

The Best Products From Black-Owned Beauty Brands, According To Makeup Artists

The cultural impact of [Black-owned beauty brands](#) cannot be overstated. Remember how the arrival of Fenty Beauty's 40-plus shade range changed the game for all major [beauty](#) brands? Extensive shade ranges were few and far between and now, they're de rigueur. [Black-owned brands](#) have made products like highly pigmented palettes and a wider range of nude lip hues accessible to everyone at retailers like [Target](#), [Amazon](#) and [Sephora](#) at a wide range of price points.

To understand which brands and products are worth your hard-earned pennies, we tapped a pair of professionals to share their favorite Black-owned beauty brands. Makeup artist [Kierra Lanice Wray](#) is a fan of brands including [Ustawi](#), [Skin by Brownlee & Co.](#), [Bolden](#), [Topicals](#), [The Lip Bar](#), [Ami Colé](#), [Danessa Myricks](#), [Pat McGrath Labs](#), [Thread Beauty](#) and [Mented Cosmetics](#).



Ustawi

must-haves.

Ustawi Niacinamide Dark Spot Corrector

It can feel nearly impossible to find dark spot correctors that actually work on melanin-rich skin. This treatment can not only help reduce the look of dark spots and brighten skin, but it also helps smooth and refine skin texture. It harnesses the power of multitasking niacinamide to quench thirsty skin and protect the moisture barrier so that other ingredients like antioxidants and licorice root extract can get to work fighting hyperpigmentation. It's on Wray's list of

HuffPost | April 20, 2023

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Niacinamide Dark Spot Corrector

UVM: 5,189,457

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