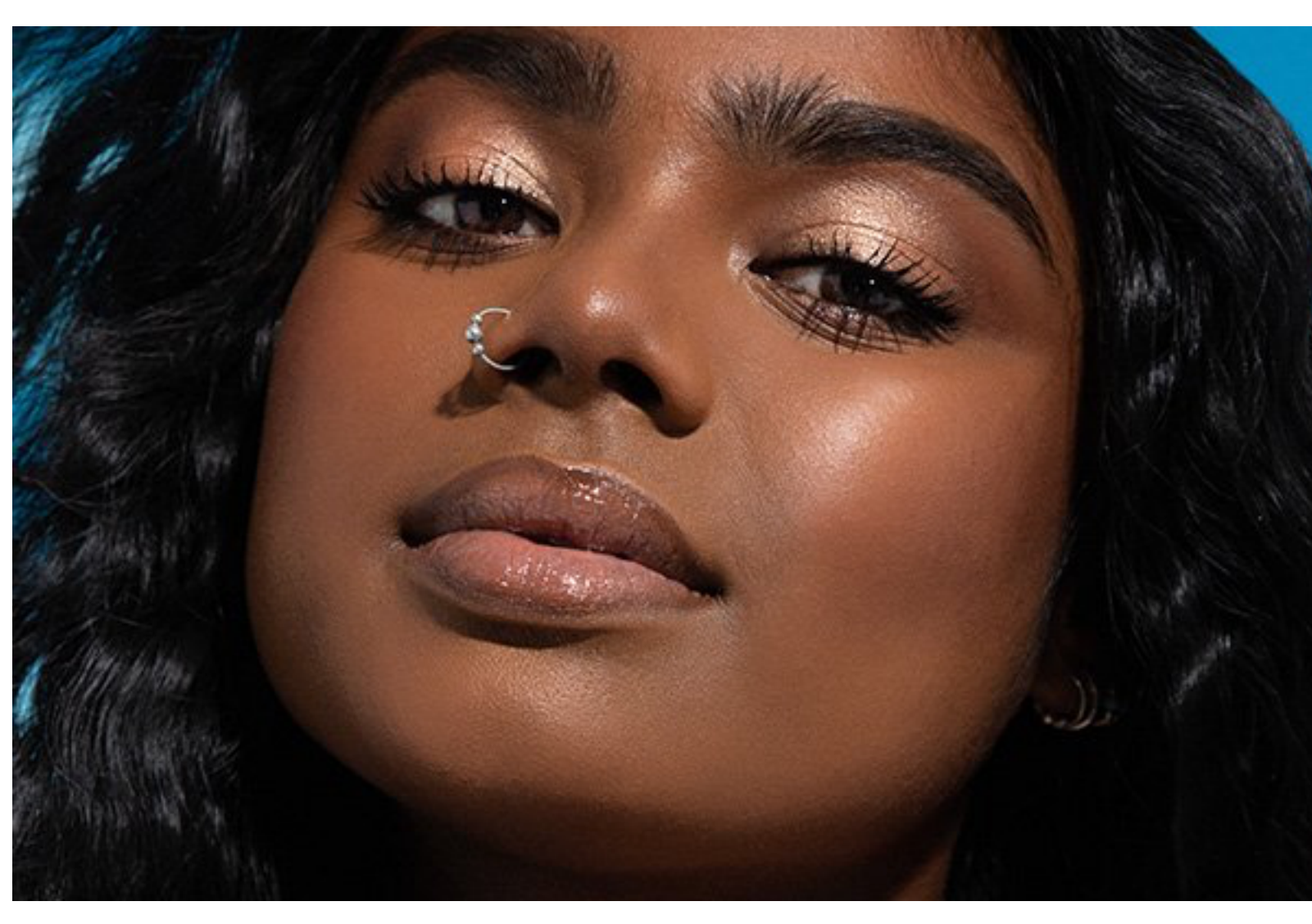
If you're feeling daring and would like to try bright colours but with sleek, crisp lines and the freedom to draw and create bold shapes, a liquid formula might serve you better. In fact, the **(Kosas) (10-Second Liquid Eyeshadow)** in 'Nitrogen' would be an excellent option indeed. (Hint hint).



