

January 2026

# Going Beyond Natural In Beauty

Prepared for CEW

Obsessed 🥰

loved it 👍 ★★★★★

5.0

5.0

CLINIQUE

GUCCI GLOW SKIN TINT

ARMY

MAC LIPGLASS BLOW

SKIN TINT long-wear & care soin & longue tenue

Too Faced

BOR

THIS V

UNDETECTABLE MEDIUM-TO-FULL COVERAGE FOUNDATION

# Objective

Revuze analyzed more than **270,000 unique consumer reviews** across the **Face, Lip, Hair and Eye** categories from leading e-tailers, uncovering how natural led beauty claims are evolving.

## This analysis aimed to uncover:

**01** The natural driven topics gaining momentum, revealing a shift in what consumers expect from “natural” beauty.

**02** The high performing ingredients fueling this shift, including hyaluronic acid, ceramides, peptides, bakuchiol and botanical oils.

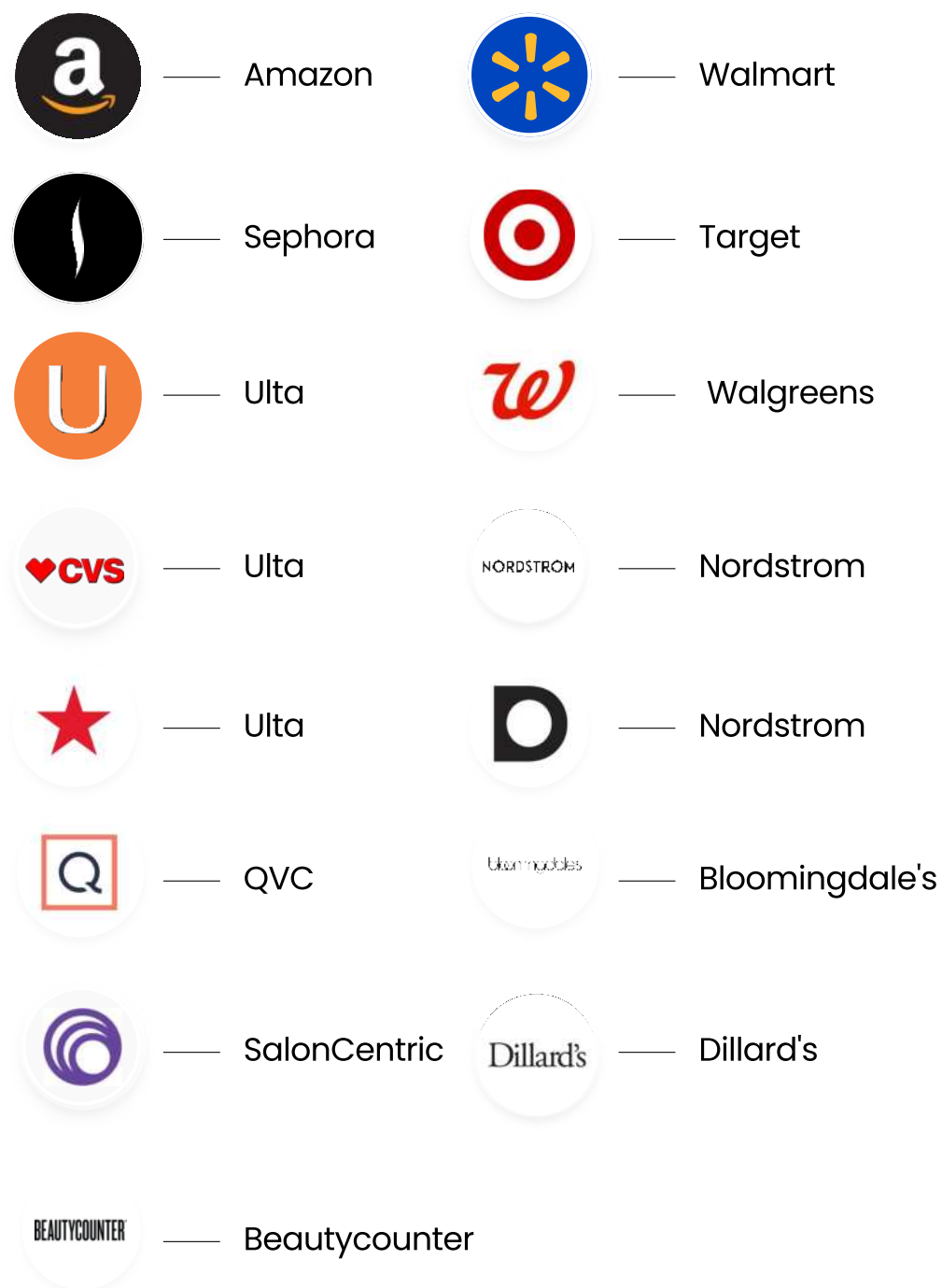
**03** The top product formats shaping the Beyond Natural movement, and how they align with emerging consumer needs.

The findings surfaced three dominant themes that structure this report:

- **Skinalism:** Where consumers favor multitasking hybrids over cluttered routines.
- **Nature Meets High Performance:** Where natural ingredients must deliver visible results.
- **Hydration & Glow as Core Foundation:** Where each category treats lasting hydration and healthy glow as the baseline expectation.

## SOURCES

The reviews were sourced from various major retailers, including:



What once lived at the edge of lifestyle beauty has now fully infiltrated the mainstream. Consumers expect natural to deliver more than a philosophy. Natural must multitask, natural must perform, and natural must hydrate.

# The Rise of Nature – Led Beauty Claims

Natural-focused conversations are gaining momentum across Eyes, Hair, Lip and Face. Consumers consistently highlight nourishment, protection, and healthy-looking results, signaling a shift toward elevated, **beyond natural** performance.

## Face

Based on 136,753 Reviews

YoY

**+17%**



- Natural Finish
- Natural Barrier Protection
- Fragrance Free
- Healthy Looking
- Natural Scent
- Natural Looking
- Naturally Detoxifying
- Naturally Antibacterial & Antifungal

## Lips

Based on 60,442 Reviews

YoY

**+18%**



- Natural Barrier Protection
- Natural Looking
- Natural Ingredients
- Naturally Balancing
- Nature's Nourishment
- Naturally Soothing
- Naturally Evens Tone & Color
- Naturally Softening

## Hair

Based on 55,746 Review

YoY

**+5%**



- Naturally Healthy
- Natural Looking
- Sulfate-Free
- Healthy Looking
- Natural Protection
- Naturally Protective

