

# NEW! GIFT MAGIC! GIFT LOVE! GIFT JOY! GIFT KINDNESS!



CharlotteTilbury

CULT BEAU

# on the Dunder

nd just like that, it's almost the Christmas holidays again — and it has a *lot* to make up for this year. So, like everyone else, we have big plans (you can read all about it on page 16) and you better believe we will be making more of every festive moment, every real life experience and most importantly, every human connection. From intentional acts of kindness (flip to page 9) to lavishing our nearest and dearest with treats aplenty via our bumper gift guides (pages 4 - 7), more is *more* this year.

Speaking of presents, we couldn't be more thrilled to have been in the presence of make up master Mario Dedivanovic, who talked to us about his Christmas wishlist, beauty secrets and party-perfect beauty looks on page 24. And for the gift that keeps on giving, head to page 20 to find out why you should be treating yourself to a candle this winter.

We're all about balance post-pandemic though, so if you've been revelling in JOMO (the joy of missing out), we've curated an edit featuring some 'Homebody Beauty' products to help elevate your home-work-gym hybrid space (page 32). On page 9, we focus on skin kindness and active ingredient micro-dosing with the next generation of pH, barrier and biome balancing skin products. It's the beginning of a slow beauty revolution — more on that in January.

From me and the team at Cult Beauty, we hope the holiday season is everything you could wish for and more — we all deserve it!

**ALEXIA INGE** 

Co-Founder & Co-CEO of Cult Beauty @alexia.inge



### The Conscious Edit

### Shop with your values in mind with our conscious edit







01

02

03







06





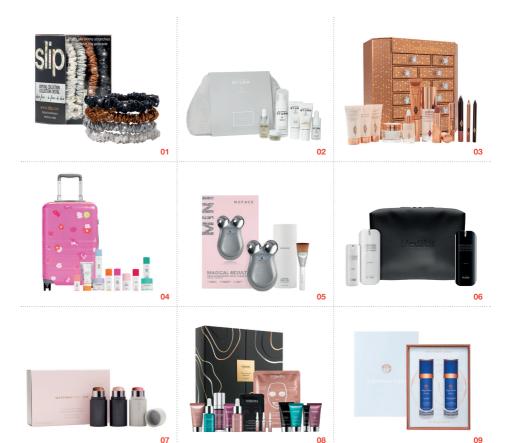


01 COCO & EVE Oh My Hair! Kit, £26.90/€27.90 02 FARMACY Garden Party Green Clean Trio, £40/€45 03 NAILS.INC Nail Spice Holiday Set, £22/€25.50 04 TOWER 28 BEAUTY Just Add Milky Iced Latte Lip Jelly Duo, £22/€25 **05 GLOW RECIPE** Watermelon Glow Magic Kit, £44/€50.75 **06 PHILIP KINGSLEY** The Recipe for Condition & Strength, £10/€13 07 HUM NUTRITION Gummy Glam Duo, £42/€48.50 08 REN CLEAN SKINCARE Supersize Overnight Recovery Balm, £50/€57.50 **09 YOUTH TO THE PEOPLE** The Youth Minimalist Kit, £39/€45



## Lap of Luxury

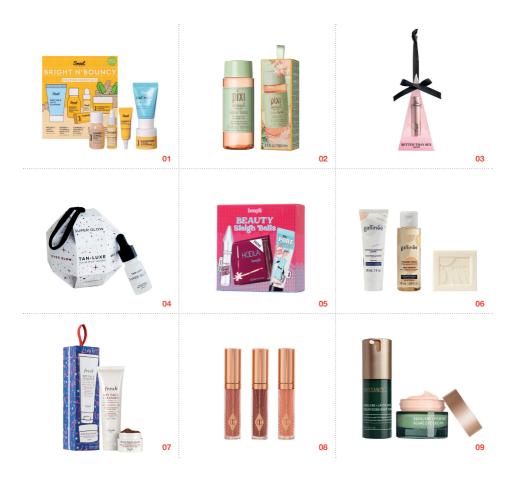
Spoil a loved one (or yourself!) with these lavish new launches that are worth every single penny



