

Celebrity Skincare Formulas?

Truly Innovative

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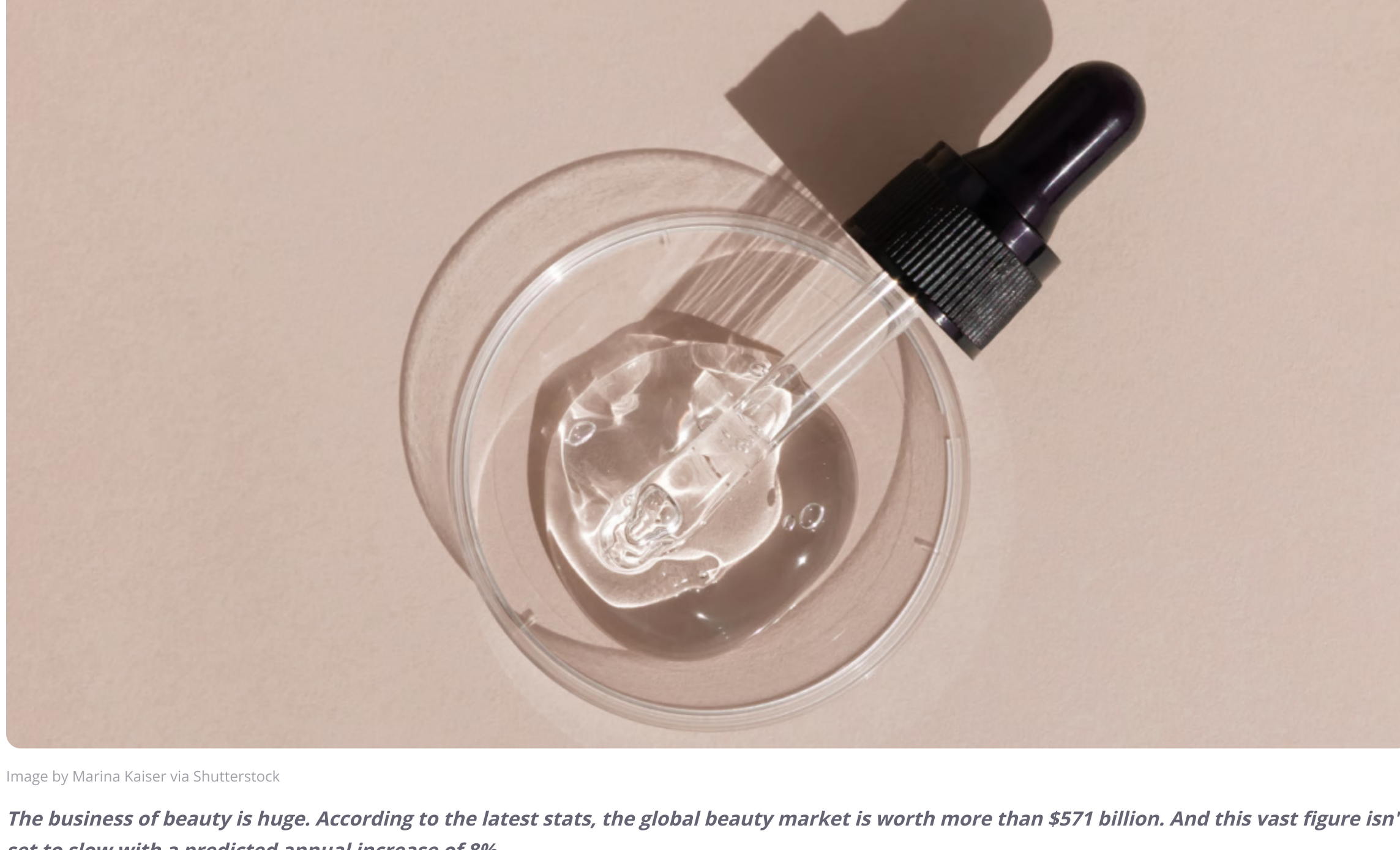


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The business of beauty is huge. According to the latest stats, the global beauty market is worth more than \$571 billion. And this vast figure isn't set to slow with a predicted annual increase of 8%.

Key takeaways:

- The beauty industry is exploding, and many celebrities are starting skincare lines.
- Although some of these product ranges contain innovative ingredients, many have formulas that are no different from products currently on the market.
- You can likely find similar skincare products at more affordable prices by looking beyond celebrity endorsement.
- However, some lines have truly innovative formulas and ingredients at reasonable prices that could be worth trying.

With such high stakes, it's no wonder, then, that TV and movie stars are getting in on the action. Celebrities are often revered for their looks and beauty, especially in the age of social media. And in recent years, seemingly everyone, from reality stars to Hollywood A-listers, is launching a skincare line, promising fans the perfect combination of glamour and glow.

