



Top Five & Five – Beautycounter Clean Swaps that PERFORM

All of these picks are beautiful while delivering skin loving yummy ingredients. It is so hard to pick just a few, but these would be my first swaps to work towards because they are the daily work horses and accumulation matters.

Top five daily makeup swaps:

Dew Skin- A sheer coverage tinted moisturizer that evens skin tone and protects with SPF 20 mineral sunscreen. The blend of black currant seed oil, peony root extract, and vitamin C help brighten while leaving your skin looking radiant. With continued use, skin will feel firmer and look more luminous. Works to increase firmness and elasticity.

Skin Twin- Breathable, buildable coverage with hyaluronic acid to visibly plump the skin. I love this because it is weightless and long wearing, natural looking and feels like second skin. This is another skin loving formula for hydration while hyaluronic acid lends a visibly plumped even appearance for smoother, healthier looking skin each time you wear it. Mix it with your Dew Skin for extra dewy SPF protection and use a sponge for smooth application.

Brilliant Brow Gel- Excellent for fluffing up your brows and holding them in place, either clear or pigmented. Formulated with conditioning plant based waxes and butters and a tapered applicator for precision.

*Cocoa Seed Butter, Shea Butter, Coconut Oil and Jojoba Oil to condition and keep brows flexible. Carnuba Wax and Sunflower Seed Wax add structure to define groom and condition. Elderberry Extract delivers phytonutrients and antioxidants

Skin Twin Creamy Concealer- I love this because it improves your skin over time while it conceals. Knotgrass extract is so yummy, it works to reduce the appearance of fine lines while firming the skin. Avocado butter coated pigments melt into your skin leaving a silky rich feel without the creasing... especially great for waking up the eyes!

Sheer Genius Conditioning Lipstick- Creamy buildable lipstick with nourishing benefits that feels like a balm. Formulated with responsibly sourced vanilla that smells amazing, and botanical waxes lock in the jojoba esters for extra hydration. These are a must have for every day wear. I will still wear these under a mask, because they feel amazing and it leaves a little something for when you take that mask off.

Beyond Gloss- Sneaking in a bonus, like the Sheer Genius but super shiny with beautiful pigments. It is non-sticky and highly nourishing with waxes to lock in moisture and that same responsibly sourced vanilla that smells like divine cake.

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Top Five Skin Care Must Haves:

Anything from the Countertime line is your go to for anti-aging. Formulated with plant-derived Retinatural Complex that includes Bakuchiol (benefits comparable to retinol) and Swiss Alpine Rose (boosts skins antioxidant defense against environmental stressors). Tetrapeptides helps increase elasticity and boosts firmness, and smooths the skin's surface. If you can purchase the line as a regime you will experience the full benefits. If I had to choose though, I would prioritize:

Lipid Defence Cleansing Oil- So yummy. Inspired by Asian beauty rituals, it is luxurious. Oil attracts oil, and is really good for removing makeup and impurities without stripping essential lipids. Rich in vitamin E, fatty acids, and plant derived retinatural complex for a nourished complexion. Don't be scared of oil cleansing!

Antioxidant Soft Cream- Velvety cream that plumps and firms while delivering hydration and protecting your skin from environmental stressors throughout the day. *Daytime

Tetrapeptide Supreme Cream- A must have for winter hydration and for anyone noticing signs of aging. It is often compared to La Mer, without the strong scents and price tag. This divine night cream supports elasticity and visibly firms while minimizing fine lines and wrinkles. Gets better with continual use. *nighttime

All Bright C Serum- If you aren't using a vitamin C, you need to be. It's a game changing serum for glowing skin. Over time, hyperpigmentation is reduced but most noticeably your skin is brighter right away. Beautycounter prioritized a stable combination vitamin c, and added Turmeric and Camu Camu extracts for protection against environmental stressors (aka more brown spots).

Overnight Resurfacing Peel- We call this one "goodnight dull, good morning glow". This is a leave on AHA/BHA acid peel to improve texture and boost clarity without over drying. Glycolic, malic and plant derived lactic acid sloughs away dull surface cells while arginine and essential fatty acids help soothe to reveal a brighter renewed complexion.

Tetrapeptide Radiance Serum- Sneaking this one in because the team calls this Botox in a bottle. The same Retinatural Complex is delivered in a serum treatment to increase skin firmness and elasticity while reducing fine lines and wrinkles. Peptides and amino acids help reinforce your skin's moisture barrier.

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