01 SLIP Disco Fever Scrunchie Set, £45/€51.75 02 DR. BARBARA STURM The Winter Kit, £190/€215
03 CHARLOTTE TILBURY Charlotte's Beauty Dreams & Secrets, £150/€172.50 04 DRUNK ELEPHANT Trunk 5.0, £378/€435
05 NUFACE Mini Hydrate + Contour Kit, £175/€230 06 MEDIK8 r-Retinoate Christmas Set, £390/€490
07 WESTMAN ATELIER Clean Glow Trio Les Petites Sticks, £70/€80.50 08 111SKIN The Luxury Advent, £300/€350
09 AUGUSTINUS BADER The Cream/The Rich Cream Duo, £300/€335

### Stocking Thrillers

Thrill loved ones with our edit of budget-friendly stocking fillers



01 SWEET CHEF Bright N' Bouncy Essentials, £18/€20.70 02 PIXI Glow Tonic Ornament, £10/€12
03 TOO FACED Better Than Sex Doll-Size Mascara Ornament, £12/€13.80 04 TAN-LUXE The Glow Bauble, £15/€17
05 BENEFIT Beauty Sleigh Bells Matte Bronzer, Eyebrow Gel & Face Primer Gift Set, £19.50/€22.50
06 GALLINEE Microbiome Must Haves, £19/€22 07 FRESH Cleanse & Mask Duo Gift Set, £19/€21.90
08 CHARLOTTE TILBURY Mini Collagen Lip Bath Icons, £20/€23 09 BIOSSANCE Lifted Spirits, £20/€23



### Treat Yourself

Reward future you with one of these too-good-to-wait-for Holy Grail treats







03





02



06







01 ULTRA VIOLETTE UV Icons Only, £15/€17.25 02 D.S. & DURGA Debaser, £148/€170.20 03 SOL DE JANEIRO Biggie Biggie
Bum Bum Cream, £72/€72 04 GLOW RECIPE Glow Café, £322/€370.10 05 HOURGLASS Ambient Lighting Edit Universe
Unlocked, £79/€86 06 BYREDO Bibliothèque Candle, £31/€35 07 COCO DE MER The Seed, £145/€167
08 DRUNK ELEPHANT Kissy Face Skin Kit – The Babyfacial Routine, £74/€85.50

09 PAULA'S CHOICE Glow Together Two-Step Radiance, £47/€54





### AFTER ANOTHER TOUGH YEAR, THE WORK OF OUR CHARITY PARTNER, BEAUTY BANKS, TO HELP THOSE LIVING IN HYGIENE POVERTY IS ESSENTIAL — NOW MORE THAN EVER.

The brainchild of two titans of the British beauty industry — journalist Sali Hughes and PR-pro Jo Jones — Beauty Banks was founded with one simple mission: to make hygiene poverty history. Everybody deserves to have access to everyday essentials like toothpaste, shampoo and sanitary products without stigma or judgement, and the charity has been raising money and providing supplies to those in need since 2018.

In August 2020, Cult Beauty began a charity partnership with Beauty Banks in a bid to help the many struggling to find their feet in the aftermath of the pandemic. We recognise that our support of Beauty Banks' life-changing work is now more important than ever — which is why we'll be donating a minimum of £60,000 over the next year to the organisation.

"This additional money from Cult Beauty will allow us to provide more essential toiletries to people living in hygiene poverty in the UK," says Hughes. "We will also ringfence some of the funding to help charities working with refugees newly arrived in the UK from Afghanistan, and also those working with the increasing number of UK women fleeing violence in their own homes during the pandemic."

