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1500 Word Review- New Cosmetics Line 'The Estée Edit'

Younger siblings often have a tendency to be more colorful, more daring, and more creative than their older counterparts—such is the case with The Estée Edit, the new “younger sister” line from Estée Lauder. For Lauder, whose extensive portfolio of brands includes everything from MAC, edgy and glamorous, to Origins, wholesome and natural, it can be difficult to find another demographic to target, yet they've found the most eager one: the millennial. Geared towards young twenty-somethings who grew up admiring Mom's Estée Lauder lipstick, The Estée Edit is a comprehensive line of color cosmetics and skincare, all with a 2016 twist.

With the aim to make cosmetics easy and fun for a generation often seen as lazy, The Estée Edit turns to the social aspect to generate excitement. Many of the items are meant to be shown off online, such as the Flash Photo Gloss, a blue-tinted lip gloss intended to make teeth brighter, and 'The Edit', an eyeshadow palette curated by face of the brand Kendall Jenner with shadows formulated to shine under blacklight (the better to impress the girls at SoulCycle, I suppose). If these seem gimmicky, it's because they are—while The Estée Edit gets points for creating products with cool factor potential, they fall short on delivering what they claim to accomplish. Much like their parent brand, The Estée Edit is most successful with sticking to a roster of tried-and-true basics.

Where the brand excels most is undoubtedly skincare. The title brand, as well as

some of its subsidiaries including Clinique, La Mer, and Glamglow, is best known for its exceptional approach to skincare and has the reputation for being a cutting-edge force in new technology. That same position carries over to The Estée Edit, who takes the science of Lauder and repackages it for a new generation. Standout products include the Late Night Eraser Brightening Eye Balm and the Stress Relief Eye Pack, two under eye treatments that target the damage caused by late nights and stress, two experiences familiar to the college-age crowd. Aside from snappy marketing, the products deliver immediate results due to an impressive combination of ingredients like hyaluronic acid and crushed pearls. The two-in-one White Mud Exfoliating Scrub + Mask is another winning product, a pore-tightening blend of white clay and jojoba beads that detoxifies skin and offers the versatility of being used daily as a scrub or weekly as a mask. Also worth mentioning is the Rescue Balm for Face + Body, a multi-use cream formulated with an impressive twelve oils, including sunflower, almond, and meadow foam seed. Rich in texture and velvety smooth on the face, the Rescue Balm is reminiscent of much higher-end creams from La Mer and La Prairie. It serves as a fantastic introductory step into a more advanced skincare routine.

While the skincare sector consists of one home run after another, the color cosmetics sector, the main category for The Estée Edit, is wildly inconsistent in quality. This divide is most noticeable in the eye makeup offerings, an essential part of the millennial makeup routine. Some of the great products include the The Edgiest Up + Out Double Mascara, a dual-ended volumizing mascara that lifts, plumps, and defines lashes, as well as stays put all day without flaking or fading. Also wonderful is the

Metallishadow Creme + Powder, a shortcut for smokey eyes that pairs a cream shadow base with a metallic loose pigment. Coming in a variety of rich jewel tones, the cream and powder work well together and are both supremely pigmented, creating a dramatic eye look that lasts for hours on end. Another jewel-toned release that delivers is the Gritty side of the Gritty and Glow Magnetic Eye and Face Palettes, a set of two palettes that offer a range of colors for accenting the eyes and highlighting the face. The eye side of the palette holds six huge pans of shadow, a visually stunning and complementary medley of emerald green, sapphire blue, golden bronze, sparkling black, shiny rose gold, and rich aubergine. The shadows are extremely buttery, blend without much effort, and maintain their metallic finish without dulling or creasing.

