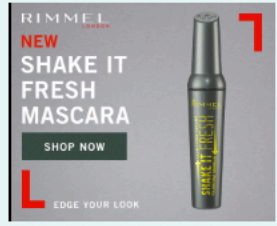




20 Indie Beauty Brands You Should Get To Know

Our favorite brands from this year's Indie Beauty Expo

BY **TAYLOR BRYANT** AND **JENNA IGNERI** · AUGUST 25, 2017








It's hard to forget our first Indie Beauty Expo experience (probably because it was only last year). We saw more than a hundred up-and-coming brands, showcasing everything from energizing supplements to iridescent nail polishes and cleansing milks. It was love at first sample.

This year was the same deal—except on a much larger scale. More than 220 vendors piled into Skylight Clarkson Square Studios in New York City and took over three different sections of the warehouse-like space. It was overwhelming, with tables, brands, and products taking up every available inch of room. But mostly it was exciting. You can become jaded to new beauty when you're exposed to it all the time, but the expo allows insiders and enthusiasts alike to not only discover fun, innovative, new items but, in a lot of cases, talk with the founders behind them.

We did all of that and then some this week, and, afterward, managed to whittle down the vast selection to 20 of our favorites. Check them out, ahead.

MORE LIKE THIS

-  Don't Let Your Eyebrows Fade: Microblading
-  Rihanna's Beauty Collection: Diverse, Caring, and Co.
-  This Is Makeup: 4 Lashes Exclusives Available Now
-  How 5 Shook 5 They S School When They...
-  The 37 Best Beauty Launches of Fall



Gloss Naturals

Gloss Naturals' specialty is its eco-friendly, vegan, cruelty-free nail polishes, but we're told that its star product is actually a soy nail polish remover. Likely because, how often do you find one that doesn't contain harsh ingredients, like acetone and acetates, but rather boasts a slew of vitamins? That's what we thought.

Gloss Naturals, Soy Nail Polish Remover, \$18, available at Gloss Naturals.