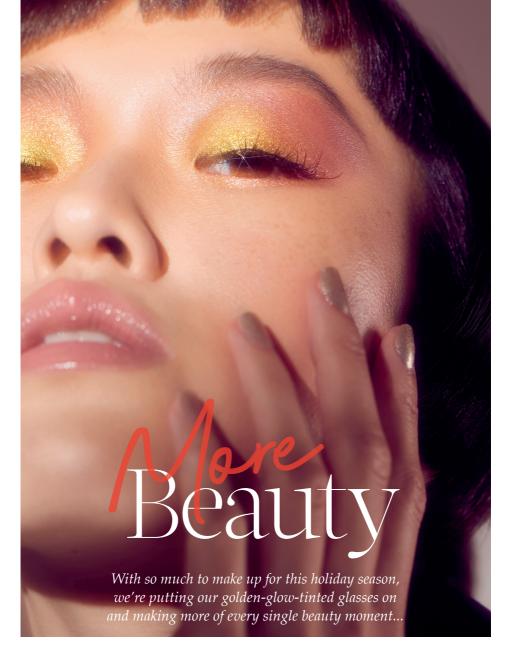
In the run-up to the holidays, we'll also be supporting Beauty Banks' efforts to provide gift-wrapped donations to charities across the country — keep an eye on our Instagram account to see how! We're so excited to continue our support of Beauty Bank's vital work, over the next 12 months and beyond.





### CAPSULE WARDROBE





**MAKEUP BY MARIO** Master Metals Palette, £41/ $\in$ 47.15 NAILS.INC 73% Plant Power 21 Free Vegan Nail Polish in 'Glowing Somewhere', £9/€10.40 MAKEUP BY MARIO Pro Volume Lip Gloss in 'Mauve Nude', £19/€21.85 NARS Sheer Glow Foundation, £35/€45

Photographer: Claire Harrison / Models: Hody Yim and Stefanie Lage @ Milk Make Up: Sarah Jagger / Hair: Terri Capon / Nails: Kim Treacy



**ABOVE: AUGUSTINUS BADER** The Face Oil, from £65/€70 CHRISTIAN LOUBOUTIN Nail Colour in 'Delicotte', £41/€47.25

RIGHT: NUFACE Mini Facial Toning Device, £175/€230 **AUGUSTINUS BADER** The Cream, £205/€225 **CHRISITAN LOUBOUTIN** Nail Colour in 'Coccinella', £41/€47.25









# raction

Powered by science and backed by hair care experts, these are the unrivalled hair heroes that are turning heads and transforming tresses.



### **BRIOGEO**

Vegan Apple Honey Hydration Don't Despair, Repair! Hair



The Kure-All, £45/€51.75



SACHAJUAN SACHAJUAN Scalp Collection,

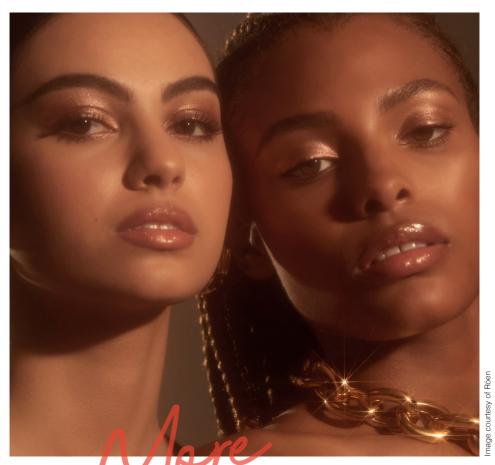






Essentials, £60/€75





# Christmas Spirit

After the heartbreak of last year – plans cancelled at the last minute and too long spent achingly far from loved ones – this Christmas has a lot to make up for. Alongside the hope of returning to longtreasured traditions, we're taking the celebratory spirit of the season to all-new heights and making more of every single festive moment. From relishing each event with a child-like sense of joy to throwing make up modesty to the wind, our More Beauty campaign is all about dialling up the excitement...

### More is more

Shedding the anonymity of the 'camera off' mentality that was all-too easy to fall into during the pandemic, we believe that being seen should be a celebration in itself. The antithesis to 'no make up' make up, our festive looks should be larger, louder and more lavish than ever. Whether you don a rosy-cheeked flush, false lashes for the fullest flutter or a star-rivalling smoulder à la RÓEN's Mood 4Ever Eyeshadow Palette (£41/€47.25), step through the seasonal circuit with all eyes on you.

