



INTO THE GLOSS

By Ainsley Betker – October 29, 2023

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What's new from the labs of Glossier

Fan-favorite Glossier products are being produced in new sizes, brought back from retirement, and re-vamped for those who can't get enough.

Cloud Paint

Cloud Paint is one of Glossier's most popular creations in the world of cosmetics. This product is a buildable liquid blush in a paint tube-like container, inspiring customers to tap into their artistic side. The company prides itself on their Cloud Paint for its buildability, flawlessness, and ease of use.

Since its inception, Cloud Paint has come in one size of .33 fluid ounces, but the company has just announced the



release of their new Mini Cloud Paint Duo. This product is new in two ways, both in the new size of the tubes (.13 fluid ounces) and in the fact that the one product contains two shades of blush. Puff, a shade that has been around since the original Cloud Paint release, is a light blush pink color that flatters fair skin tones and deeper skin tones alike. The most exciting factor of this new product is the introduction of the new shade Rise, a dark mahogany maroon that looks equally beautiful on any face.

The Mini Cloud Paint Duo is priced at \$23 on Glossier's website.

It's All About You

Glossier's singular fragrance, You, is the ultimate personalized fragrance experience. An ultimate fan-favorite with a 4.3 out of 5 rating from 5,522 reviews on their website, this is a product that consumers can never get enough of.

This perfume is designed to let the most of the wearer shine through - the you in Glossier You. It is formulated to be a personal skin-scent enhancer, meaning it can smell differently on everyone as it melts into the skin, always remaining true to its soft, warm, familiar notes.

Glossier You has thus far only been sold in one 50 milliliters. After countless pleas from the most devoted consumers of this product, Glossier announced



that they will now be carrying a new size with double the product: a 100 milliliter bottle of Glossier You. This new size is priced at \$98.

Balm Dot Com

Another favorite of the company's products, Balm Dot Com, is having previous limited-edition flavors brought back for the holiday season.

Cookie Butter flavor is a sweet and buttery cinnamon-spiced flavor of lip balm. Heavily reminiscent of speculoos, this lip balm is tinted in a caramel color.

The second flavor Glossier has decided to bring back from its initial exclusive run is Hot Cocoa. This lip balm has flavorings of rich cocoa and sugary vanilla, and is tinted a chestnut-brown color.

Both balms go on shiny and sheer, and provide gloss and moisture to cracked lips as well as anywhere else that might need some love and nourishment.

Each Balm Dot Com from Glossier is sold for \$14, including both of the revived flavors and all other existing flavors.

All of these products and the rest of the entire collection can be shopped at www.glossier.com.

