

BEAUTY NEWS

THE INKEY LIST IS OUR CULT BRAND OF THE MONTH!

HUMERA MOHAMED
Junior Copywriter / 10 months ago

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Wahoo! New year, new Cult Brand of the Month! Celebrating our month of #UpCloseOnSkin, what better a brand to sink our teeth into than the straightforward, no-nonsense, science-led (**THE INKEY LIST**). Bursting with a portfolio of breakthrough (**skin care**) and (**hair care**) products that do exactly what they say on the tin, each product breaks through the beauty jargon to deliver targeted results with industry-famed ingredients and as succinct an ingredient list as possible. That means there's nothing you don't want or need on your precious skin, and with each product working towards a specific outcome, it's easy to create your very own tailored routine (even if your skin's needs are ever-changing!). With high quality, advanced formulas at give-it-a-go prices and FREE WORLDWIDE SHIPPING* throughout the month of January, who on earth could refuse?



FOR THE BLEMISH-PRONE

Kicking things off with a brand-new and EXCLUSIVE launch, the eagerly awaited (**Succinic Acid Blemish Treatment**) works to clear spots, fast! Unlike other (**blemish treatments**) that can dry out skin (and trigger an overproduction of oil, which only leads to more spots!) this intelligent formula contains two key blemish-busting ingredients alongside hydrating (**hyaluronic acid**) to maintain a healthy moisture balance. Then, using a new need-to-know ingredient called succinic acid (a bio-based chemical that's derived from corn), the treatment physically reduces the size of blemishes by suppressing any inflammation caused by P. acnes – a type of bacterium that's linked to the appearance of stubborn, blemished patches. Then our old friend, (**salicylic acid**), unclogs pores, exfoliates and calms. The result? Clearer skin, with protection against blemishes on all fronts.

FOR THE PARCHED

Utilising an industry-famed ingredient that you've probably already heard of, the (**Hyaluronic Acid Serum**) boasts all of the usual pros (intense moisture, we're looking at you) without any of the negatives (a sticky consistency that sits on skin? No thank you). Labelled as the 'moisture magnet' that can hold up to 1000 times its own weight in water, hyaluronic acid is a humectant – pulling moisture into the skin and keeping it there, even helping to plump fine lines in the process.



FOR THE SENSITIVE

Feeling irritated with your irritated skin? We feel you, which is why you need to listen up when we say that the (**Oat Cleansing Balm**) should be your new best friend. Ideal for sensitive skin types that can't seem to stay calm, this formula uses oat kernel oil and colloidal oatmeal to cleanse while deeply hydrating. It works by maintaining moisture levels, smoothing skin, reducing blackheads, redness, and balancing. You can even leave it on for ten minutes as a nourishing mask! Hands up if you love a multitasking marvel? *Trusts hands into the air like you just don't care*

FOR THE STRUGGLING SCALP

Struggle with an oily scalp? Not for long! The (**Salicylic Acid Exfoliating Scalp Treatment**) is here to help by swiftly breaking down built-up dirt, grime and flakes. Also working to minimise itching, the 2% salicylic acid gently exfoliates and purges embedded impurities, while 2.5% FluidPure 8G reduces redness and irritation, and 1% panthenol maintains moisture levels for a silky-smooth result. The bottom line: this is a *must* for establishing equilibrium on your precious head.

And there is *plenty* more where that came from!

We don't like to boast but we've got some more *major* formulas joining the range, so make sure you're following us on (**Instagram**), (**Facebook**) and (**Twitter**) to keep up to speed with the latest news, launches and super-cool happenings...

SHOP THE INKEY LIST >>

*Applies automatically at checkout. Valid on THE INKEY LIST products for a limited time only.



THE INKEY LIST SUCCINIC ACID BLEMISH TREATMENT 15ML

£6.99 Buy Now



THE INKEY LIST OAT CLEANSING BALM 100ML

£9.99 Buy Now



THE INKEY LIST HYALURONIC ACID SERUM 30ML

£5.99 Buy Now



THE INKEY LIST SALICYLIC ACID EXFOLIATING SCALP TREATMENT 50ML

£14.99 Buy Now



HUMERA MOHAMED
Junior Copywriter

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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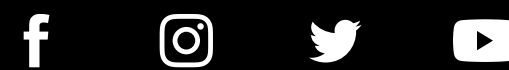
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