It doesn't end with your make up either - statement strands are all the rage. Movement-heavy styles like the wolf cut, '70s Farah Fawcett-esque locks and thebigger-the-better 'fros have dominated 2021 with little sign of stopping. Just short of a trip to the salon, look to styling ranges like Bouclème (from £15/€22) and Larry King Hair Care (from (£12/€14.40) to emulate your trend of choice with next to no fuss.





### Say yes!

Spontaneity is all well and good in theory (or your Hinge bio) but this past year has proven that time is of the essence when it comes to planning your social calendar. The absence of last year's celebrations has certainly renewed our excitement for the traditional festivities, and we'll be damned if we can't go to as many events as humanly possible. If you haven't already, take this as a sign to whip your WhatsApp group chat into shape and finally schedule your trip to the Christmas markets, your local ice rink, switch-on ceremonies, Winter Wonderland — you get the picture. If there's mulled wine, we'll be there...

### Out of office

Set to be the shindig of the season (Team Cult Beauty are already discussing the dress code...), office Christmas parties are a thing of beauty; a chance to reconnect with your colleagues and dance until you're dangerously close to taking your shoes off in public, the only thing left to do is let loose - you deserve it!\* A note for party planners everywhere: ask yourself, what would Jay Gatsby do?

\*Cult Beauty cannot be held accountable for any hangxiety you may experience. Revel with caution.



Self-Expression

NATASHA DENONA Circo Loco Palette in 'Fun-Tomine', £111/€128 **KEVYN AUCOIN** The Etherealist Skin Illuminating Foundation, £46/€53 WESTMAN ATELIER Lit Up Highlight Stick, £44/€52



# & Smell of Success

With candle sales growing by 149% at Cult Beauty last year, we're shining a light on why they're just as important to our sense of wellbeing as they are to our interior decor goals...

From carefully curated shelves to paperstrewn desks and bustling Christmas dinner tables, candles feature in a spectrum of spaces. But why do these inanimate objects affect how we feel? And why is everyone obsessing over them recently?

Once used for their essential light-giving capabilities, candle sales plummeted during the 20th century, simply unable to compete with the lightbulb. However, in recent years these humble wax vessels have had a resurgence for a very different reason. Jo Malone (the famous nose behind Jo Loves and, previously, Jo Malone London) explained that, "slowly and in times of stress, people are starting to see the importance and benefits of prioritising their wellbeing," prompting the practise.

But why are candles so important to our sense of wellbeing? According to Earl of East's book, The Scented Candle Workshop, the anatomy of our brains plays a key role: "The limbic system is the part of the brain thought to play a major role in dealing with moods, behaviour and emotions. It is the part of the brain that stores all of your memories, but interestingly it is also the part of the brain in charge of decoding scent information." In short, with the limbic system and olfactory system sharing neurotransmitters like serotonin and dopamine, candles really can reframe and — more importantly — *lift* your mood.

Combined with 'The Lipstick Effect' — where consumers purchase small indulgences (such as premium lipsticks, or in this case, luxe candles) during recessions

### **OUR EDIT** Take our advice and add these mood-boosting candles to your space, stat!





JO LOVES Limited Edition A Home Candle, £55/€65



**OVEROSE** Holo Nudesse, £52/€55



MAISON MARGIELA Replica Jazz Club Candle, £48/€55.25

# "Scenting has been a great way to lift our spirits"

or economic downturns — it comes as no surprise that over lockdown, we all indulged in the hybrid product that brings joy in more than one form (think: visual, sensorial *and* spiritual). With the rise of 'Emo-Beauty', we see a shift towards products that affect how you feel, so expect to see more mood-lifters in 2022 and beyond.

