

January 2019 | [beautystorebusiness.com](http://beautystorebusiness.com)  
\$7.50 Volume 25 No. 1

# BEAUTY STORE BUSINESS magazine

**LIGHT UP Your Sales, Literally**

**7 Problem-Solving FACE OILS**

The **INTERNATIONAL BEAUTY EXPOSITION** What to Expect

+ Hot Products for Hair Straightening, Gorgeous Eyes and Sleep!

*The Secrets to*  
**ULTA BEAUTY'S**  
*In-Store Success From Three Top Executives*

**Bodyography**  
Bodyography **Disco Lux Glitter Pigments** feature eyeshadow technology that combines the saturation of a loose pigment, the cushion of a cream and the silkiness of a powder into a high-shine glitter with a pearl finish. They're available in Rosy/Purple, Black/Gold, Taupe and Chartruese. **SRP:** \$23 (each), bodyography.com



**Dose of Colors**  
Part of the Dose x Katy collaboration, the **Friendcation** eyeshadow palette features a mix of long-wearing neutral mattes and ultra-pigmented shimmer for a glistening finish. Apply them with a finger for intense color payoff or with a brush for softer coverage. It's free of gluten, cruelty and parabens. **SRP:** \$55, doseofcolors.com

**Babe Lash**  
**Lush & Luster 2-Step Daily Lash Ritual** features Babe Lash's Essential Serum, an award-winning formula that promotes the appearance of longer lashes, and the Enhancing Conditioner, a gentle formulation that helps promote the appearance of darker, fuller lashes. **SRP:** \$110, babelash.com

**Glo Skin Beauty**  
Featuring four vivid Cream Stay Eye Shadow Sticks in Envy (metallic emerald), Halo (shimmer platinum), Orbit (matte charcoal) and Canyon (matte clay), the limited-edition **Envy Shadow Set** includes a stylish makeup bag. Use the shadow sticks to create neutral or jewel-toned eye looks that stay for up to 12 hours, and each includes a built-in sharpener. **SRP:** \$45, goskinbeauty.com

**Beauty Inspo**  
The **Lash Applicator Kit** contains stainless steel scissors for shaping, a stainless steel lash applicator for easier placement; a stainless steel, dual-tip tweezer for adjusting along the lash line; and a curler for blending false lashes with natural ones, along with five rubber replacement pads. **SRP:** \$5.99, burmax.com

**Contours Rx**  
**Lids by Design** are medical-grade, instant eyelid-correcting strips. They're hypoallergenic, latex free, dermatologist-tested and made to instantly redesign and reshape eyelids. The correcting strips are great for sagging or excess skin and heavy or asymmetrical lids. **SRP:** \$35.95 to \$39.95 (each), contoursrx.com

**i-Envy Professional**  
**Tapered End 100% Natural Hair** lashes from i-Envy use razor-cut, tapered-end technology that causes each hair to bend upward automatically for a more natural look. The lashes are made of top-quality, natural hair in exclusive styles. **SRP:** \$4.99, ienvyprofessional.com



**Derma E**  
**Hydrating Eye Cream** works to deeply moisturize, firm and tone the skin around the eyes. The fragrance-free cream blends hyaluronic acid with pycnogenol, green tea, jojoba oil and vitamins A, C and E. Plus, it's vegan, GMO- and cruelty-free and made without parabens, sulfates, mineral oil or lanolin. **SRP:** \$21.50, dermae.com

**glo**  
SKIN BEAUTY

## Envy Shadow Set

"The limited-edition Envy Shadow Set includes a stylish makeup bag. Use the shadow sticks to create neutral or jewel-toned eye looks that stay for up to 12 hours, and each includes a built-in sharpener."

