

Glossier.

Into the Gloss



The Shine On Set

Shine On, Beautiful

By Bronwen Gill

As we move into our 40s, life changes, but we aren't any less busy. If anything, we have more responsibilities, not fewer. We're working on becoming creative directors, department heads, VPs and managing directors. We're trying to get to yoga class, spinning class or running club. So, yes, we have busy jobs and active lives. Add partners and children, or aging parents to look after, and we really have more than we can handle.

As much as ever, we need skincare and beauty routines that are effortless, feel natural, and encourage us to love the women we are becoming. At Glossier, we believe that every woman has a natural beauty, an inherent shine, that we want to help her love and nurture.

Shine On, our new product set, is designed for the woman moving into her 40s. It contains a trio of our most popular products that will let the real you shine through and will form the foundation of an easy routine of self-love for every day: Futuredew, Lash Slick, and Cloud Paint.

IN THIS SET:

Futuredew

Lash Slick

Cloud Paint

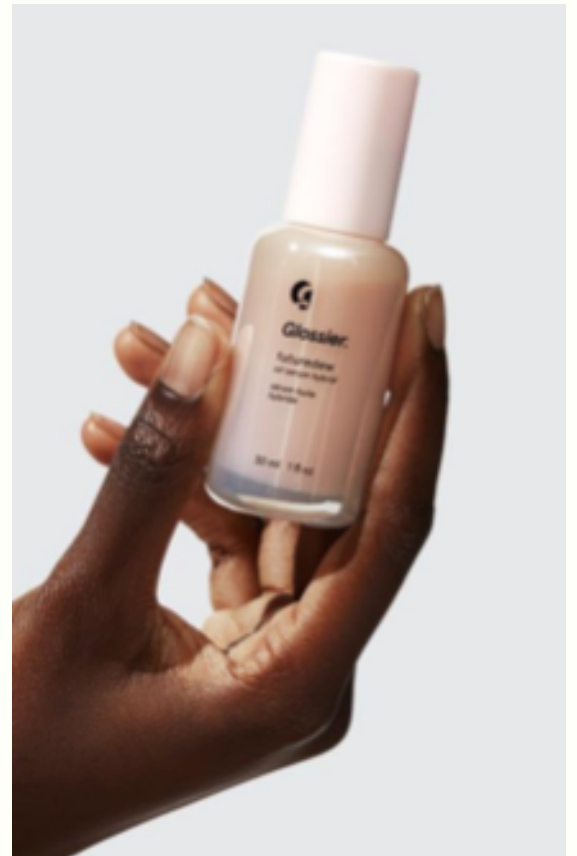


When you have an 8:30 am meeting, or your kids are dragging their feet getting ready, **shine on, beautiful**. You need a routine that's quick and easy and products that will let your natural beauty shine through. The Shine On Set is everything you need.

Shiny you starts with Futuredew, an oil-serum hybrid that gives you a dewy morning glow, applied after moisturizer, serums, and sunscreen. It won't interfere with makeup, and our Perfecting Skin Tint is definitely the perfect next step.

Nothing enhances your natural beauty like the doe-eyed look, and a quick sweep of our Lash Slick mascara gives you exactly what you're looking for. This film-form mascara contains microfibrils that actually lengthen and sculpt, providing a natural lash extension effect. There's no clumping or flaking—just long, thick lashes.

We go to the gym and yoga class to stay healthy and fit, and we love that post-exercise high, and the flush in our cheeks. Cloud Paint takes you to the gym every morning, even if you can't make it every morning. It's a seamless, buildable, gel-cream blush that goes on smoothly and evenly, giving you a subtle healthy glow that makes you feel good.



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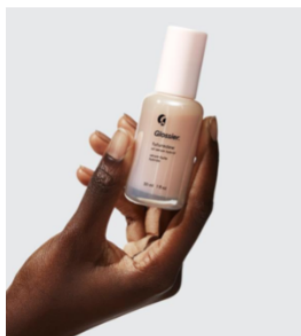
Shine On, Beautiful People



The Shine On Set

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It starts with Future Dew

An oil-serum hybrid that gives you that dewy morning glow.