Alongside their adorable shapes, eyecatching containers and ability to bring together your Instagrammable shelfie, "scenting has been a great way to lift our spirits and mark a change of pace, whether that's with a fresh and citrusy scent to spark creativity or via a smoky incense to wind down. Our homes have become our spa, restaurant, office and cinema, and candles can help to change the mood and energy," says Malone.

With the year's events seeing us anxiously revamp our spaces in an effort enjoy being at home, being able to transform a room with a simple strike of a match has been nothing short of revolutionary — with each unique scent working as a form of escapism. As Jo Malone so charmingly puts it, "a candle is like a key, unlocking a scent memory and transporting you to a different world."



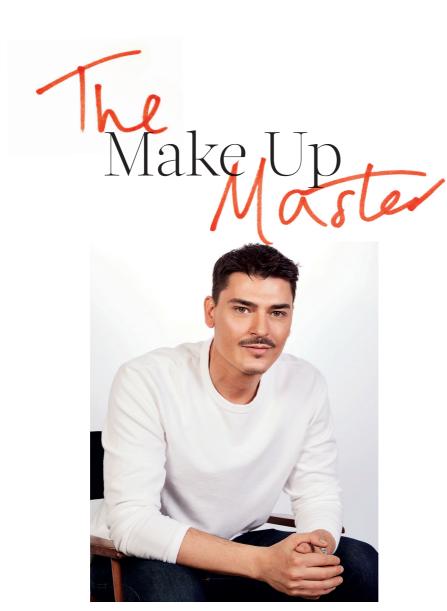


## Scents Check

As a luxurious gift or decadent self-indulgence, unlock old memories and travel to new places with scents from the likes of BYREDO, Le Labo and Earl of East this Christmas.



01 KILIAN PERFUME Love Don't Be Shy Eau de Parfum, from £142/€163.50 02 BELLA FREUD 1970 Gold Ceramic Candle, £110/€126.50 03 EARL OF EAST Japanese Bathing Ritual Soy Wax Candle in 'Shinrin Yoku', from £20/€26 04 ESCENTRIC MOLECULES Molecule 01, £72/€83 05 MAISON MARGIELA PERFUME Replica By The Fireplace Eau De Toilette, from £49/€56.50 06 BYREDO Gypsy Water Eau de Parfum, £122/€135 07 LE LABO Classic Candle in 'Santal 26', £57/€65.75



Arguably the most influential make up artist of a generation, it's no surprise that we're all obsessed with Mario Dedivanovic's artistry and magical formulas. We caught up with the A-list's favourite make up artist following Makeup By Mario's exclusive launch at Cult Beauty...

### Hi Mario! It's an honour to chat to you - can you tell us a bit more about your career to date? What's been a highlight so far?

Thank you, there have been a lot of incredible moments, but the highlight has definitely been the launch of Makeup By Mario (from £12/€13.80). It's a dream come true watching it come to fruition, and I'm excited for what the future holds.

### Was there a moment when you paused and thought: "I've made it!"

Yes and no. I feel so lucky for my career and have had plenty of 'pinch me' moments but I also feel like I'm just beginning and there's still so much to accomplish and look forward to. I think a part of me will always feel like that young boy from the Bronx chasing very big dreams...

Can you describe Makeup By Mario for us in just three words? No-nonsense beauty.

What makes Makeup By Mario formulas different from others on the market? All of my formulas are inspired by my personal make up techniques and products I wish I had in my kit to make application more efficient. From the very first stages of developing a product

I always ask, "how can



I make this foolproof for the everyday client?" Make up can be a hassle, I just want to create products that get it done quickly and easily.

### We'll soon be in the midst of party season... How can we defy the festive onslaught and hide signs of a tired complexion?

When possible — and I know it's not always easy - try to get eight hours of sleep. But when you can't, you can always fake a healthy glow with my Master Secret Glow (£19/€21.85). I also love using my Master Mattes Brightening Pencil (£17/€19.55) in the rim of the eye to look instantly bright-eyed and well-rested.

