

FASHION

ARTISTS

MODEL

MODERN

BEAUTY

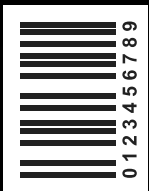
LIFESTYLE

TRENDS

4
July
2023

BEAUTY INK

BEAUTY MAGAZINE



TOP 10

Best Beauty trends of
the Year

Special Edition

Interview with CEO
Krystal Greenwood

Beauty Ink in her words



Beauty Ink Maryland is a luxury beauty brand and beauty bar located in Gaithersburg, Maryland. The CEO/Founder, Krystal Greenwood, started Beauty Ink in 2019. The idea of an all inclusive, full range, beauty brand and beauty bar was started back in 2014. At the time, Krystal was a traveling make up artist who saw a need for a brand that was completely inclusive in color range, beauty products, education and accessibility; all while being affordable. Beauty Ink has done just that.

Krystal, a daughter, mother of three, wife, and friend found passion and refuge in beauty. *“My pride and joy on this journey is finding beauty products tailored for women/people of color. Creating a safe space for **US** amongst the masses is my priority”.*

“Becoming a mother has only added to the inspiration in my life. I’ve had to find the balance between an efficient routine that maximizes precious ‘me’ time and full glam, because I really enjoy that colorful creative process.”



Why Beauty Ink?

Welcome to Beauty Ink, where beauty meets responsibility! If you're looking for a beauty brand that offers responsibly sourced products, no animal testing and a full range of beauty services, then look no further. In this blog post, we'll dive into the world of Beauty Ink - what it is, its benefits and risks - so you can make an informed decision when choosing a safe and reputable beauty ink clinic. Plus, did we mention that Beauty Ink is also a black female-owned business? Keep reading to learn more about why Beauty Ink should be your go-to destination for all your beauty needs.

We are created with you in mind

At Beauty Ink, we believe that everyone deserves to feel confident and beautiful in their own skin. We understand that each person's beauty needs are unique, which is why we strive to provide customized solutions tailored to your specific preferences.

Whether you're looking for a bold new look or simply want to enhance your natural features, our team of experienced professionals will work with you every step of the way to ensure that you achieve the desired results. With a wide range of services available - from eyebrow microblading and lip blush tattooing to lash lifts and hair removal - there's something for everyone at Beauty Ink.

We also place a strong emphasis on using responsibly sourced products that are free from animal testing. As a black female-owned business, we pride ourselves on promoting diversity and inclusivity within the beauty industry. Our goal is not only to help you look great but also to empower you with confidence and self-love.

At Beauty Ink, our mission is simple: **To make sure that every client leaves feeling happy, satisfied and more beautiful than ever before!**

What is Beauty Ink?

Beauty Ink is a beauty brand that offers a range of services to enhance your natural beauty. From permanent makeup and microblading to lash extensions and facials, Beauty Ink has everything you need to look and feel your best. At Beauty Ink, we prioritize using responsibly sourced products that are not tested on animals. We believe in ethical beauty practices that have no negative impact on the environment or our furry friends. Our team consists of qualified professionals who have years of experience in the industry. They use their skills and knowledge to provide exceptional service tailored to each client's needs. We strive for excellence in every aspect of our business, from customer service to the quality of our work. Our goal is not just to make you look good but also feel comfortable and confident during every visit to our clinic. Beauty Ink is more than just a beauty brand; it's an experience that will leave you feeling refreshed and rejuvenated. Come visit us today and see what everyone is raving about!





The benefits of Beauty Ink...

Beauty Ink has become increasingly popular in recent years, and for good reason.

There are many benefits to getting responsibly sourced cosmetics that go beyond the aesthetic appeal. Here are just a few:

Firstly, Beauty Ink has made a commitment to never test its products on animals! We can save you time and money on your daily beauty routine. Imagine waking up each morning with perfectly prepped skin or eyeliner that does not smudge - this is possible with Beauty Ink!

Secondly, Beauty Ink can be a great option for those with allergies or sensitivities to traditional makeup products. With responsibly sourced products used by reputable manufacturers, there is little risk of an allergic reaction or irritation.

Thirdly, our makeup can help boost confidence levels by enhancing natural features and minimizing imperfections. From fuller lips to defined cheekbones, Beauty Ink allows you to feel more confident in your own skin.

