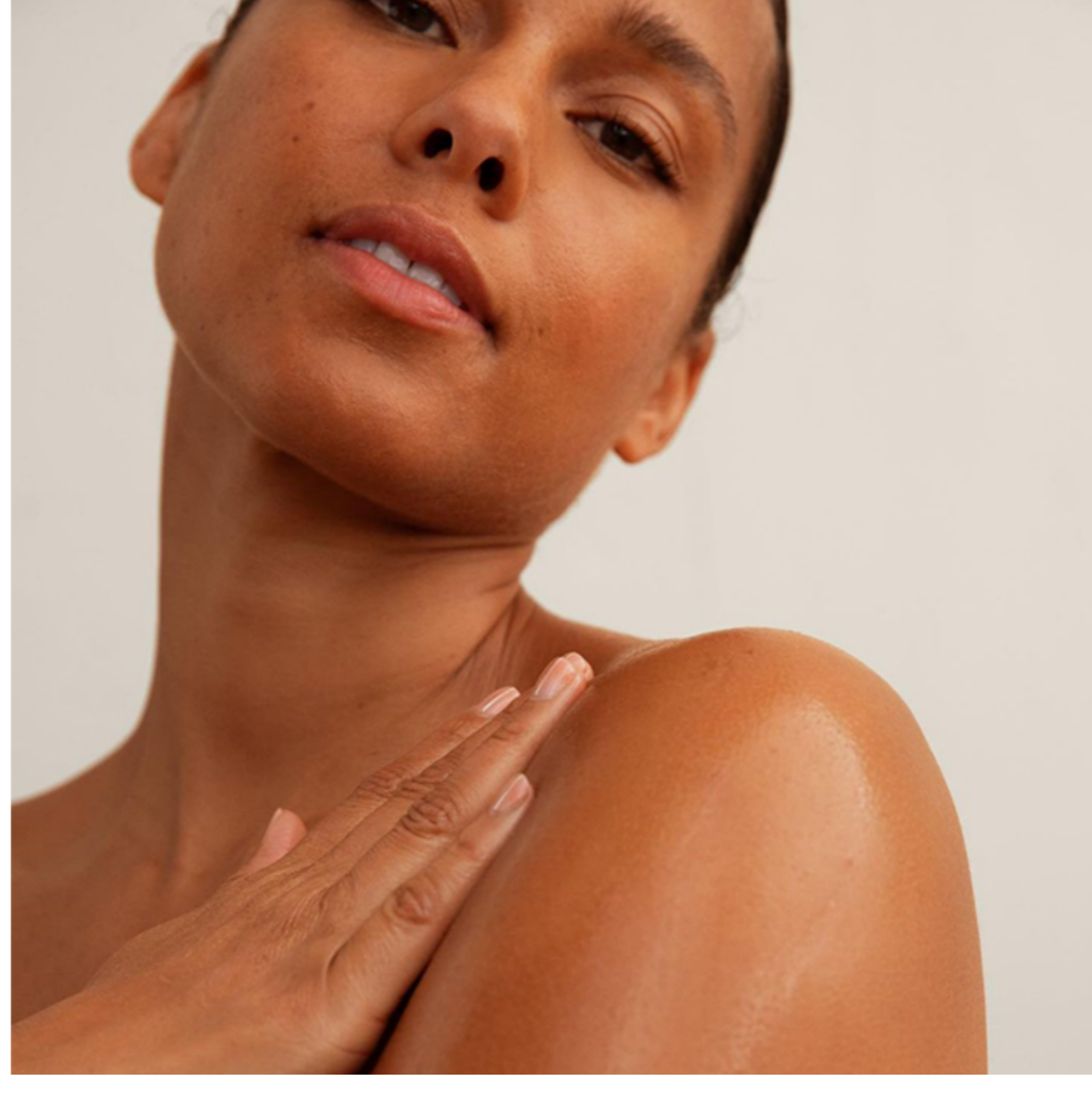


FACE

THESE ARE THE CELEBRITY BEAUTY BRANDS WORTH YOUR TIME (AND MONEY)

• by Sara Pollock



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To put it bluntly — the celebrity beauty market is absolutely saturated. At this point it's easy to lose interest in learning about yet another celeb trademark filing (the words "cash grab" come to mind). Another liquid lipstick — groundbreaking!

However, remember not so long ago (okay, very long ago) when all we had was Glow by JLo, *Fantasy* by Britney Spears (my 2006 signature scent, don't judge) and Jessica Simpson's range of *edible cosmetics*? We've come a long way from that.

Despite our dubiousness, there are some recently launched celeb brands that are doing beauty the right way, and are totally worth your investment. Read on for our current favorite celebrity beauty brands.

Keys Soulcare — Alicia Keys

A welcome change from a serious inundation of colour cosmetics, Alicia Keys' Keys Soulcare (founded with E.L.F.) embraces the art of calming ritualistic self care and is heavily inspired by ancient holistic routines. The collection is packaged in gorgeous amethyst glass bottles and jars which just adds to the appeal. We especially love the *Comforting Balm*. True to its name, this lightweight, silky-sweet scented multipurpose balm is an essential for your bedside table and a hydrating hero for parched lips and dry patches.

