

The GUIDE Wand

Artistry Made Easy

Our award winning GUIDE Wand is changing the game. One tool for eyeliner, false lashes, lipliner and more!

SHOP NOW

Vegan. Cruelty Free



\$56
VALUE

Guide Eyeliner Duo \$50.00

PICK SHADE



\$85
VALUE

Easy On The Eyes -... \$68.00

ADD TO CART



\$108
VALUE

Artistry Made Easy... \$75.00

PICK SHADE

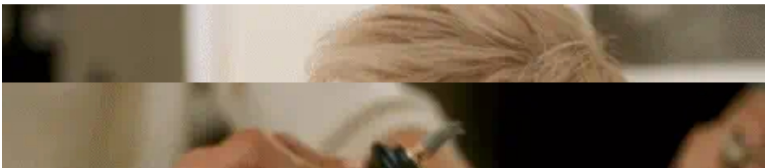


Guide Wand \$32.00

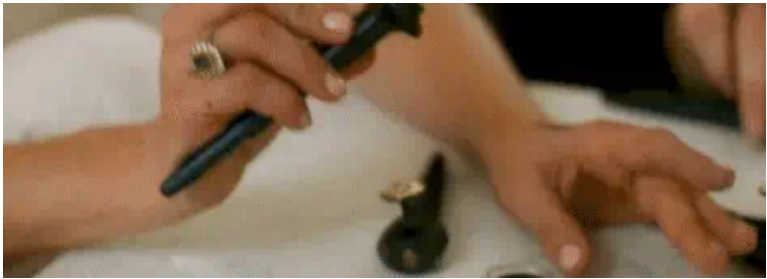
ADD TO CART



SHOP ALL



Guide



One Another

We're celebrating our love of beauty and self-expression as we learn from one another. Watch as our community shares their favorite looks, tips and tricks to applying makeup with ease and confidence.

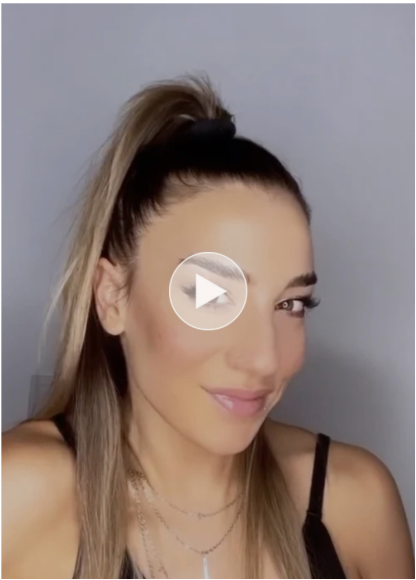
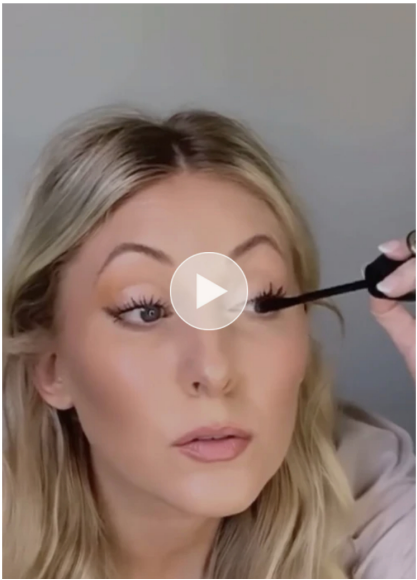
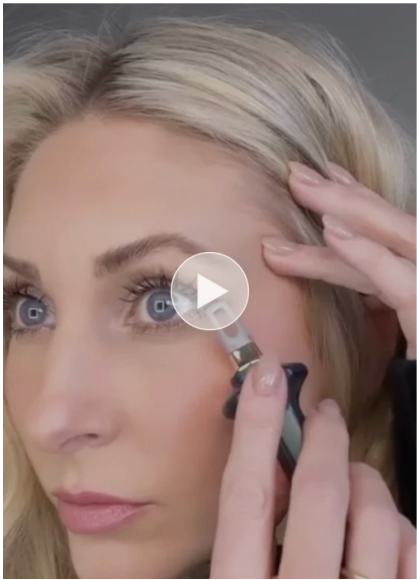
WATCH HOW TO APPLY

The Guide Wand
Meet Our Hero

BUY NOW

A close-up photograph of three Guide Wand applicators. Each applicator has a dark green handle and a gold-colored band. The tips are different: one is a straight metal tip, one is a curved metal tip, and one is a pointed metal tip.

Our Community



VIEW MORE REELS

Confidence by Design



CRUELTY-FREE



VEGAN



UNIVERSALLY
DESIGNED

We've worked closely with makeup users, our award-winning design team, and ergonomic experts to rethink makeup and develop a new, universally designed approach to applying it. We obsess over everything, from how the tools fit in your hand to how the formulas glide over your skin. The result: a new breed of beauty products that puts an end to uneven eyeliner, mascara slip-ups, and blotchy brows.

ABOUT US



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