It's worth mentioning that choosing a black female owned business means supporting diversity within the beauty industry while still receiving top-quality service from experts who understand your unique needs.

The benefits of Beauty Ink speak for themselves - it's no wonder why so many people are turning towards this innovative cosmetic solution!

Choosing a black female owned business means supporting diversity within the beauty industry while still receiving top-quality service

How the Beauty Industry will evolve in 2024



The beauty industry is one of the most lucrative ones in the world, and it has continued to grow even during tough times. When you think about how many people spend money on cosmetics and other beauty products every day, it's no wonder why this industry continues to do well.

Companies like Beauty Ink MD have been showing that there is room for diversity in beauty. This is exceptionally great news for people who are looking for more options when it comes to their skin color. But what will happen over the next five years? What kind of changes can we expect from this industry?

Beauty Ink MD is a company that specializes in providing high-quality cosmetic that are responsibly sourced and shipped. The company has been gaining popularity in recent years due to its commitment to using only the best technology and techniques in its procedures. With its innovative approach to the beauty industry, it is likely that Beauty Ink MD will continue to change the face of the industry in the coming years.

One way that Beauty Ink MD is changing the beauty industry is by focusing on inclusivity. The company understands that beauty comes in all shapes, sizes, and skin tones, and has made it a priority to create products that work for everyone. This includes offering a wide range of foundation shades, as well as developing makeup products that are specifically designed for different skin types and tones.

Another way that Beauty Ink MD is changing the beauty industry is by using innovative technology in its products. The company has invested heavily in research and development, and is constantly exploring new ways to create makeup that looks great and is easy to use. This includes developing products that are long-lasting, waterproof, and easy to apply, as well as incorporating new ingredients and formulas that are good for the skin.

In addition, Beauty Ink MD is changing the beauty industry by focusing on sustainability. The company is committed to reducing its environmental impact, and has taken steps to reduce waste and use eco-friendly packaging. This includes using recyclable materials, reducing the amount of plastic used in packaging, and exploring new ways to reduce waste during the manufacturing process.

Overall, Beauty Ink MD is poised to change the face of the beauty industry in several ways over the next five years. By focusing on inclusivity, innovation, and sustainability, the company is helping to create a beauty industry that is more diverse, more environmentally friendly, and more focused on meeting the needs of consumers. As the company continues to grow and expand, it is likely that more and more people will turn to Beauty Ink MD for their beauty needs. Meaningful Beauty is their priority!

Beauty trends?

Let's talk trends...

Beauty trends refer to the popular styles, techniques, and products that currently occupy mainstream traction in the beauty industry. These trends can include anything from makeup and skincare, to hair and nail styles, and even broader wellness and self-care trends.

Beauty trends can vary from year to year, and are often influenced by popular culture, fashion, and technological advancements, among other factors.

In 2024, we can expect to see a lot of neon and pastel colored eyeshadows, bold statement eyeliners, and pouty lips and high cheek bones.

The wolf cut was the biggest beauty trend of 2023, but for 2024, the butterfly cut is on track to take over.

According to Vogue, there are nine big beauty trends to look out for in 2024, which include bold eyeshadow looks, statement lips, and more.

Allure reports that some of the biggest makeup trends for 2024 include bold, graphic eyeliner, bold eyeshadows, and bold lip colors.

It's important to keep in mind that trends come and go, and ultimately, the most important thing is to choose beauty looks that make you feel confident and beautiful.



The Foundation



So, What Exactly Is HD Makeup? "HD, or High Definition, makeup is makeup that essentially mimics natural skin while concealing some imperfections, dark circles, and uneven tone, but the goal is that it shouldn't look like makeup, meaning you shouldn't be able to detect it," explains Beauty Ink CEO, Krystal.

Our HD liquid Foundation provides a medium to full coverage with a natural finish that's camera-ready. It is long-wearing, and effectively hides fine lines to ensure a smooth finish. The formula is enriched with moisturizing agents, and comfortably lasts all day long. Plus, it has anti-aging benefits, enables pores to breathe and balances your skin's moisture levels. Try it for yourself!