## Eyes

Based on 17,648 Reviews

YoY

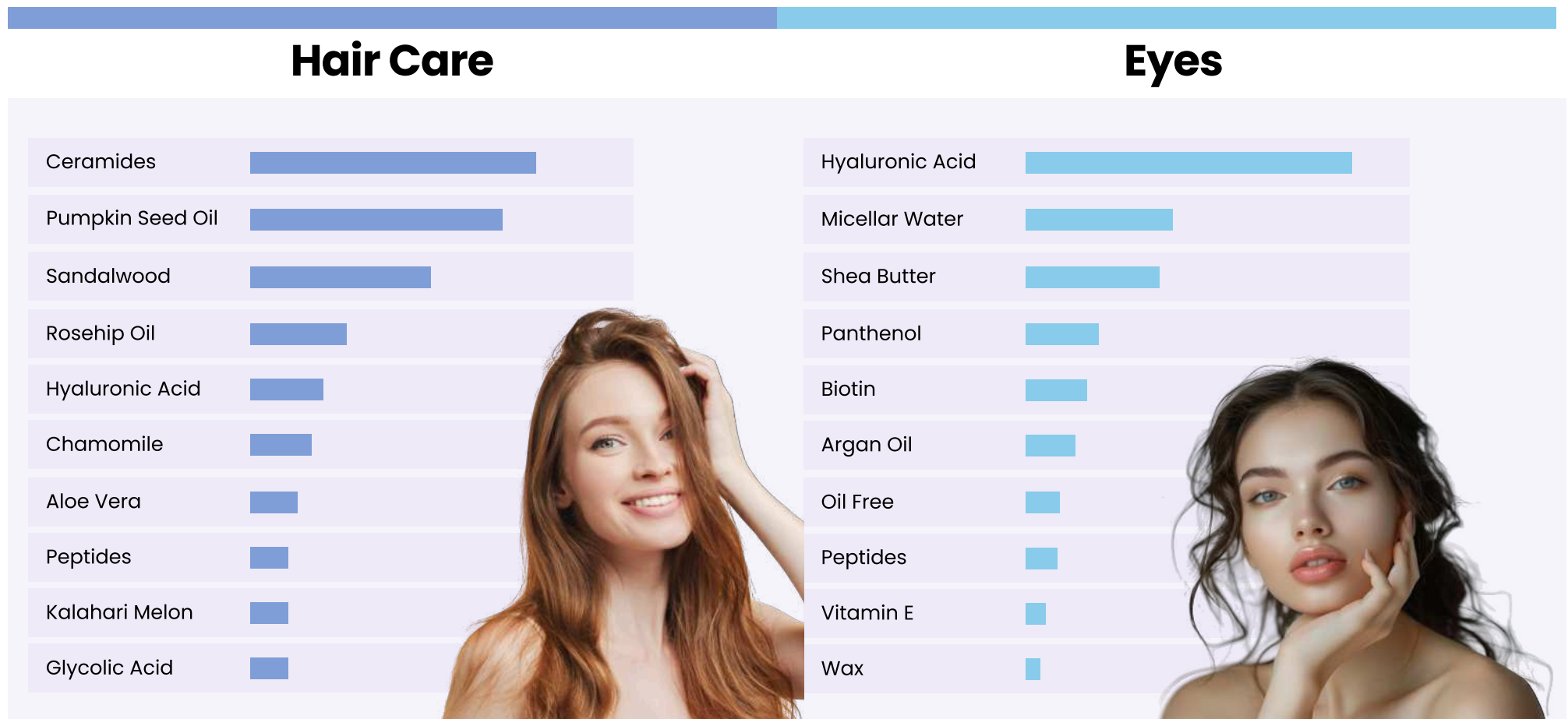
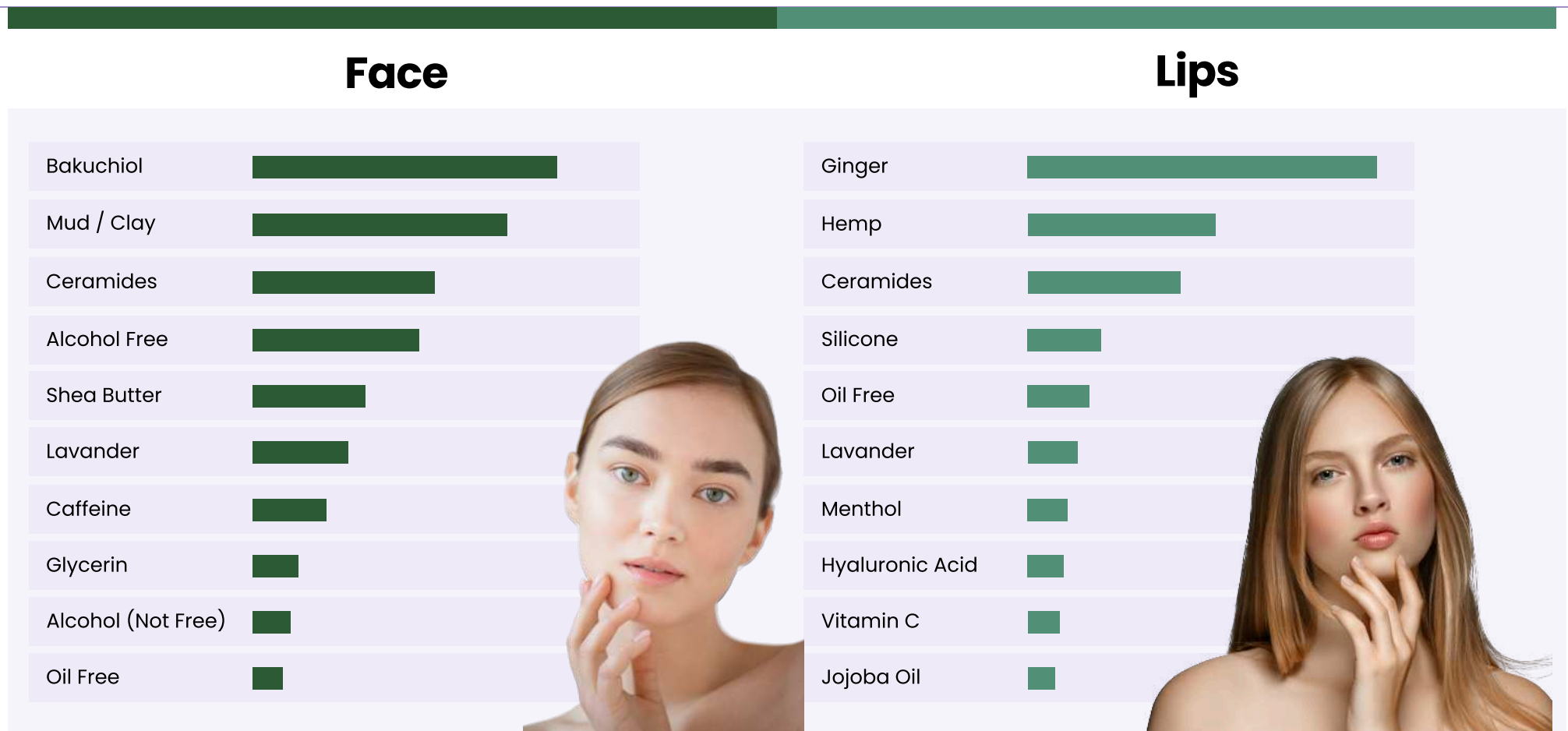
**+24%**



- Naturally Soothing
- Lash | Brow Hydration
- Natural Scent
- Nature's Nourishment

