

# The Best In Beauty Packaging 2018



There are plenty of times when you need to read a good product review. ([We've got plenty right over here.](#)) When you need a new [transitional moisturizer](#), perhaps. Or when you're looking for the [foundation to make you look like Greta Gerwig at the Oscars](#). Both valiant product review pursuits. But now is not one of those times. Now is the time to be a little bit vain, to care about things besides the product, to not even try it or like it or need it. No, because now is the time to talk about packaging. What's inside counts for 99% of the other stories on ITG. Today, right here, right now, we're only about outsides.

Not that any of these products aren't worth their weight in formula. (They are, don't worry.) But stop worrying about what works and what doesn't. Instead, look at the [Herbivore Lapis Oil](#) and imagine it on your shelf. Or the angles of a [Kevin Murphy shampoo](#) in your shower. Soothing, right? It looks good; you look good. The world is such a beautiful place.

*Products photographed:* [Susanne Kaufmann skincare and bath](#), [Claus Porto bar soap](#), [Fenty Beauty Match Stix](#), [Dr. Jart Solution Masks](#), [Make makeup](#), [Herbivore skincare](#), [Shiseido Waso](#), [Biologique Recherche serums](#), [Herbivore and Dr. Jart face rollers](#), [Yves Durif tools](#), [Kevin Murphy hair products](#), [Buly fragrance](#), [Lano creams](#), [Dior Lacquer Plump Lipsticks](#), [Tom Dixon candles](#), [Louis Vuitton fragrance](#).

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