As with most cosmetic lines, the good can't come without the bad. It is the stick eye products where the brand really falters, a key component to any makeup routine and one of the hot millennial beauty products. The Blackest Liner, an attempt at a liquid eyeliner, comes with an oversized tip that makes drawing a wing impossible. It's hardly black enough and dries out only after a few uses. Similarly, The Edgiest Kohl Shadowstick, a product that can be used as eyeliner or a cream shadow, is so patchy that even a hand swatch cannot come out smoothly. It's not horrible as an eyeshadow primer, but for its intended uses (eyeliner, cream shadow) it disappoints. Continuing the trend of hard-to-work-with eye makeup is the Inside Track Eye Kajal. Though this traditional wooden liner is pigmented, it is extremely runny and doesn't stay put on the eyes even after setting with a powder shadow. Further, the name 'Inside Track' suggests an eyeliner specifically formulated to work well on the waterline, the rim inside the lower lashline of

the eye, though that is not the case. Placed on the waterline, the liner is even more runny and pools up in the eye, creating an unsightly mess that not even drugstore liners give.

Another area of the color cosmetics sector that struggles with consistency is the face products. Their largest category with eleven products as compared to seven eye products and six lip products, the face products focus largely on the premise of glowing, sunkissed skin. Some of the better items include the Flash Illuminator, a liquid strobing cream that comes in a refreshing variety of shades, from icy white to dark bronze, and the Skin Glowing Balm Makeup with Pink Peony, a tinted moisturizer that provides coverage and skincare simultaneously. Both melt into the skin and deliver a smooth, even finish, as well as offer a cost-efficient versatility seeing as they can be blended with body lotion to serve as a body highlight, an emerging trend in the cosmetics world. Though these two offer a great user experience, the same can't be said for the Flash Illuminator Fluid Powder and or the Beam Team Hydrate + Glow tinted moisturizer. The Flash Illuminator Fluid Powder, a powder highlight, is chalky, uneven in texture, and filled with chunks of glitter, unacceptable qualities in an age of cosmetics where highlighter is king and the competition is fierce. Likewise, Beam Team, one of The Estée Edit's most heavily advertised products, goes on streaky and appears more glittery than glowy. It also only comes in two fair-favoring shades, an issue the line runs into a bit too often.

Though the “glow” portion of the face products is a mixed bag, most of the other items in the collection perform well. The Pore Vanishing Stick, a roll-on silicone-based primer that blurs pores, is so smooth and mattifying that it creates an airbrushed finish on the skin before foundation has even been applied. The Hi Lo Stylo Contour + Highlight

stick, a dual-ended cream product to define and accent facial features, is also a dream to work with—it's convenient packaging makes it quick and easy to use for beginners and professionals alike, and it blends into the skin seamlessly. The Barest Blush and The Barest Bronzer, both in powder form, are also easy to work with although they could be more pigmented.

When it comes to lip products, mediocrity seems to be the theme. Though none of the products are inherently bad, they don't impress either. The Mattified Lipstick, coming in a whimsical variety of shades from hot pink to teal, is the best offering here, a comfortable matte stick lipstick that stays put and goes on in one swipe. The Barest Lip Color, another traditional stick lipstick, comes in an array of nude tones but is slippery and sheer. The Lip Flip Shade Transformer, a stick lip product intended to lighten or darken an existing lipstick shade, is just as gimmicky as the names of its colors: “Turn Up” for the yellow shade to lighten, and “Turn Down” for the black shade to darken. Rounding out the lip products is the Cocobalm, a tinted lip balm that does the same job as Chapstick but is quadruple the price, and The Barest Contour Lip Liner, a set of six nude shades that correspond to The Barest Lip Color lipsticks and are just as slippery.

Though traditional lipstick is still a huge aspect of color cosmetics, The Estée Edit seems to be resisting the major trend here: liquid lipsticks. Considering the fact that they are targeting a millennial market, the early adopters of liquid lipstick and its biggest customers, the brand restricts itself by fixating on the traditional. Though they have gained a footing in the millennial market, they need to offer more millennial-focused

products, such as highlighting palettes and colorful liquid liners, if they want to beat out twenty-something favorites like Anastasia Beverly Hills and Too Faced.