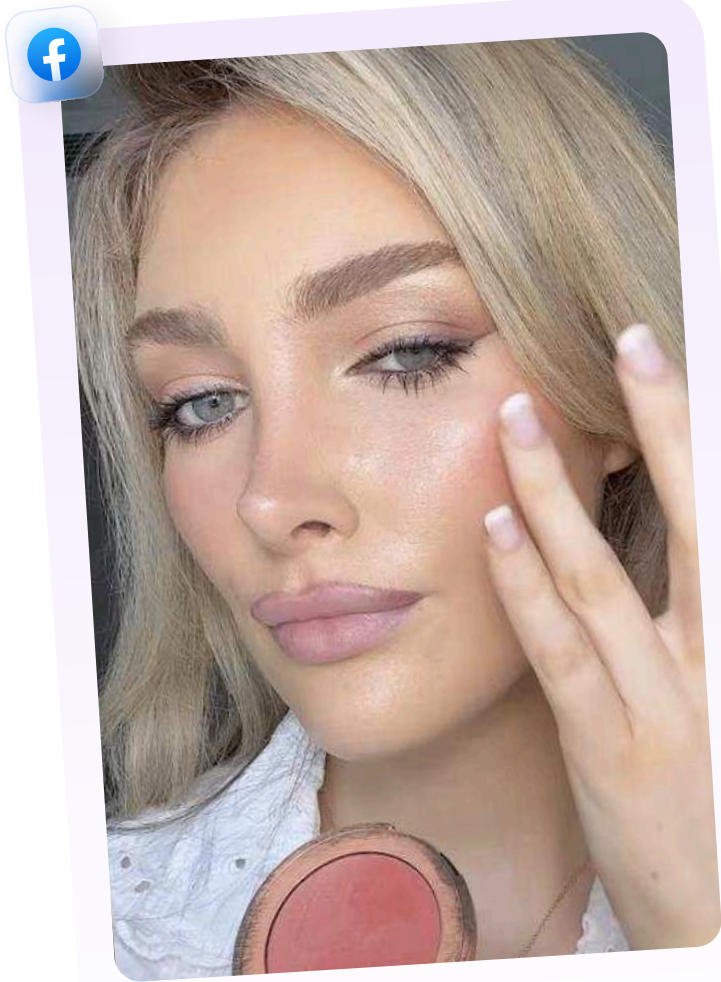
# The Ingredients Behind The Beyond Natural Movement

Across the Face, Lip, Hair and Eye categories, consumer conversations reveal a renewed fascination with naturally aligned, high-performing ingredients. **Hyaluronic acid, ceramides, peptides, shea butter, lavender, and oil-free formulations** consistently emerge as leading components shaping the Beyond Natural narrative. These ingredients reflect a shift toward products that not only embrace nature, but elevate it with tangible results and multifunctional benefits.

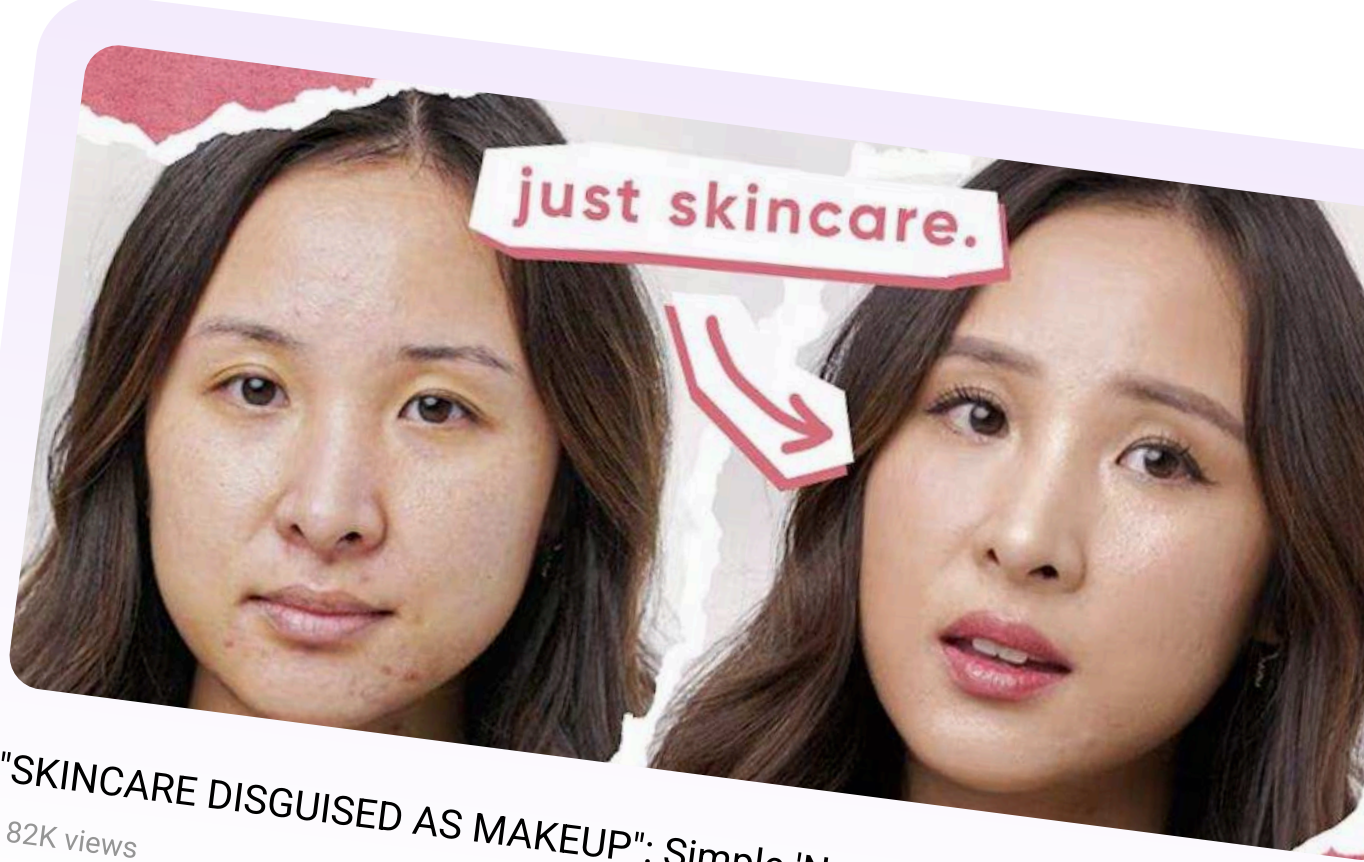


# Skinimalism

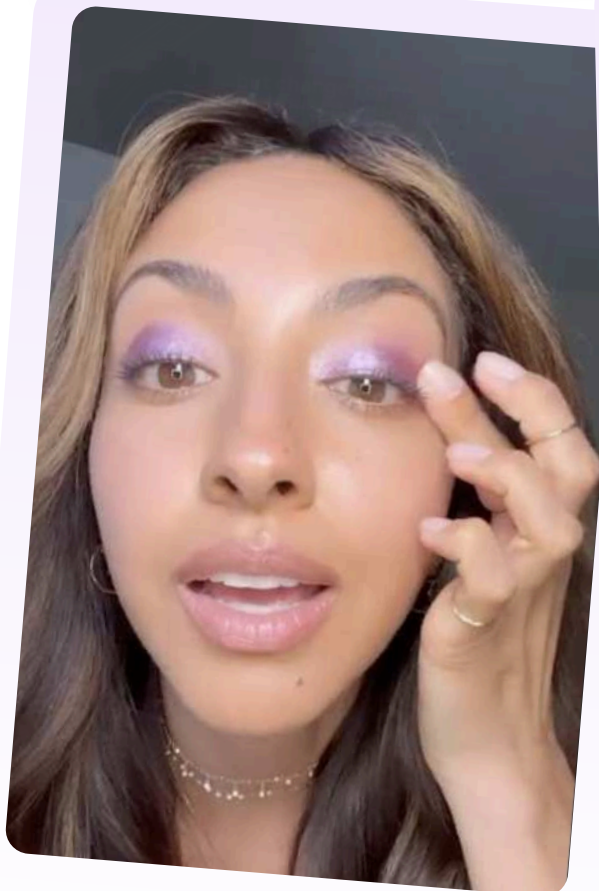
Consumers are trading cluttered vanities for powerhouse hybrids. If a product doesn't multitask, it doesn't make the cut.