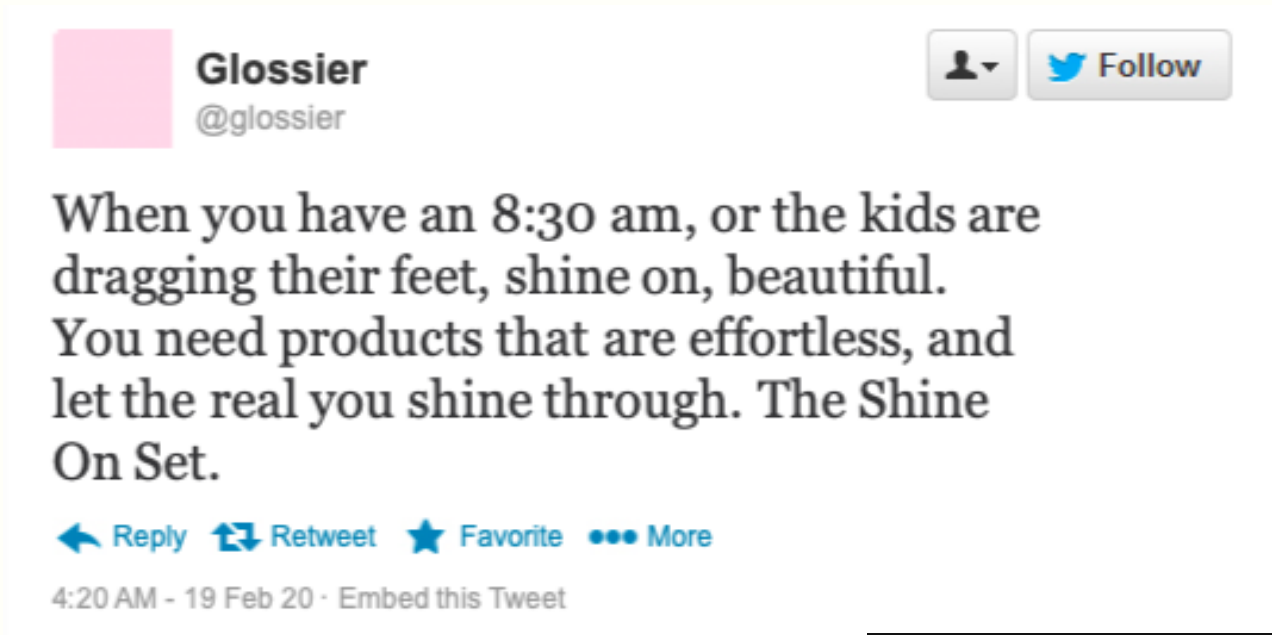
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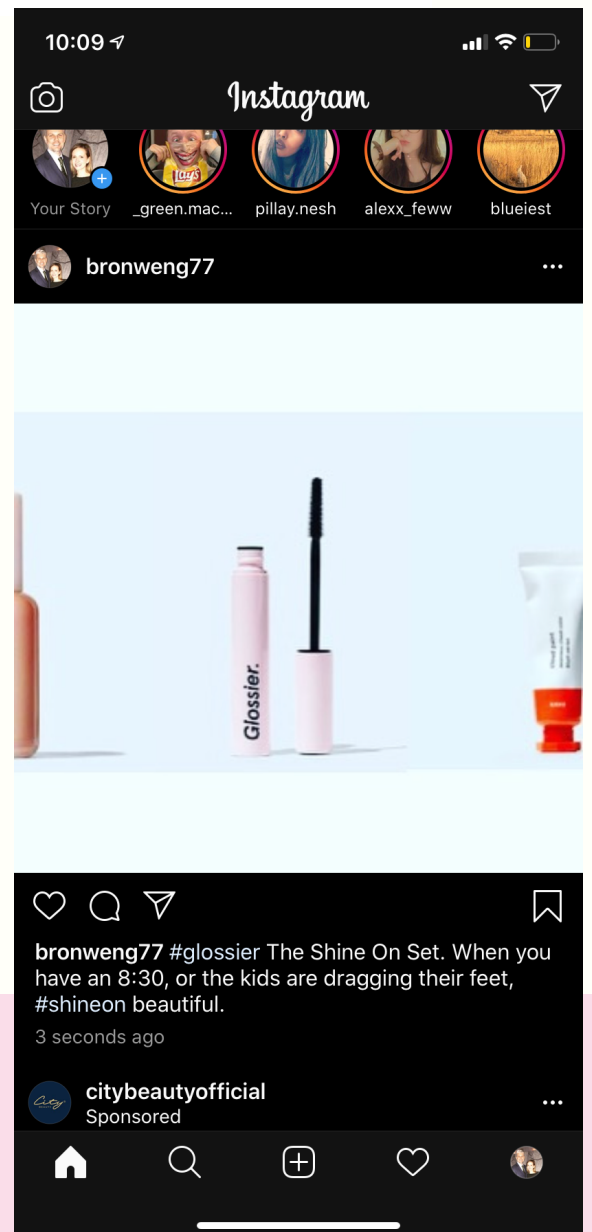
Keep shining

Add Lash Slick mascara and Cloud Paint to let the real you shine through.

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