

TRIED AND TESTED

THE SERUMS THAT TEAM CULT BEAUTY SWEAR BY

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Junior Copywriter / a year ago

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Unrivalled when it comes to potency and efficacy, serum is the step that does *the* most for your skin. With an array of actives within reach, we're here to help you find 'the one' – no matter your skin type or concern. From lightweight, oily-feeling formulas housed in serious-looking droppers, to cell-resurfacing, tacky gel-like substances in UV-protected packaging, the choice can be somewhat overwhelming – which is why Team Cult Beauty did the trying-and-testing for you! Cue a few months of **{serum}** slathering in front of the bathroom mirror, and here we are with a carefully curated edit of staff faves, all ready and waiting for your perusal...



{Treat Tincture} – Jenny, Cult Beauty Marketing

A night time necessity, **{Decree}** has blessed us with an expertly-dosed, hard-working formula that smooths wrinkles, softens, strengthens, firms and reduces pigmentation over time. "This is my go-to evening serum. Developed by Dermatologist Dr. AJ Sturham, this retinoid complex with squalane and hyaluronic acid works to hydrate my combination skin without being too heavy – it gives me a healthy glow and has really helped to fade spots of pigmentation. LOVE – it's the one thing I never want to run out of, so I always have a back-up in the bathroom cupboard."

{Resurfacing Compound} – Stacia, Cult Beauty Buying

Just one step in your routine with a *huge* number of benefits – use **{U Beauty}**'s clean, high-performance, multitasking formula for a refined, hydrated, brightened *and* tightened complexion, thanks to the unique, patented blend of *almost* all the industry favourites (oh hello, hyaluronic acid, **{vitamin C}**, AHAs *and* **{retinol}**)! "I saw a difference in the tone of my skin after about seven-to-ten days – I had a dark freckle under one eye which has faded to almost nothing, and the pores on my nose appear so much smaller! I cannot rate it highly enough, and I have extra evening time because it's made my regime simpler!"



{Just Breathe Clarifying Serum} – Humeara, Cult Beauty Copy

Bursting with pore-purifying ingredients like zinc, niacinamide and willow bark extract, this soothing offering from **{Versed}** is perfect for problem skin that needs a moment to... well... *breathe*. "It's a tough world out there, and boy does it show on my skin! Since moving to London, my skin has literally erupted with an army of angry blemishes, and I needed an SOS treatment to calm it the heck back down. Enter the Just Breathe Clarifying Serum – a spar-in-a-jar experience that I actually *enjoy* popping onto my poor, sore face. The lightweight, thin formula offers a burst of refreshing calm after I've cleansed, and my skin feels *so* much more soothed."


{Bakuchiol Peptides} – Leanne, Cult Beauty Buying

A miraculous alternative to retinol that can be used day *and* night for accelerated results, **{Medik 8's}** purple powerhouse is a downright mind-blowing saviour for those who can't use vitamin A. Working to stimulate collagen and elastin production – expect smoother, firmer skin with minimised melanin synthesis for a brighter complexion. "Six drops in the AM and PM, and after just a few days my skin feels smoother, softer and brighter. The formulation on this is beautiful – the oil-like consistency makes a little go a long way, and it sinks into the skin easily for an instant feeling of hydration. This is a *must* for anyone looking to join the retinol gang, or those who are looking for a natural alternative!"

{Pineapple-C Bright Serum} – Maria, Cult Beauty Affiliates


A fruitful concoction that gives skin a downright unbelievable, glossy glow, **{Glow Recipe}** offers an utterly adorable, bouncy and lightweight serum that lends next-level radiance, smoothness and overall evened tone and texture, with a potent cocktail of three (!) forms of antioxidant-rich vitamin C and other scar-busting ingredients. "I absolutely *love* this serum – I'm on my third bottle! I struggle with hyperpigmentation from old breakouts, but after adding this as a staple to my morning routine, my dark marks have faded and my skin feels glowy! As an added bonus, it sinks in really quickly and doesn't feel sticky on the skin."

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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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