A MULTIPURPOSE MAKEUP PRODUCT!  
7.4K views



"SKINCARE DISGUISED AS MAKEUP": Simple 'No-Makeup' Makeup Routine  
82K views



Color That Cares For Your Skin 🌸💜  
29K views



The Multiple for Cheeks, Eyes, & Lips  
24K views



Makeup infused with skincare  
7.8K views

# Skinimalism

One Product. Every Benefit. Zero Trade Offs



Face

Serum tints, priming serums, and face-and-body glow lotions are rising as consumers trade cluttered routines for powerhouse hybrids that hydrate, brighten, and perfect in one step.

## GLOW RECIPE

Watermelon Glow Niacinamide Dewy Flush - Brightening Serum Blush



*a tinted cheek serum*  
POWERED BY  
**100% SKINCARE**

3% NIACINAMIDE  
Brightens dark spots & minimizes pores

JOJOBA OIL-COATED PIGMENTS  
Non-comedogenic pigments for a sheer, buildable flush of color

WATERMELON EXTRACT, CENTELLA ASIATICA, & HYALURONIC ACID  
Hydrates, plumps, & soothes cheeks

“ I love the color pay off of this flush. **It gives a nice healthy finish while also being beneficial and healthy for my skin.** It is perfect for no makeup days to give you that natural look.

## e.l.f.

e.l.f. Holy Hydration! Thirst Burst Drops



→ for an instantly radiant look

→ hydrates + visibly brightens

→ 1% Hydrating Hibiscus Complex & 5% niacinamide

→ multi-use serum, primer and foundation booster

“ It’s a clean, vegan and cruelty free serum that’s suitable for dry, oily, and combination skin types, which is also a major plus. **The serum can be used as is for nice hydration or a primer.** The serum **can even be mixed in with foundation** to enhance your glow and hydration.

## ARMANI

Armani Golden Hour 24HR Lightweight Skin Tint with Hyaluronic Acid



24 HR WEAR SKIN TINT

- ✓ PLUMPS
- ✓ SMOOTHS
- ✓ HYDRATES
- ✓ ILLUMINATES

FORMULATED WITH VITAMIN CG + HYALURONIC ACID

“ Makes a great base for makeup as well or fine to wear alone, although not a ton of coverage. **I do appreciate my multi use products** since I don’t wear heavy makeup.

## REVLON

Revlon ColorStay Face & Body Glow Lotion, Luminizing



**HIGHLIGHT**  
Use before foundation on cheeks, cupid's bow, & brow bone

**BRONZE + CONTOUR**  
Use as a primer for a contoured or bronzed look

**FACE**  
Just a dab for a healthy-looking glow + sheer tint

**BODY**  
Apply on a contour brush over bronzer for a highlighting effect

“ This face and body glow smells good, adds so much glow and hydration! **Love the multipurpose!**

# Skinimalism

One Product. Every Benefit. Zero Trade Offs



Lips

From lip-and-cheek oils to treatment balms and all-over liners, consumers want lip products that do it all-treat, sculpt, highlight, and hydrate.

## CLINIQUE

Clinique Pop Lip + Cheek Oil



**For lips.**  
Wear it alone as a nourishing oil.  
Or layer it over Black Honey Almost Lipstick for an extra kiss of Honey.

**For cheeks.**  
Dab it on to cheeks and blend for a natural, dewy flush.

// I'm obsessed with how Nude Honey elevates my skin rather than masking it. **This hydrating oil delivers a sheer, natural warmth** that's easy to build from a delicate glow to a more noticeable nude tint **on both lips and cheeks.**

## BURT'S BEES®

Burts Bees Boosted Tinted Balm



VITAMIN C, E & F CORE  
antioxidant protection +  
moisture barrier boost

24-HOUR  
HYDRATION

BUILDABLE COLOR

SEMI-GLOSSY  
FINISH

// Love this item. **Makes your lips feel soft. Gives that pop of color** to your lips and **keeps them moisturized.** And it lasts a good amount of time.

## MAED

MAED Revive Lip Balm for Barrier Repair



**Revive Lip Balm**  
KEY INGREDIENTS

**SUPPORTS THE LIP BARRIER:**  
MAED BioActive Complex with collagen peptides, ceramides + plant stem cells

**BOOSTS ELASTICITY + REVITALIZES:**  
Cherry Coffee Seed Oil

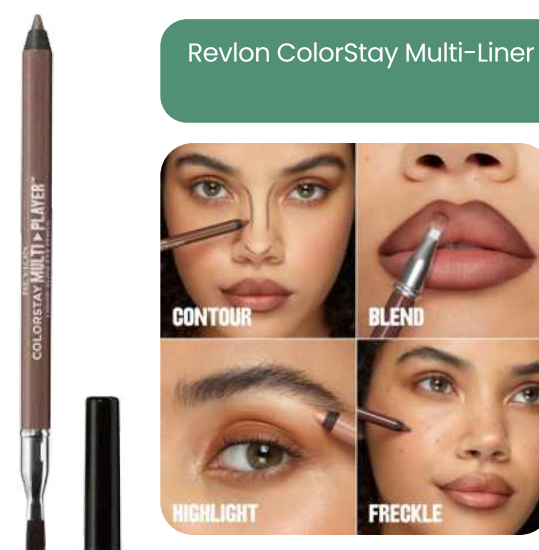
**DEEPLY HYDRATES + SOFTENS:**  
Squalane

**DELIVERS LONG-LASTING MOISTURE:**  
Raspberry Stem Cell + Hyaluronic Acid + Ceramides

// After using this lip balm for the last several weeks, nothing else will ever compare. **It's not just a lip balm it's a treatment, it's skincare,** and it's essential

## REVLON

Revlon ColorStay Multi-Liner



// **Great multi-purpose liner.** It has a creamy consistency that stays in place on **lips, eyebrows,** and on **skin.** I also used it as an **eyeliner** and **to add freckles** and they **all look natural.**

# Skinimalism

One Product. Every Benefit. Zero Trade Offs



Hair

Multitasking hair oils are dominating: they smooth, nourish, shield from heat, repair damage, tame frizz, and even boost color vibrancy. One product, total payoff.

## OLAPLEX.

Olaplex No.7 Bonding Oil



72hr  
FRIZZ CONTROL AND  
HUMIDITY RESISTANCE  
450°F/232°C  
HEAT PROTECTION

## SheaMoisture®

SheaMoisture Bond Repair Hair Oil



Amazing, lightweight hair oil with **heat styling protective** attributes! I love this oil, I have repurchased this each year for a very long time! It **keeps my ends hydrated** and **protected from breakage**. My favorite part is that it isn't heavy and doesn't leave any signs of product in my hair

After only a couple of uses, I can already tell my hair is very **moisturized** and **hydrated**. My hair feel so smooth and soft while also giving a nice healthy shine. This treatment also acts as a **protective shield moisturizer and heat protectant**.