The oil-free HD liquid foundation provides a medium to full coverage with a natural finish. It is hydrating to effectively hide fine lines to ensure a smooth finish. This unique formula is both blendable and buildable, leaving a natural vibrancy on the skin. The formula is enriched with moisturizing agents, doesn't crease or flake and lasts all day long. They are all paraben-free and suitable for all skin types. All of our foundations are available in 1 oz and 0.5 oz options.

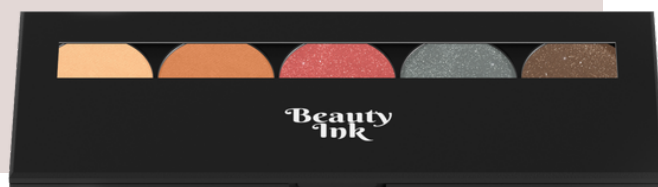
- Chamomile Extract enhances the skin's natural glow. A perfect morning routine product for people with dry or damaged skin.
- Green Tea Extract protects the skin from UV rays, delays any premature aging all while improving the skin tone and dryness.
- Vitamin E Powerful Antioxidant to nourish skin from damage caused by free radicals caused by oxidation or seed oils.



The Eyeshadow

A unique talc-free shadow with a silky, creamy texture formulated for maximum color impact. Blends effortlessly, buildable and provides a soft natural look. Highly pigmented, crease resistant and finishes beautifully and naturally. The softly shimmering shades provide immediate color intensity with luminous finish and appeal light effects. Eyeshadows are available in single container or pallet options.

- The product is made in Canada.
- The formulation is vegan and cruelty-free.
- Talc-free, paraben-free, sulfate-free, and phthalate-free.



The Blush

Our “blush” is the ultimate makeup essential. This sheer talc-free blush can be effortlessly applied to your cheekbones to create any look from our diverse line of colors. Freshly milled ingredients and a silky texture ensure that this blush will apply smoothly for a healthy vibrance.

The sheer silky formula sweeps effortlessly over cheekbones to create a desirable natural look. It's freshly milled colors builds and blends beautifully to any desired intensity with a brush. The subtle colors will make you look as if you're glowing from the inside out.

- Talc-free and paraben-free.
- Vegan and cruelty-free formulation process.
- Sulfate-free and Phthalate-free.
- Made in Canada with high-quality raw ingredients.



The Lipstick



A favorite among beauty bloggers and makeup artists, these products offer a rich color that feels creamy on lips. Every formula is made in Canada with high-end ingredients. Matte lipsticks reflect very little light and stain the lips with a deeply saturated color. These formulas are drier than our regular formulas because of their no-shine effect. The popular high-shine formulas use a creamy base texture that shimmers in the light. Regular formulas are a great compromise between a high-shine and the deep stain found in matte products.

This high-coverage lip stain provides a beautiful long-lasting color. The creamy texture adds a silky lightweight stain specifically formulated for comfort. The paraben-free formula with added vitamin E ensures your lips feel soft, moisturized and comfortable.

- Avocado Oil provides comfort and nutrition to lips.
- Grape Seed Oil is full of antioxidants which nourishes the skin.
- Jojoba Oil forms a barrier that locks in moisture to keep the lips soft.
- Vitamin E help to soothe and even the appearance of skin tone.
- The product is made in Canada.
- Long-lasting formulation that confidently lasts all day.
- The formulation is cruelty-free and paraben-free.



The Soap



You'll know why this has become our top selling soap once you try it. The **organic charcoal soap** is made from scratch using quality plant-based oils for their moisturizing properties rejuvenates your skin by unclogging pores, releasing pimples and removing impurities and dead skin cells from the top layer of your skin, resulting in a supple, delicate and smooth skin. Packed full of essential nutrients and vitamins, goat's milk soothes and hydrates even the most sensitive skin. The milk naturally exfoliates your skin, leaving you feeling refreshed and silky soft. With a rich lather and warming aroma, this is one of the most luxurious bars of soap on the market. Give it a try you will not be disappointed.

Very mild and wonderful for your skin, the Charcoal Soap Bar is made from scratch using quality plant-based oils for their moisturizing properties. Charcoal soap rejuvenates your skin by unclogging pores, releasing pimples and removing impurities and dead skin cells from the top layer of your skin, resulting in a supple, delicate and smooth skin. Charcoal Soap is used to avoid spread of disease. It has a disinfecting effect without being toxic or dangerous. Packed full of essential nutrients and vitamins, goat's milk soothes and hydrates even the most sensitive skin. The milk naturally exfoliates your skin, leaving you feeling refreshed and silky soft. With a rich lather and warming aroma, this is one of the most luxurious bars of soap on the market.