TRAVEL BACK TO THE 90S

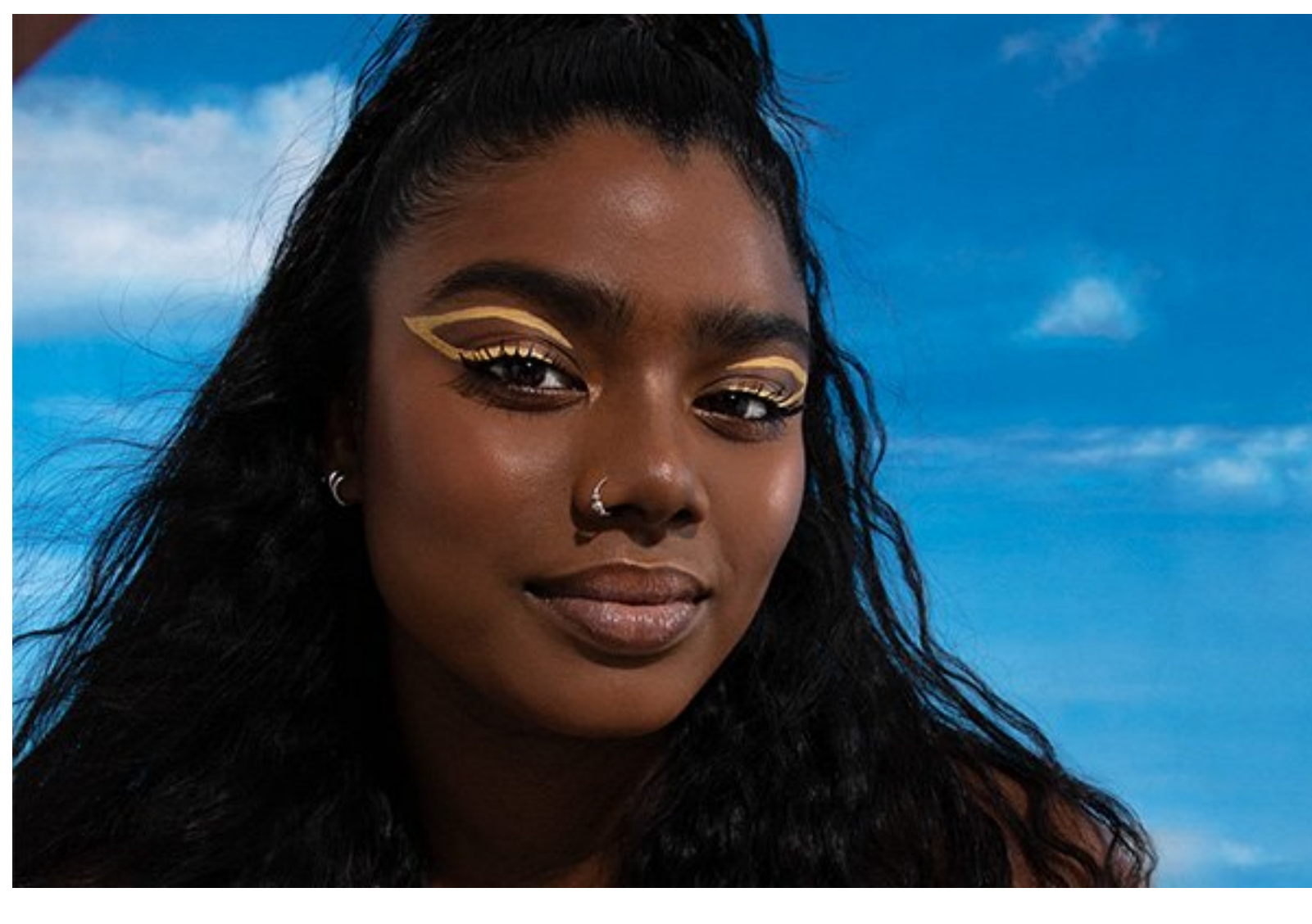
It would be borderline criminal if we didn't give Jamie Genevieve a very loud shout-out here. The queen of throwback lips and lids, her VIEVE **(Modern Lip Definers)** adorn lips with understated and contemporary glamour. Long-lasting, creamy and highly pigmented, use them to outline your lips before filling with a **(Modern Matte Lipstick)**, which comes in a selection of five very 90s, very nude-brown shades.

There's nothing that screams 'throwback' quite like a metallic lip, so try topping your 90s pout with the **(Nudestix) (Magnetic Nude Glimmer)** to give an expertly foiled effect. Hardworking and waterproof, this formula can even be used on lids or as a **(highlighter)** – the world's your oyster!



MEGA MASCARA


Fluffy, voluminous lashes are always on trend, and – though lash extensions, **(fake lashes)** and eyelash tints will always hold a special place in our hearts – there's no denying that a quick swipe of mascara is the quickest, easiest and cheapest way to overhaul your eye embellishments. Set your eyes aflutter with **(Kezyn Aucoin's) (The Volume Mascara)** via its flake-proof, smudge-proof, tear-proof and pitch-black formula if thick, long, high-impact lashes are your cup of tea. To finish the look, pair your fluffy lashes with equally-as-fluffy brows, courtesy of **(PATRICK TAS)** Major Brow Lamination Gel, which whips **(brow)** hairs into place and keeps them there – no actual lamination required.



GO FOR GRAPHIC


A trend that can be dialled up or down to your liking, graphic liner is more wearable – and easier to create – than ever. Whether you want to draw immaculately crisp and intricate shapes or would prefer a simple, coloured wing, the **(Shiseido) (Kajal InkArtist Shadow, Liner, Brow)** lasts up to 12 hours and gives vivid pigment without drying or pulling at your skin. Plus, it can be used as a brow pencil *and* an eyeshadow if your make up bag is struggling for space!

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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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