Victoria Beckham Beauty — Victoria Beckham

Ex-Spice Girl, fashion designer, and businesswoman extraordinaire — if anyone knows how to create a successful beauty brand, it's the forever posh Victoria Beckham. Her eponymous line includes a range of crystal-infused metallic eyeshadows, transfer-proof moisturising lip stains, and a capsule skincare collection created with award winning skincare expert Augustinus Bader. *Future Lash*, a carbon black lengthening mascara with added conditioning and anti-breakage benefits, is a favourite of ours.

Victoria Beckham Beauty
Future Lash MascaraKeys Soulcare
Comforting BalmFlower Beauty
Light Illusion Foundation**About Face** — Halsey

Singer Halsey describes their brand as "multi-dimensional makeup" which is definitely intriguing. The perspex pink tinted packaging conjures up some serious Y2K makeup bag nostalgia. Our top pick is the *Fluid Eye Paint* (which works in tandem with their Matte Eyeshadow Sticks). We especially love the shade "*Cloned*," a rich terracotta. But honestly, we want it all.

Flower Beauty — Drew Barrymore

Drew Barrymore's Flower Beauty has been on shelves for over 8 years (!) and is still going strong. Affordable and functional, there are some real standout products in their range. Their *Light Illusion Foundation* has drawn comparisons to high end brands with its silky, blendable, and reflective dewy finish. We also adore the warm shades of their Suns Blazing eyeshadow palette. The packaging may look cheap and inconspicuous but the smooth, highly pigmented golden sunset toned hues create a plethora of gorgeous looks.

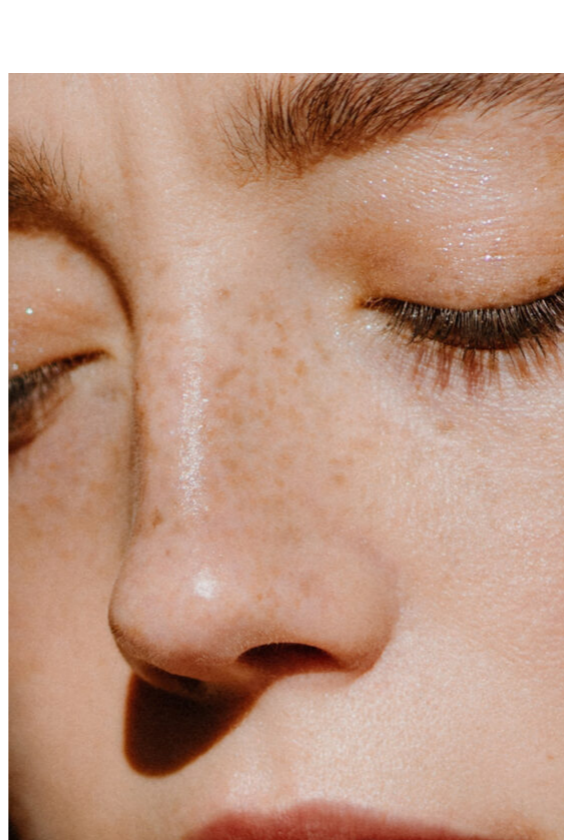
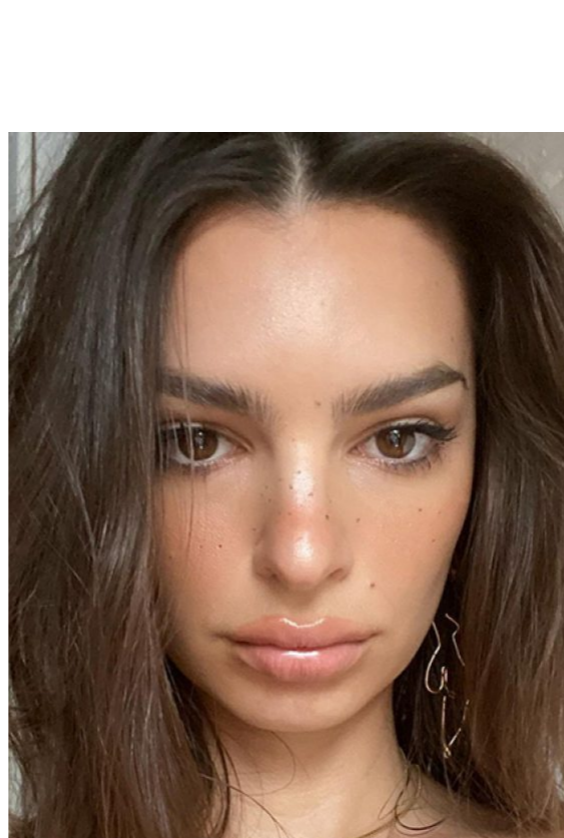
Rare Beauty — Selena Gomez

By the time *Selena*'s range launched in Sephora last year, the general consensus was that we were all pretty fatigued by celeb beauty. However, Rare Beauty turned out to be a refreshing change. With an emphasis of mental health awareness at the forefront of their message, there's a little more to the brand than meets the eye. We recommend the Soft Pinch Liquid Blush —the liquid-but-creamy formula comes in a dreamy muted shade range and imparts a perfect flush.

Fenty Beauty — Rihanna

Unless you've been living under a rock for the last five years, you're already familiar with Fenty, Rihanna's iconic foray into the beauty world. The brand's approach to inclusivity not only rightly revolutionised beauty as we knew it, but has clearly inspired the next generation of brands. Our hero product from the range is hands down the *Gloss Bomb*. The two time Allure award winning lip gloss has a non-sticky, nourishing, and glassy finish with just the right amount of glimmer.

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