- Formulated using natural ingredients, the charcoal soap bar not only cleans your skin but replenishes it too. Pamper yourself with a soap that rinses off and leaves no residue behind.
- Each bar of soap boasts a blend of natural plant-based ingredients, resulting in an invigorating, healthy, bubbly lather that rinses off clean without residue and leaves skin feeling moisturized.
- Infused with active charcoal which goes deep to draw out body smells, deodorize and dissolve dull, dry skin and surface impurities. Removing impurities and dead skin cells from the top layer of your skin. Unclogging pores, releasing pimples.
- The concentration of natural vitamins and fatty acids in shea butter makes skin incredibly nourishing and moisturizing.
- Our soap is chemical-free, made without using any artificial colorants, parabens, phthalates or sulfates, suitable for all skin types, and can be gentle enough for sensitive skin.
- Heals and soothes skin disorders such as eczema, psoriasis and skin irritation.
- Versatile use, can be used as a face soap, body soap, shaving soap or hand soap, for men and women
- Infused with lavender, lemongrass, sandalwood, and rosewood scents.

Also available in...



The mild soap bar is made with natural **turmeric** using quality plant-based oils for their moisturizing properties. It also contains farm fresh goat's milk, making it even more gentle and mild. It is packed full of essential nutrients and vitamins that soothe and hydrate even the most sensitive skin. Its gentle and nourishing properties bathe your skin in luxury. The milk naturally exfoliates your skin, leaving you feeling refreshed and silky soft. With a rich lather and warming aroma, this is one of the most luxurious bars of soap on the market

This all natural refreshing **lime** soap is made with essential oils that brighten and soothe skin with its nourishing effects. Made in Canada, this bar hardens with farm fresh goat's milk, to keep the soap smooth even after first use. It is gentle and nourishing for healthy skin, naturally exfoliating and full of nutrients to leave your skin hydrated but not clogged with artificial colorants.



Our **Eucalyptus & Peppermint** soap is a natural remedy for stress, with a crisp & cool scent that awakens the senses & clears the mind. The soft creamy soap will leave you feeling refreshed while soothing and hydrating your skin. Its invigorating aroma, rich and creamy lather provides deep cleansing while moisturizing the skin and will leave you bright-eyed, yearning to tackle the day. Formulated with a blends of natural oils, soothing shea butter to retain the skin's natural barrier and refreshing blend of eucalyptus peppermint essential oils to bring forth an energizing bathing experience.

Fresh **sunflowers**, freshness and renewal. Our handcrafted natural soap is made from scratch using quality plant-based oils for their moisturizing properties. It's packed full of essential nutrients, natural oils that pack in vitamins to replenish your skin's health, and added goat's milk to soothe even the most sensitive skin. This rejuvenating soap is formulated with naturally-derived beads which offers gentle exfoliation, refines skin texture, and gently eliminates dead cells and rough skin.



- o Rose Honey Soap
- o Tea Tree Soap
- o Aloe Butter Soap
- o Apricot Soap
- o Organic Shea Butter Soap

The Hair

Our 100% Human Hair bundles are luxurious. Made of 100% human hair give users the appearance of longer and thicker hair. Our human hair is grade 11A, smooth, strong and silky. So it will be well-blended with your natural hair and it's difficult for others to recognize you're wearing hair extensions.

Because our hair is 100% Human Hair it can be treated in the same way you treat your natural hair. Normal haircare like washing, blow-drying, ... or chemistry treatment like straightening, curling, dying... are all possible. However we recommend that you should apply heat protectant products before doing any heat treatment. Also, only dyeing from light colors to dark colors for hair extensions.

The Beauty Ink Hair collection is high quality hair extensions that can last for a long period, from several months to years. We guarantee our hair to last 1-3 years under proper care.

We offer:

- Traditional sew in extension in various lengths
- Tape in extension in various lengths
- Clip in extension in various length; and
- iTip extension in various lengths



The Skincare Day Cream



Our fast-absorbing, oil-free formula works deep within the skin's surface and over time helps boost the skin's ability to replenish and hold onto moisture. Deep moisture day cream instantly relieves dryness, without a heavy, greasy feeling, creating softer, healthier, younger-looking skin.

