

# **ON MAKEUP** MAGAZINE

**AFGHAN HANDS  
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MATIN MAULAWIZADA  
MAURICE STEIN  
NICK BAROSE  
OCEANS 8  
OLGA GABEL  
TEN YEARS OF ON MAKEUP MAGAZINE  
STEP UP: HIGH WATER  
TWIN PEAKS**

**SPRING 2018**

# INDUSTRY NEWS



**Amkiri** An innovative pairing of scent and art, Amkiri Visual Fragrance bridges the world between scent and color. The Amkiri team has worked to create this groundbreaking product that combines cosmetics, body art, tattoo, and fragrance all in one. The cream-like ink formula is long-lasting, water resistant and has a scent that lasts up to 12 hours. The unique ink adapts to the natural elasticity and movement of the skin, which enables the designs to dry smoothly. Amkiri will roll out a selection of products this spring, followed by a wider launch later this year. The Visual Ink comes with a FreeHand wand, stencils and stamps. [amkiri.com](http://amkiri.com)



**Zue Beauty** Dedicated to ending drug trafficking in Colombia, Zue Beauty was developed not only to give back to the local community, but also to take advantage of the benefits of the many diverse plants and fruits of South America. Focused on giving back to our planet and people, Zue Beauty works with over 1,200 farmer families. These farmers are able to switch from illegally farming coca crops to harvesting quinoa, the main ingredient in Zue Beauty's skincare products. After seeing the impact they could have on their local community, founders Gabriel Maya and Nathaly Millan created a global Give Back Program, where their customers can choose which causes they want to contribute to amongst those listed on their site. Launching at Mid-Atlantic Whole Foods locations. [zuebeauty.com](http://zuebeauty.com)



**RealHer** RealHer was founded on the idea of empowering women and promoting self-confidence with motivational messaging on their packaging and products. Inspired by the birth of his daughter, Yarie, owner Bill Xiang wanted to create a makeup line that truly helps women overcome their everyday struggles. In their first two years, RealHer donated 20% of its earnings to the American Association of University Women's charity, helping to advance equality for women and girls through education, advocacy, philanthropy and research. This Spring Xiang and his all-female team launched a new initiative to educate and empower women through a platform called #realhersisterhood, a digital community helping women in all stages of their professional and personal life find, or become, a mentor. [realher.com](http://realher.com)



**Neutrogena x Kerry Washington** After helping Neutrogena to expand their foundation shades, Scandal actress Kerry Washington has teamed up with Neutrogena once more to create a duo of palettes – an eye shadow palette and a cheek color palette. Washington has selected these shades due to their universal wearability across all skin tones. With build-in primer, the eye shadow palette is perfect for busy people who want to simplify their daily routine. Available exclusively at Ulta and [neutrogena.com](http://neutrogena.com).



**LifeDNA** LifeDNA offers free DNA tests to customers that sign up for their personalized skincare pack. After testing, LifeDNA provides customers with personalized skincare kits that meet a their unique complexion requirements, delivered monthly through a subscription format. In addition to personalized skin care kits, LifeDNA also offers personalized supplements based on indicated deficiencies from the DNA test. "Using a simple DNA test, we can find out what potential deficiencies and challenges people might have. That gives you the most accurate mind-and-body supplements for your genetic needs, or a skincare kit personalized for your unique complexion," said Cyril Moukarzel, co-founder and CEO. Subscriptions start at \$33.32 per month. [lifedna.com](http://lifedna.com)



**B3: Brush Beauty Balm** Founded by NYC makeup artist Julia Dalton-Brush, B3 is a natural skincare focused beauty line. B3 Brush Beauty Balm is dedicated to natural products made to make the wearer look as good as they feel. The brand was born out of Julia's work over the years with top fashion brands, celebrity clientele, and TV shows, who all expressed an interest in products with all-natural ingredients and formulas. B3 focuses on what's in the product so you don't have to. They officially launched on Earth Day, April 22. Their debut products are Matte Balm lip balm, Men's Aftershave Balm, and Belly Balm, which helps keep stretch marks at bay. B3 is invested in not only their client's wellbeing, but the community as a whole, donating a portion of all proceeds to charitable foundations. [b3balm.com](http://b3balm.com)