## Bb.

Bumble and bumble

Bumble And Bumble Styling Oil for Split End Prevention + Anti-Frizz



98%  
SPLIT END  
PREVENTION\*  
5X  
FRIZZ  
REDUCTION\*  
5X  
SHINE\*\*

## RÔZ

Roz Santa Lucia Heat Protectant Styling Hair Oil



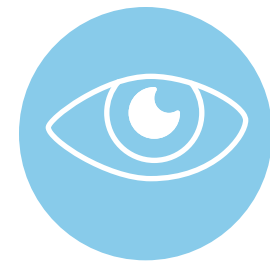
ARGAN OIL  
Moisturizes and  
helps tame frizz  
JOUJABA OIL  
Nourishes and  
strengthens hair  
ROMAN CHAMOMILE OIL  
Conditions and  
softens hair

This is the hair product I've been waiting for. I have fine, wavy hair and use no more than one pump along with Bumble and Bumble Curl Cream. The results have been truly amazing! **My curls** are **well defined** with **no frizz**. It **looks and feels healthy**. Thank you for this amazing product!

It delivered exactly what I hoped for: it **nourished** my hair, **tamed the frizz**, and left it feeling soft and healthy. Bonus: it works as a **heat protectant** too! Highly recommend if you're looking for a product that's both effective and elegant.

# Skinimalism

One Product. Every Benefit. Zero Trade Offs



Eyes

From lash-serum mascaras to conditioning liners and 2-in-1 remover-serums, consumers want eye products that sculpt, lengthen, and nourish all at once.



LASHVIEW Cluster Lash Remover&Lash Serum



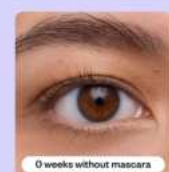
“ I like that this is a dual-ended pen and not 2 separate items. That makes it super convenient and helps keep my vanity drawer clutter free.

## Kosas

Kosas Soulgazer Lengthening Mascara + Lash Serum in 1 for Sensitive Eyes



Clinically Proven Lash-Boosting Serum



100% of subjects saw an increase in lash length + volume on bare lashes after 8 weeks.\*

“ Amazing product, **super hydrating went on my lashes with no clumping.** Super smooth application plus great coverage on my lashes. Definitely will purchase in the near future.

## The Ordinary.

Multi-Peptide Lash and Brow Serum



“ Amazing Results in Just a Few Weeks! I've been using this lash and brow serum for about a month now, and I'm absolutely amazed at the results! **My lashes look noticeably fuller and healthier, and my brows have filled in beautifully.** The formula is lightweight, non-greasy, and easy to apply.

## REVLON

Revlon ColorStay Lash Serum + Liner Liquid Liner Blackest Black



“ **This 2-in-1 product** is great for those who want a precise, long-lasting liquid liner while **also nourishing their lashes.** The formula glides on smoothly, dries quickly, and stays put throughout the day. **The lash serum aspect is a nice bonus.**

# When Nature Meets High Performance

Nature is stepping into the performance arena. Shoppers want makeup and haircare powered by proven ingredients. Natural isn't enough—natural has to perform.



3 NON TOXIC mascara brands!!  
31K views



Chemist Breaks Down the Ingredients in \$54 'Clean' Foundation | WSJ Label Lab  
62K views



SKINCARE INGREDIENTS MIXING GUIDE  
319K views



Skincare ingredients for your skin problems  
15M views



How fast does it take skincare ingredients to...  
2K views

# When Nature Meets High Performance

Nature Powered. Skin-Approved. Beauty Without Compromise



Face

Consumers are choosing complexion products infused with hyaluronic acid, bakuchiol, ceramides, peptides, and butters—makeup that delivers natural finishes with real skincare-level performance.

## GUCCI



Glow Skin Tinted Moisturizer with Hyaluronic Acid & Bakuchiol



It **feels more like skincare than foundation**, super lightweight, hydrating, and leaves my skin with a natural glow instead of looking heavy. **I love that it has hyaluronic acid and bakuchiol**, so it's helping my skin while giving me that fresh, dewy finish.

## B

FENTY BEAUTY

FANTY Grip Trip Hydrating Primer



It puts a lot of moisture into my pores giving me a hydrated smooth finish onto my skin when I added my makeup on. It smells really nice on and **I love how it has skincare infused ingredients to keep my skin feeling amazing underneath my makeup.**

## SUMMER FRIDAYS

Blush Butter Balm Hydrating Cream Blush with Peptides



The **key ingredients are what make this blush so great - the ceramides and peptides, trio of butters, and hyaluronic acid.** The soft strawberry shade I chose made my cheeks have **a beautiful natural flush.**

## HUDEBEAUTY

Huda Beauty Easy Bake Blurring Setting Spray with 16-Hour Wear



This setting spray is a standout addition to any makeup routine, **offering a seamless blend of skincare benefits and long-lasting hold.**

# When Nature Meets High Performance

Nature Powered. Skin-Approved. Beauty Without Compromise



Lips

Lip care is shifting toward formulas powered by collagen peptides, ceramides, hemp seed oil, vitamin E, cocoa butter, and even ginger, natural actives that smooth, strengthen, and boost fullness with high performance results.

## MAED

Maed Reveal Exfoliating Lip Polish



## HEMPZ

Hempz Vanilla Hydrating Lip Sleeping Mask



“ **The formula has collagen peptides, ceramides, and plant stem cells**, so it’s not just exfoliating but also strengthening and moisturizing your lips. It’s perfect before lipstick or on its own for smooth, healthy lips.

“ I am a lip product junkie, full disclosure. I recently tried the Hempz Whipped Vanilla Lip Mask, and I am absolutely in love with it! **I love that it’s infused with hemp seed oil, which adds a more powerful hydrating layer.**

## VIOLETTE\_FR

VIOLETTE\_FR BALM AMOUR Nourishing Lip Treatment with Peptides



## MAC

Lipglass Blow Plumping Lip Oil



“ My lips instantly feel hydrated and smooth, but the real magic is how it actually improves the texture and fullness of my lips the more I use it. **I love that it’s packed with skincare ingredients like vitamin E, peptides, lupin seed, and cocoa butter.**

“ The softness and juiciness it leaves on the lips is incredible. **Its shine and freshness from the touch of ginger are impressive** I absolutely loved it.

# When Nature Meets High Performance

Nature Powered. Skin-Approved. Beauty Without Compromise



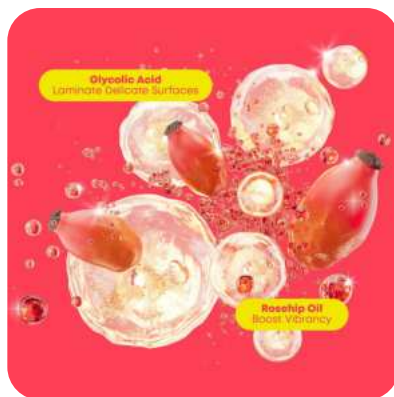
Hair

Haircare is leaning into natural actives like AHA, glycolic acid, rosehip oil, sandalwood, pumpkin seed oil, ceramides, hyaluronic acid, and niacinamide – delivering moisture, strength, scalp comfort, and shine with high performance results.