### And what's your go-to look for party season?

I always love a little glitz and glamour but especially during the holidays. My Master Metallics Eyeshadow Palette (£41/€47.15) and Master Crystal Reflectors (£19/€21.85) are my go-to for glamming up any look, just pat the reflector onto your lids for instant sparkle.



### Which pearl of beauty wisdom would you tell your younger self?

Not to over-tweeze my eyebrows — I have to fill them in to this day as a result. I also wish I'd been more disciplined about skin care. I always shared the importance of skin care with my clients but didn't necessarily follow my own advice. Now I have my daily routine and, although pretty simple, it's effective.

### What's on your Christmas wishlist?

To be able to host my entire family this year in my new home. There's nothing better than having everyone gathered together in the same room. For me, that's what Christmas is all about.

And when it comes to a motto, is there an affirmation that you always live by?

From a young age, my mom always told me that no matter what, always be a good person and have a good heart.



"There's still so much to accomplish and look forward to"

Also, the power of manifestation. I'm a strong believer in manifesting dreams into reality. I'm proof that it works and absolutely anything is possible.

### Finally, what does 2022 have in store for Makeup By Mario?

2022 is going to be an exciting year for Makeup By Mario. We have innovative launches that I'm so excited to share with the world, so stay tuned! Happy New Year to everyone and thank you for your overwhelming support — it means so much to me.

Thank you so much Mario!





Shop the Makeup By Mario range at Cult Beauty.

PARIS Fraîcheur Ice Globes – Blue, £59.99/€64.40 05 NURSE JAMIE UpLift Facial Massaging Beauty

Roller, £55/€63.25 **06 ZIIP BEAUTY** Nano Current Skincare Device, £425/€489

### LANEIGE

### SAY I DEW

Home to water-rich formulas that flood thirsty skin with hydration, transform your winter skin with LANEIGE's line of dew-delivering toners, moisturisers and masks.



If there's one thing we've learned from the pandemic, it's to be kinder to ourselves. So it's no surprise that over the last 18+ months, we've swapped the aggressive, fast-acting results of actives for more ritualistic beauty regimes. Not just a form of self care, these routines support and nurture your skin barrier your body's way of keeping the 'good' in and the 'bad' out.

A fragile ecosystem composed of your microbiome, acid mantle and lipid layer, your barrier thrives on barrier-bolstering ingredients like pre- and postbiotics, hyaluronic acid and ceramides. And guess what? The latest wave of skin care launches are here to help. So if you want to practice more skin kindness, these are the biome and barrier-boosting formulas we think your skin is craving...

Cultured's (from £32/€38) skin care range works with even super-sensitive skin types to stimulate collagen production and cell renewal while smoothing and rejuvenating. Powered by microbiome science, it tackles the source of each concern rather than the symptoms to 'help skin help itself'.

Making light work of removing party make up, Codex Beauty Lab's Bia Gentle Cleansing Oil (£50/€55) cleanses without stripping water and supports your skin's moisture barrier. Made with calming and protecting oils, it's clinically proven to soften and balance skin and is especially great for dry, flaky or itchy skin.

Dedicated to supporting skin's microbiome, Aurelia London's The Probiotic Concentrate (from £38/€52) harnesses pioneering probiotic proteins and cultures to restore, balance and protect skin from within. A great, non-irritating alternative to retinols, it also leaves skin firmer, counteracting loss of elasticity, dehydration and premature skin ageing — it boosts collagen by up to 140%!

And for those wanting to simplify their routine, look to Spectacle Skincare's Performance Crème (£76/€87.50). Using skin-identical ingredients, it reinforces the skin barrier, brightens and protects against environmental stress, all while supporting collagen and elastin production. If you can only use one skin care product, make it this one-cream-wonder.



CODEX BEAUTY LAB

Bia Gentle Cleansing Oil, £50/€55



**AURELIA LONDON** 

The Probiotic Concentrate, from £38/€52



SPECTACLE SKINCARE

Performance Crème, £76/€87.50

# FOREO



### HI, TECH

Home to sonic face brushes, mask-intensifying gadgets and facial toning devices, tech-out your routine with Scandi skin care innovator, FOREO Sweden.



