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JB: Shoppers now want more bang for their buck. This is where multi-use products and components come into play. For example, people are now looking for more color intense cream formulas that can be used on the eye, cheek and lip areas along with a multitude of foundation payoff levels that include sun protection, priming, and hydrating qualities. The foundation options are now endless, ranging from moisturizing and luminescent finishes to pore and line filling mattes. It is expected that every aspect of color should also include ingredients that are beneficial to the skin, as well as offer long-lasting wearability. This is dependent upon the product's milling process as well as the inclusion of premium-grade ingredients.

- Janeena Billera, Senior Makeup Artist & Educator

URL: http://www.happi.com/contents/view_online-exclusives/2017-04-10/get-glowing/