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- Multi-Peptide Complex: A dual peptide system composed of chains of amino acids that help enhance volume and reduce the appearance of fine lines and wrinkles by promoting the formation of new collagen. They work to increase and boost the growth of connective tissues while naturally increasing the production of collagen in the skin.
- Resveratrol interrupts and helps rebuff negative environmental influences, brightens a tired-looking complexion, and help minimize the look of redness.
- Botanical Extracts has strong activity regenerating and repairing connective layer, especially on wrinkles.
- CoQ10 helps the skin by acting as a strong antioxidant. It helps to neutralize the harmful free radicals that are one of the major causes of aging.
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- Antioxidants protects against environmental stressors, keeps the skin firm and smooth and even the appearance of skin tone.



The Skincare

Night Cream



Rejuvenate and pamper your skin with this luxurious deep moisture night cream. Wake up to smoother, firmer and younger looking skin with its anti-aging ingredients that boost collagen production to plump up the skin and enhance firmness and elasticity. This fast-absorbing oil-free formula infused with antioxidants keeps your skin healthy by preventing dark spots and wrinkles. Its plant cocktail soothes and calms for visibly refreshed skin by morning.

Wake up to smoother, brighter, firmer-looking skin with this luxurious anti-aging night cream enriched with nourishing plant extracts to calm skin and ease redness, an array of anti-aging ingredients that increases collagen production to plump up the skin and boost firmness and elasticity. Acting at night, when the skin's ability to repair itself peaks, this rich facial cream tightens and smooths the skin to make facial zones appear visibly rejuvenated. This fast-absorbing, oil-free formula infused with antioxidants to keep your skin healthy, prevents dark spots and wrinkles. Grapeseed oil and Shea Butter nourish and restore skin while antiaging ingredients diminish visible wrinkles and enhance skin firmness. Deep moisture night cream instantly relieves dryness, without a heavy, greasy feeling, creating softer, healthier, younger-looking skin. Its plant cocktail soothes and calms for visibly refreshed skin by morning.

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The Skincare

Women's Rose Gold Anti-Aging Cream



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The Skincare

Men's Charcoal Anti-Aging Serum



Our anti-aging moisturizing serum is a uniquely blended cream that improves your skin's health dramatically. Palmitoyl Tripeptide-1 increases elasticity by providing essential nutrients needed to repair connectivity cells. CoQ10 acts as an antioxidant that removes harmful chemicals caught on the skin from the environment, which is a major contributor to visible aging. Laminaria Ochroleuca extract forms a barrier on the skin against imperfections, while increasing the growth of connective tissues and naturally increasing collagen production to prevent visible signs of aging.

This rejuvenating anti-aging moisturizer protects and corrects the look of skin, helping shield it from environmental assaults and intercepting future aging signs to dramatically improve the look of sun-damaged skin. This highly fortified anti-aging moisturizer restores a natural radiance to the skin by providing a potent blend of antioxidants to combat the appearance of fine lines and wrinkles. Our highly moisturizing and hydrating anti-aging moisturizer diminishes wrinkles and fine lines by rejuvenating and regenerating. Made from the highest quality, and highly potent ingredients. Suitable for all skin types.

- CoQ10 helps the skin by acting as a strong antioxidant. It neutralizes the harmful skin radicals that are one of the major causes of aging.
- Laminaria Ochroleuca Extract is a natural seaweed blend helps strengthen the skin barrier function & instantly improves texture by creating a 'chemical glove' on the surface of the skin that smooth and softens imperfections.
- Resveratrol interrupts and helps rebuff negative environmental influences, brightens a tired-looking complexion, and help minimize the look of redness.
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For Men

Day Cream



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Thank You

Thank you for taking time out of your busy day to take in what Beauty Ink has to offer. It is with great pride, joy and excitement that we share this special brand with you! We believe deeply in inclusivity, affordability and access for all. We hope to see you soon at www.BeautyInkMD.com. As a special thanks, use this discount code on your next order: **THANKYOU10**. With love

Krystal
CEO/Founder

www.BeautyInkMD.com

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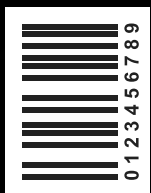




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