These skincare lines have become popular among people seeking to recreate A-lister beauty. But beyond the hype, who has released truly innovative formulas? Let's look at some of the most popular celebrity skincare lines and find out.

Kylie Skin by Kylie Jenner

The youngest member of the Kardashian-Jenner clan, reality star Kylie Jenner, has become an entrepreneur in her own right with her highly successful cosmetics line. In 2014 she launched Kylie Cosmetics, followed by her skincare line, Kylie Skin, in 2019.

Kylie Skin is a vegan, cruelty-free, sulfate - and paraben-free line of affordable products designed to help hydrate and nourish the skin. It boasts makeup-removing wipes, a foaming face wash, a vanilla milk toner, a moisturizer, an eye cream, a vitamin-C serum, and a walnut scrub.

People rave about the nutty facial scrub. However, there were controversies after its launch as walnut shell powder can cause micro-tears on the skin, particularly around the delicate eye area.

Other ingredients in the line include [kiwi seed oil](#) which helps skin hydration and elasticity and is rich in vitamin C and fatty acids. The vanilla milk toner also uses avocado oil to help soothe and restore the skin without irritation, thanks to vitamin E, potassium, lecithin, and other nutrients.

Kylie Skin contains valuable, natural ingredients, but despite claims to the contrary, they're hardly innovative and are used in many other skincare brands.

Kind Science by Ellen DeGeneres

Better known for "The Ellen Show," comedian Ellen DeGeneres launched an age-positive skincare line that harnesses some of the earth's most innovative ingredients. The range helps you care for yourself, animals, and the planet with unusual natural ingredients like:

- Bakuchiol** is a plant-based [alternative to retinol](#).
- Kangaroo paw flower** that's rich in ferulic acid, a potent antioxidant that reduces fine lines.
- Kakadu plum**, which contains high concentrations of antioxidant vitamin C.
- Meadowfoam** is an emollient oil that creates a natural and safe barrier to lock in hydration.

This comprehensive skincare line promises results without using harsh chemicals or animal testing. Instead, it emphasizes sustainability, innovation, and responsibility to ensure customers receive the best quality skincare. And even though Kind Science is still fairly new to the beauty space, it seems true to its word and delivers a range of products made with multiple curated ingredients to target skin concerns.

Fenty Skin by Rihanna

Rihanna launched Fenty Beauty in the fall of 2017 amid much fanfare, and 3 years later, the singer followed up with her skincare line — Fenty Skin. The line includes a creamy makeup-remover-cleanser hybrid, an alcohol-free toner-serum hybrid, a combination daily-moisturizer-sunscreen, and more.

Fenty is clean, meaning it's free of sulfates, parabens, phthalates, and formaldehyde. Furthermore, it's vegan and cruelty-free and claims to be gentle enough for all skin types.

Fenty has some of the most natural ingredients — including niacinamide for brightening and hyaluronic acid for hydration. But, you'll also find plant extracts like green tea, myrtle, Kalahari melon, and Barbados cherry, which are rich in antioxidants, vitamins, and minerals.

Fenty Skin is disrupting the skincare industry and setting trends thanks to its multitasking products, stand-out ingredients, gender-inclusivity, and suitability for all skin tones and types.

Know Beauty by Vanessa Hudgens and Madison Beer

Actor Vanessa Hudgens and Singer Madison Beer both have a passion for beauty and wellness, so it's no surprise they partnered with dermatologist Dr. Karen Kagha to launch the skincare line, Know Beauty.

Know Beauty contains ingredients like hydrating glycerin, antioxidant-rich hemp extract, and soothing squalene, which are familiar and proven. But some, like alpha arbutin, a brightening antioxidant, and thistle flower, a soothing anti-inflammatory, are less common.

Although many of the ingredients are nothing new, what's truly innovative about Know Beauty lies in its personalization. If you're tired of spending money on products that don't work for you and you crave tailored solutions, then look no further.

You start the process with a skin diagnostic quiz that helps you understand how factors like pollution, sleep, stress, diet, and sun exposure affect your skin. It then offers tailored skincare routines so you can avoid trial and error.

You can then upgrade to DNA-influenced skincare recommendations based on simple home test results. The science-based analysis of your genetic makeup helps you refine your routine for maximum results.

Whether you're looking for natural ingredients, innovative hybrids, clean formulations, or personalized routines, there's a celebrity skincare solution out there. Although some of these brands make waves in the beauty industry, often, it's because of the founder's fame rather than the product itself.

That said, some lines, like Kind Science, Fenty Skin, and Know Beauty, have managed to offer something unique in the skincare space. When choosing a celebrity skincare solution, it's worth researching first to ensure you get what you're paying for. There's likely an alternative brand with a lower price tag that suits your needs and offers the same, if not better, results.