## matrix



Matrix Glow Gatekeeper Glow Sealing Leave In Conditioner



After a couple week use the product, I really like. **The product contains many nutrients such as AHA, rosehip oil, glycolic acid** and hair is heat protected it up to 450F. After using it, I feel my hair is better protected, less dry and tangled than before.

## NATIVE



Native Desert Grass & Sandalwood Shampoo



From the first wash, the scent really stood out as it is fresh, earthy, and subtly masculine. **The sandalwood gives it a warm, grounding feel**, while the desert grass adds a clean, crisp note. **It's the kind of scent that makes your shower feel like a mini escape.**

## LAMPOLAR

Lampolar Pumpkin Seed Oil for Hair Growth



I am a huge fan of pumpkin seed oil for your hair. It makes it super moisturizing and shiny for days. It is definitely one of my haircare routine staples. I use this not just for myself but for my son as well and he is seven years old. **I have noticed a huge amount of growth in his hair since I've been using it.**

## CeraVe

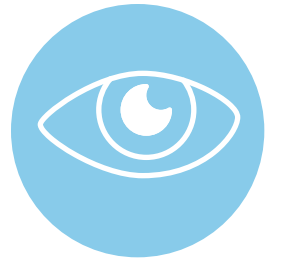
Hydrating Anti-Dandruff Conditioner & CeraVe Hydrating Anti-Dandruff Shampoo



Since using it alongside the shampoo, my hair feels much more hydrated, soft, and manageable. It helps reduce itchiness and dryness, leaving my scalp calm and comfortable. **The conditioner's nourishing ingredients, like ceramides and hyaluronic acid, provide deep moisture without weighing hair down.**

# When Nature Meets High Performance

Nature Powered. Skin-Approved. Beauty Without Compromise



Eyes

Eye products are blending skincare with performance, using ingredients like glycerin, panthenol, argan oil, vitamin E, biotin, and hyaluronic acid to firm, nourish, and strengthen while delivering fuller, smoother lashes.

## DATOHON



Kdely Instant Tightening Eye Cream, Temporary Eye Tightener, Face Tightening Smoothing

### CORE INGREDIENTS

- BUTYLENE GLYCOL:** Moisturizes and enhances absorption.
- GLYCERIN:** Retains moisture for soft skin.
- PALMITOYL TETRAPEPTIDE-7:** Reduces fine lines and wrinkles.
- PANTHENOL:** Soothes and hydrates the skin.
- ASCORBIC ACID:** Brightens and protects against oxidative stress.

As someone with oily yet sensitive skin, I'm picky about eye products. This temporary eye tightener blends effortlessly, doesn't irritate, and delivers instant firming. The hydrating ingredients (like **glycerin** and **panthenol**) **keep my under-eyes smooth**. So easy to apply—now part of my daily skincare **routine!**

## PÜR



PUR The Complexion Authority Big Look Mascara

- Argan Oil:** Rich in Omega-3 Fatty Acids to condition lashes for overall lash health and helping prevent premature fallout.
- Vitamin E:** Moisturizes and increases lash flexibility for healthier-looking lashes.
- Nylon 12:** Attracts to each lash for longer-looking lashes.

This mascara is packed with great ingredients that do wonders to the lashes like **argan oil, vitamin E, and nylon**.

## RIMMEL LONDON



Rimmel WonderBond Bonding Serum Mascara, 002 Black Brown, 0.37 fl oz

**BIOTIN BONDING COMPLEX** LONGER, SMOOTHER, HEALTHIER-LOOKING LASHES

RIMMEL'S UNIQUE FORMULA TO VISIBLY IMPROVE LASH QUALITY

CREATES A PROTECTIVE BARRIER AROUND LASHES

82% AGREE IT GIVES LASHES ULTIMATE LENGTH

89% AGREE IT GIVES LASHES A FULLER LOOK

I read the packaging and it said it is infused with biotin! Which is great **because I've heard biotin is great at growing lashes and that's exactly what I need!**

## PRADA



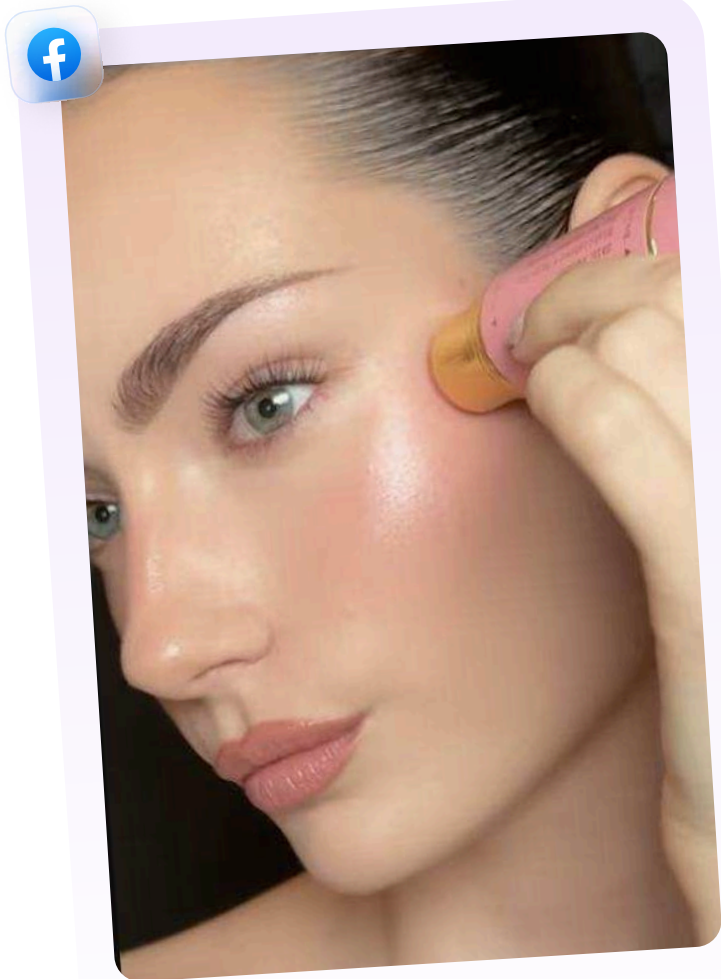
Pradascopio Lash Lifting & Lengthening Mascara