Festive Bauble Collection, £35/€40.25



HERBIVORE HERBIVORE HOMENT TO ESCAPE SET Moment to Escape, £36/€40

Sink a little deeper into these luxurious bath time bubbles and say goodbye to the aches and stresses that come hand-in-hand with Christmas time.



Body Wash & Lotion



AESOP The Listener, £59/€67

Duo Gift Set, £36/€41.40 **OMOROVICZA** Bathing Duo, £60/€66





# Make a

It's not shocking to say that we've all spent more time at home than we'd like to over the past two years...

When we weren't climbing the walls with boredom, many took this time to evolve their space into a home-work-gym hybrid. Thus, inspiring what we coined 'Homebody Beauty': the transformation of your home for maximum wellness.

While the return to the outside world couldn't have come soon enough, we've found that we still appreciate the subtle upgrades that make our everyday lives easier. If you're late to the party, here's how to make a little *more* of your home:

If you've feng shui-ed your way to fatigue (read: haphazardly dragged your sofa to the other side of the room), why not curate your dream scent-scape instead? Similar to the art of bringing balance to your interior design, harmony can be found with the right aroma. With a selection of five scents — from the jasmine and gardenia notes of 'Wildflower' to the woodsy 'Smoke & Musk' — Earl of East's Home Mist (£24/€30) conjures a comforting ambience at a moment's notice.

Picture this: it's 6AM on a bitterly cold December morning and your alarm blares, signalling you have fifteen minutes to get



up, out and on your way to the gym. A shudder-worthy scenario by all accounts but it doesn't have to be that way; why not hit 'snooze' and then stay in and gym? Bala Bangles' 1lb Bala Wrist/Ankle Bangles (£49.95/€55) give an edge to your chore listturned-at-home-workout.

A different way to break a sweat, HigherDose's Infrared Sauna Blanket V3 (£469/€539.35) will have you heating up as if you've just run for the bus in your winter coat - in a good way. The temperaturerising blanket increases your heart rate, prompts a detoxifying sweat and reveals a radiance to rival a post-jog glow.

The logical next step after luxuriating in your own personal sauna? A shower, of course. That's where HELLO KLEAN's Shower Filter (£60/€65) steps in. Capturing and filtering impurities, this easy-to-install tool improves the quality of water to promote softer skin and strands.

### **TRY THE TREND** Not sure where to start?

Here are three ways to turn your space into a sanctuary...





**KEYS SOULCARE**Sage + Oat Milk Candle,
from £35/€38

Switch off from your stresses and strike a soul-soothing ambience with this warm, welcoming aroma.





**DR. DENNIS GROSS SKINCARE**DRx SpectraLite FaceWare Pro,
£430/€479

Like a dermatologist on retainer, this next-generation light therapy device targets blemishes and wrinkles to reveal clear, youthful skin. More sleep



APOTHEM LABS
Lights Out Drops 10%,

Lights Out Drops 10% from £75/€88

Bringing the benefits of CBD to your bedtime routine, these drops will guide you towards a blissful slumber.











# Modern

From bold, pigmented colour to gilded glam tones, these are the artistry-led palettes that are staking a claim on our make up collections.











Shop Nou

## STURM

### STAR-QUALITY SKIN CARE

Bringing the age-defying capabilities of her celebrity-approved clinic to your bathroom cabinet, Dr. Barbara Sturm's innovative line specialises in strengthening and rejuvenating skin.





### YOUR HOLIDAY. STARRING BODY JOY.

A constellation of gleaming, gorgeous gift-giving with the best of Brazilian Beauty from Sol de Janeiro – *Fragrance, Bodycare and Hair Expertise*. The ultimate in self-caring and sharing for celestial bodies everywhere.

SOL DE JANEIRO. Love it.flaunt it. You've got it."

@soldejaneiro