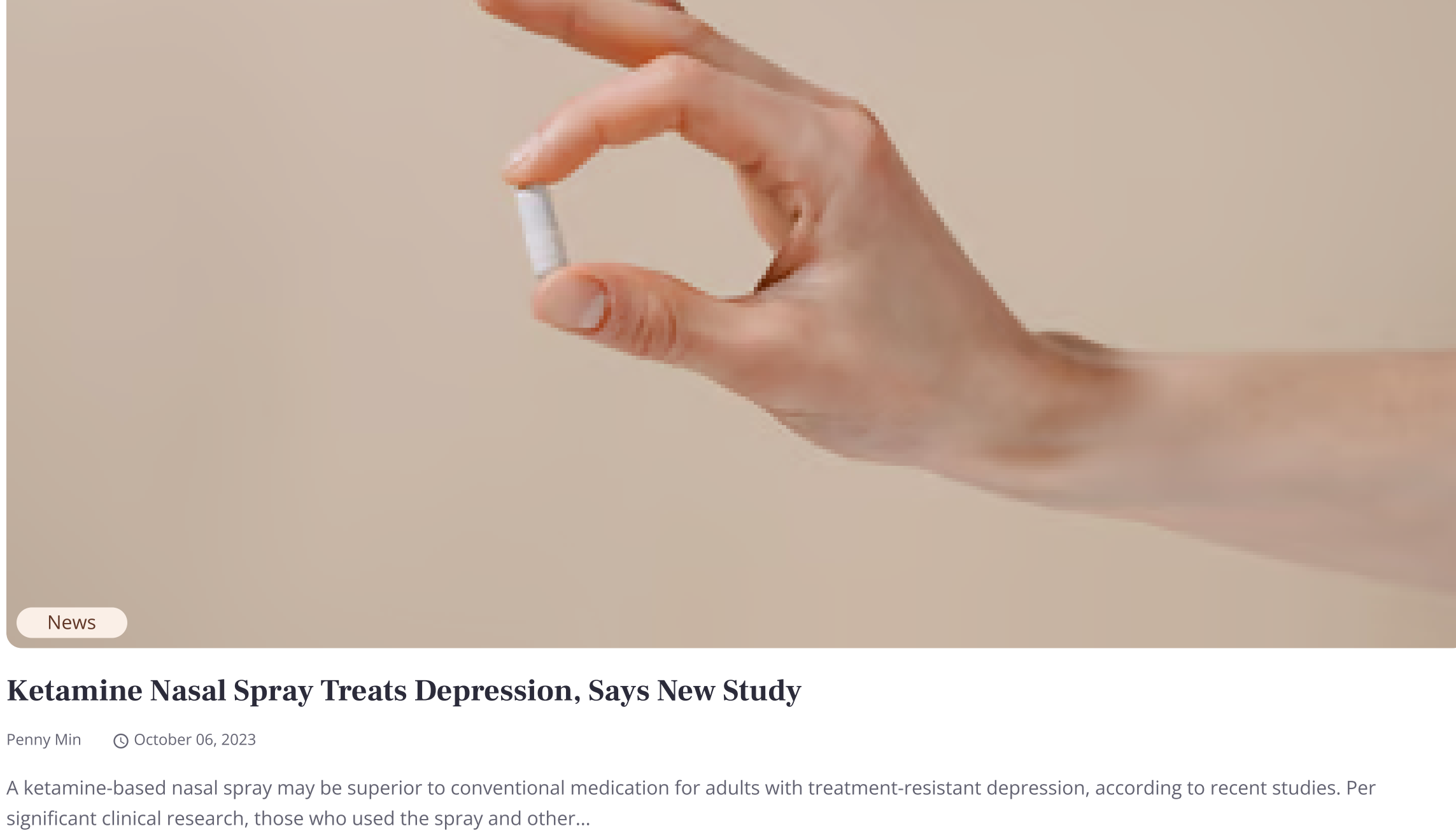
Resources:

- Frontiers in Pharmacology. [Actinidia chinensis Planch.: A Review of Chemistry and Pharmacology.](#)
- International Journal of Cosmetic Science. [Bakuchiol: a retinol-like functional compound revealed by gene expression profiling and clinically proven to have anti-aging effects.](#)

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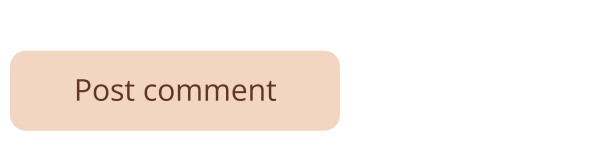
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