**HYALURONIC ACID COMPLEX** FOR HEALTHIER & FULLER-LOOKING LASHES

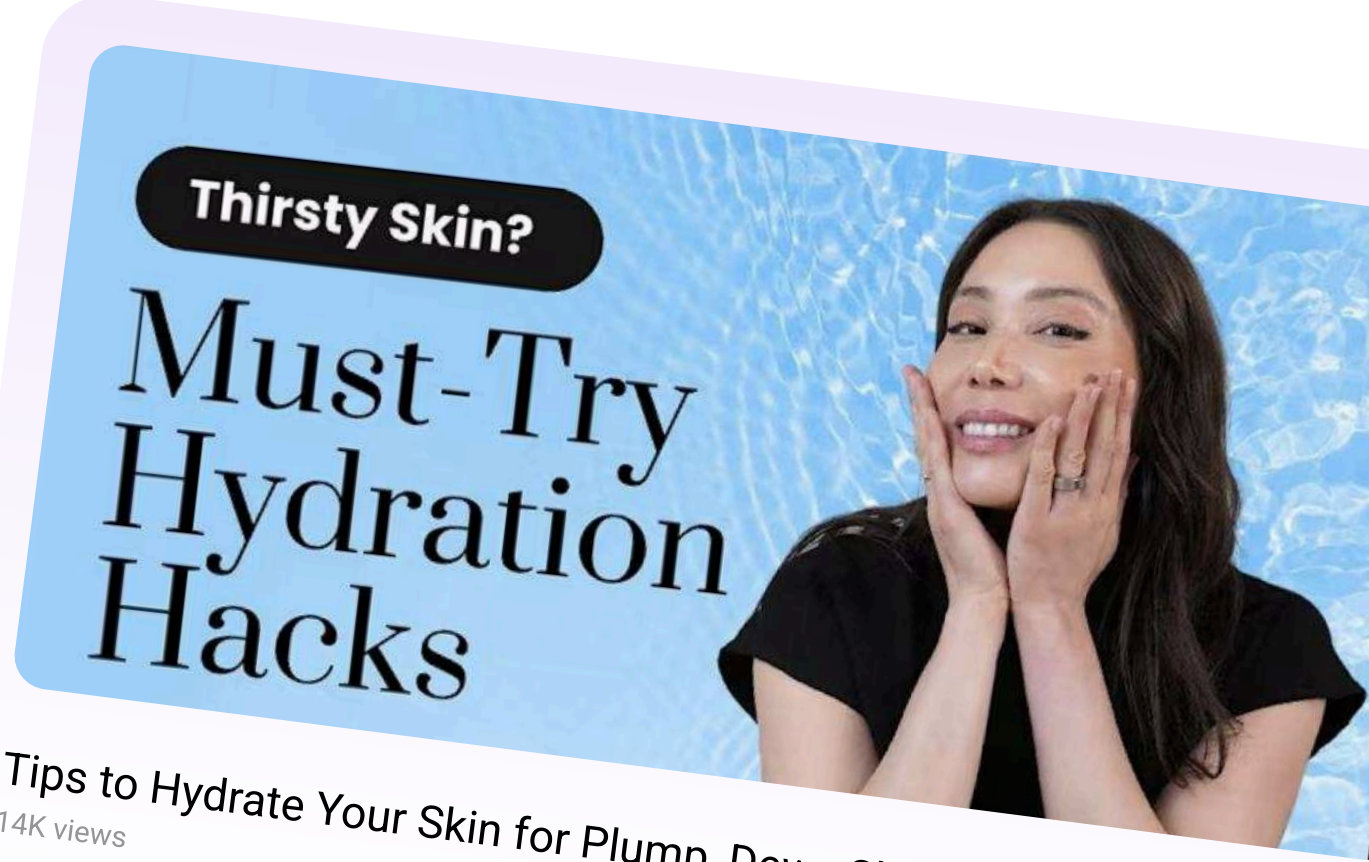
Another great thing is it does not flake or clump and its **Hyaluronic Acid complex keeps my lashes nourished** even after removal without any fall out.

# Hydration & Glow As Core Foundation

Hydration and glow sit at the heart of what consumers want. Every product is expected to keep skin, lips, hair and eyes feeling fresh smooth glowing and naturally healthy.



HOW TO HAVE GLOWING SKIN ✨  
1.4M views



Tips to Hydrate Your Skin for Plump, Dewy Skin  
14K views



Care In Colours Lip Balm delivers hydration + a hint...  
2,8K views



Literally so hydrating AND the color pay off!? #lipbalm  
1,6K views



MOST HYDRATING MAKEUP SPRAYS! dry ski...  
22K views

# Hydration & Glow As Core Foundation

Hydration That Powers. Glow That Radiates. Beauty Without Limits.



Face

Face products are doubling down on hydration and glow, using hyaluronic acid, vitamin C, and moisture-rich formulas to keep skin radiant, comfortable, and glowing all day long.

## Charlotte Tilbury

Charlotte Tilbury Unreal Blush Stick



“ **This blush stick is a game-changer!** It's so easy to build and blend for a **beautiful, healthy glow** that lasts all day. **The hydrating formula feels great on the skin**, and the pearlescent finish gives a luminous sheen.

## Dior

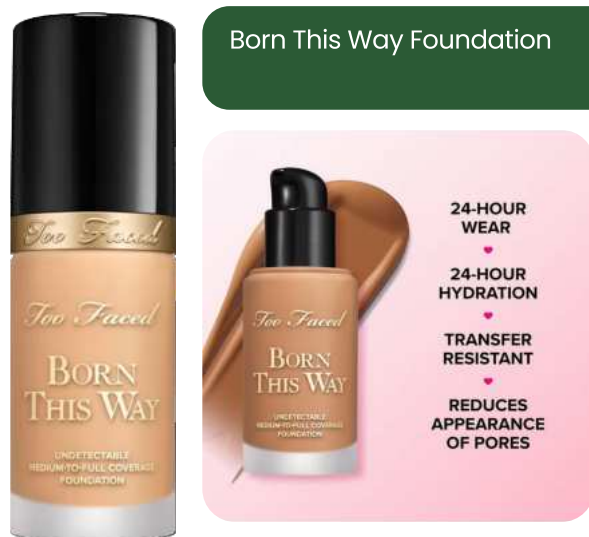
Dior Forever Nude Bronze



“ Natural glow with a long-lasting, heat-resistant formula. **Infused with hyaluronic acid and vitamin C**, it hydrates while delivering a **radiant**, sun-kissed look. and the packaging is amazing the upper lid is made with leather.

## Too Faced

Born This Way Foundation



“ It offers the perfect balance, enough coverage to even out my skin tone and blur imperfections, but still light enough to **let my natural complexion shine through**. **The formula is super hydrating** and blends like a dream.

## URBAN DECAY

Urban Decay All Nighter Waterproof Makeup Setting Spray



“ This make up setting spray helps make up last through the sweat and heat! **It keeps my face hydrated and feels amazing** as it sprays on finely.

# Hydration & Glow As Core Foundation

Hydration That Powers. Glow That Radiates. Beauty Without Limits.



Lips

Natural hydrators including squalane jojoba shea and ceramides are transforming lip products into treatment level care that leaves lips soft, full and beautifully conditioned.

**Kate**  
Somerville

HydraKate Pro-Collagen Lip Oil Elixir

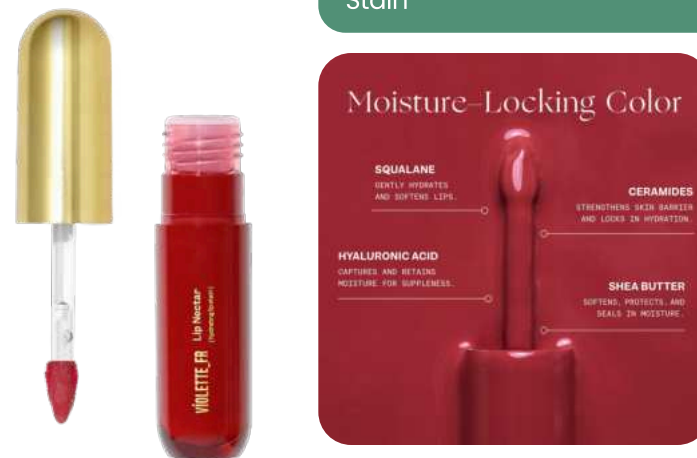


POWERED BY  
**Pro-Collagen Actives**

- 1. **PRO-COLLAGEN ACTIVES**  
Packed with powerful antioxidant activity, this complex helps to restore + improve elasticity.
- 2. **HYALURONIC ACID MICRO-FILLING SPHERES**  
Instantly hydrate + restore moisture, leaving lips visibly softer + smoother. Plump dry cracked lips for a naturally firmer + fuller look.

