

BEAUTY NEWS

# THE NEW IN ARRIVALS YOU \*NEED\* NOW

**HUMEARA MOHAMED**  
Junior Copywriter / 5 months ago

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June is almost here, and with it comes a bunch of [\(new arrivals\)](#) to bring some joy to your rain-soaked lives (seriously, where is the sun?). Whether you're struggling with dry [\(lips\)](#) in this wintry spring weather, [\(blemishes\)](#) or [\(maskne\)](#) from [\(mask\)](#)-wearing, dull and tired [\(skin\)](#), scarring, or long-neglected [\(hair\)](#), we've got a fresh, innovative formula to help.



## LIP SERVICE

Available in five delicious, pastel-coloured renditions, (is it acceptable to buy them all *just* to display them on our shelf?), the [\(LANEIGE\)](#) [\(Lip Sleeping Mask\)](#) is a boon for dry and chapped lips – especially if you aren't a fan of sticky [\(lip balms\)](#). Whether your lips have been subject to one too many days in the cold, are cracked and thirsty after being hidden under medical masks for the best part of a year, or are just in need of a pamper, this formula will exfoliate and renew as you slumber. Emerge from your sleep with supple, soft, smooth and 'elastic' feeling lips – perfectly prepped for [\(make up\)](#) application.

## ALL ABOUT THAT BRASS

Well, actually, we're not all about that brass. But, thanks to the pandemic, we've had quite the unexpected breakup with our favourite salons. Worry not, this heart-breaking estrangement serendipitously calls for the big guns: [\(amika's\)](#) [\(Bust Your Brass Cool Blonde Mask\)](#). If you're blonde, purposefully grey or battling orange hues, you'll doubtless be well-acquainted with the likes of purple shampoo – but have you been using a brass-busting *mask*? The step that your hair routine has been missing, this violet-hued elixir will help to tone brassy lengths for a cool-toned finish, all while hydrating, strengthening and repairing via amika's bond cure technology.



## SPOT CLEAN

You've heard of hydrocolloid dressings to treat wounds, but have you heard of these? [\(Peace Out's\)](#) [\(Acne Healing Dots\)](#) use innovative hydrocolloid polymer technology – supplemented by a hard-working cocktail of pore-unclogging (salicylic acid), soothing aloe vera extract and tone-evening vitamin A. While delivering these blemish-busting ingredients to your skin, these protective patches also get to work on absorbing excess oil and bacteria – quelling existing blemishes and working to fend against future uprisings.

## BRIGHT DELIGHT

Utterly exclusive to Cult Beauty, the [\(Antū Brightening Serum\)](#) by [\(Codex Beauty Labs\)](#) has our HQ abuzz with excitement. In an age of heftily polluted cities, days spent sat in front of screens, and post-maskne scarring a permanent reminder of the dreaded C-word, we've never been in greater need of a potent brightening treatment. Working to firm and re-densify skin, this illuminating and texture-evening serum overhauls lacklustre skin by keeping it feeling plump, firm and hydrated – all while protecting against airborne pollutants. \*Runs around the streets of London in defiant glee\*

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[CODEX BEAUTY ANTU BRIGHTENING SERUM 30ML](#)

£73.15 Buy Now



[PEACE OUT ACNE HEALING DOTS](#)

£17.00 Buy Now



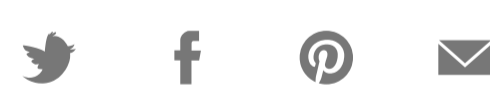
[LANEIGE LIP SLEEPING MASK](#)

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[AMIKA BUST YOUR BRASS COOL BLONDE INTENSE REPAIR HAIR MASK - 250ML](#)

£34.00 Buy Now



**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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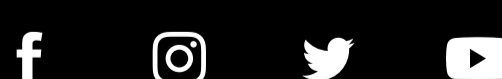
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