**VIOLETTE\_FR**

Violette\_fr LIP NECTAR Hydrating Lip Stain



Moisture-Locking Color

- SQUALANE**  
GENTLY HYDRATES AND SOFTENS LIPS.
- CERAMIDES**  
STRENGTHENS SKIN BARRIER AND LOCKS IN MOISTURE.
- HYALURONIC ACID**  
CAPTURES AND RETAINS MOISTURE FOR SUPPLENESS.
- SHEA BUTTER**  
SOFTENS, PROTECTS, AND SEALS IN MOISTURE.

“ I didn't know I needed a pro-collagen lip oil until I tried this one. . now I won't go without it. **From the first application, my lips felt instantly hydrated**, smooth, and noticeably more plump (without any tingling or irritation)!

“ It's not just a lip product—it **feels like a skincare treatment in the form of a lipstick**. The formula is **feather-light and hydrating**, but what really makes it stand out is how it melts into the lips and enhances their natural texture without ever feeling sticky or heavy.

**PÜR**

PÜR Glossy Lip Tint Plumping Tinted Lip Oil



KEY INGREDIENTS

- JOJOBA**  
Infuses Lips with Hydration
- VITAMIN E**  
Conditions and Moisturizes the lips
- POMEGRANATE EXTRACT**  
Protects lip from environmental damage and stimulates collagen production

**Charlotte Tilbury**

Charlotte Tilbury Life Changing Lip Mask



CHARLOTTE'S REVOLUTIONARY TRIPLE DOSE BLEND

- LIP LIFT TECHNOLOGY™**  
Boosts the look of lip volume, plumpness + definition and optically fills lip lines.
- CUSHIONING CERAMIDES**  
Reflexurising, barrier-boosting and delivers time-released hydration all day + night
- BARRIER-BOOSTING BOTANICAL BUTTERS**  
Cocoon lips in instant and long-lasting, comforting nourishment to soften + soothe

“ **If you're looking for a lip product that delivers hydration, shine, and just the right hint of color—this one's a gem.**

“ My lips feel super soft and smooth, and **it keeps them hydrated without feeling sticky**. I use it at night and wake up with really nice, plump lips. Honestly feels like a mini lip spa!

# Hydration & Glow As Core Foundation

Hydration That Powers. Glow That Radiates. Beauty Without Limits.

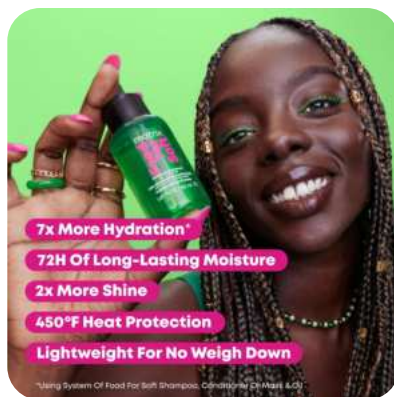


Hair

Hydrating and softening ingredients are taking center stage in haircare, creating formulas that leave hair smooth, healthy, vibrant and full of shine without weighing it down.



Matrix Total Results Food For Soft Oil



7x More Hydration\*  
72H Of Long-Lasting Moisture  
2x More Shine  
450°F Heat Protection  
Lightweight For No Weigh Down



Pureology Hydrate Glow Catcher Oil



72hr continuous hydration  
158% more shine\* after color  
450°F heat protection and all-day frizz control

// This is a great product if you're looking for a multi-use hair oil that **hydrates, softens, and enhances shine**. It has definitely become a staple in my hair care routine!

// I absolutely love Pureology Hydrate Catcher Oil! It **leaves my hair feeling incredibly soft, smooth, and hydrated without weighing it down**.



Olaplex Weightless Volumizing Hydration Hair Mask for Fine Hair



VOLUME BOOST COMPLEX  
Creates instant volume and prevents snapping and breakage for length and body retention over time.  
BIOMIMETIC CUTICLE TECHNOLOGY  
Seals cuticles for up to 5 washes to enhance hydration and prevent cuticle damage.



Kristin Ess + Peptide Protect Anti-Fade Conditioner



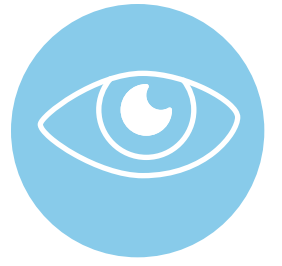
FOR COLOR TREATED HAIR TYPES  
SHINE ENHANCING  
MOISTURIZING  
ANTI-FADE CONDITIONER  
SULFATE-FREE

// I left it in my hair as directed for probably about 3 to 5 minutes and then I rinsed it out. **I instantly noticed my hair felt more hydrated soft and looked healthier** even after the first use.

// **The hydration of this conditioner is to die for.** My locs feel so soft, moisturized, and smoother after rinsing. It also helps seal in my color, leaving my hair looking more vibrant and rich for longer.

# Hydration & Glow As Core Foundation

Hydration That Powers. Glow That Radiates. Beauty Without Limits.



Eyes

Hydration is now expected in all eye products with natural ingredients such as castor oil, pea protein and sodium hyaluronate – supporting comfort, smoothness and lash care.

## TOWER 28



Tower 28 Beauty GoGo Cooling Shimmer 8H Eyeshadow Stick



“ This eyeshadow stick is a marvel. It’s super easy to apply, has a beautiful shimmer, and best of all, it lasts forever! I use it every day and it doesn’t irritate me at all. **Even my eyelids, which are usually very sensitive and dry, feel hydrated and comfortable.** Plus, I love that it’s vegan and cruelty-free.

## PÜR



Bio Charged Plant-Powered Volumizing Mascara



“ The **formula is hydrating** and the natural ingredients also help to promote lash growth. I absolutely love this mascara and I feel good about using it given it includes so **many good for you ingredients** and is sustainable and vegan.

## MAJESTIC PURE<sup>™</sup> COSMECEUTICALS

Majestic Pure Castor Oil | 100% Natural | Premium Grade Cold Pressed | Hair, Eyelashes, Eyebrows, Nails



“ This oil is thick enough to stay in place when **applied to my brows and lashes**, yet light enough not to weigh down my hair. The oil absorbs quickly on my scalp, **leaving my hair feeling nourished and hydrated.**

## Tindlen

Eyelash Growth Serum with Natural Formula Advanced Lash Enhancing Serum for Longer, Fuller Looking Lashes



“ Not only are my lashes growing longer, but I notice the skin around **the lash line is smoother and better hydrated.**

# Key Insights

Natural beauty is now mainstream, and expectations have risen along with it. Consumers are buying multitasking performance, such as mascaras that support lash growth and foundations that act as serums, all while delivering hydration and glow, powered by proven natural ingredients.

The plump shiny healthy look is no longer a differentiator but an expectation, with ceramides, hyaluronic acid, shea butter, and argan oil now standard across face, lip, hair, and eyes.



# About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze Action Hubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

