

Katie Krznarich

22 March 2019

Dr. Gingrich

Period 5

### *Glossier* Product Review

It's everywhere on Instagram, consuming practically every teen girl's feed and fueling the obsession of appearance. Throughout the past decade, the beauty and cosmetics industry has taken off tremendously, especially in the lives of adolescent aged girls. The trends in the industry have come and gone, from intense, full-faced foundation looks, defined eyebrows, winged eyeliner, and newest in the field seems to be the "no-makeup" makeup look. The emergence of a movement of embracing natural beauty is upon us and embodying it more than any other brand is [Glossier](#). With their slogan "Skin first. Makeup Second", I felt absolutely compelled to experiment in their range of products and determine for myself whether this new movement was something I wanted to become a part of.

Founded by 33-year-old Emily Weiss in 2010, the company has grown exponentially in specifically the past three years and exploded among niche influencers across a wide range of platforms. Beginning with headquarters in New York and expanding into only one other physical location in the U.S (Los Angeles), it is safe to say that the company is fairly young, and still growing.

Furthermore, it is important to note that the company has been notorious for its very light coverage techniques, and products that enhance appearance rather than completely alter it. Additionally, many claims that *Glossier* takes on their products encompass a wide variety of categories such as "dermatologist tested", "hypoallergenic", "paraben-free", "cruelty", and more,

which make them even more attractive to a younger customer that is actively searching for makeup that will not damage their skin or the environment. *Glossier's* brand is heavily targeted to the millennial generation and younger women, who have taken an interest in *Glossier's* trendy “beauty products inspired by real life” tagline.

When deciding what to first order from *Glossier's* online-only shop, I was torn, as every item's packaging was so simple and appealing to the eye. After much deliberation, the first products I purchased were their *Cloud Paint* (described as “a natural-looking blush in six shades” according to their website), and their widely popular *Balm Dot Com* in the flavor “Rose”. Eventually, I was also able to acquire their *Haloscope* highlighter in the shade “Moonstone”, *Lidstar* in the shade “Moon”, *Boy Brow* in the shade “Brown”, *Stretch Concealer* in the shade “Light”, and *Generation G Lipstick* in the shade “Zip”. When the products first arrived after the standard 5-7 business days, they came packaged in a small, cardboard box branded with the iconic *Glossier* text across the side. Inside was a transparent bubble gum pink bubble wrap pouch containing the products, along with a seasonal sticker and a sheet of sticker decals. The packaging was overall pleasant, and very minimalistic.

The products I was most anxious to try were the *Stretch Concealer* (which I had heard mixed reviews about), *Boy Brow* (which I had heard many positive reviews about), and their crowd-favorite *Balm Dot Com*. With the products in hand, the question of their wear and durability was now at stake. I knew they were popular, but were they *good*?

The first product I sampled was the *Balm Dot Com* in the flavor “Rose”. Priced at \$12 for just 0.5 fluid ounces of product, I was skeptical, especially with the vague description of “a hydrating, long-lasting, multipurpose lip balm and skin salve” listed on the *Glossier* website. The packaging was simple, and durable, with a screw-on cap and an easy to dispense nozzle for product, however, slightly smaller than what I imagined. When I unscrewed the cap of the tube, I

was met with a refreshing smell of rose extract, which was both calming and invigorating simultaneously. I swiped a thin layer of the sheer pink product across my lips, and let it wear for the day. The consistency closely resembled that of a basic petroleum-based chapstick, which was initially disappointing. Throughout my wear test, I observed the claims of “hydrating” and “multi-purpose” to be entirely true, as this lip balm truly felt lightweight and moisturizing at the same time, and also doubled as a salve for broken or dry skin on other areas of the body. However, the claim I found to be mostly inaccurate was the assertion that it was “long-lasting”. After just drinking a few sips of water, and a light snack, I found the lip balm to already be wearing off, despite being applied in the same hour. I was overall disappointed at the product’s inability to wear throughout the day, however, I did enjoy the temporary feel of moisturized lips. Nonetheless, the \$12 I had spent on this product felt ultimately like an utter waste, leaving me with a feeling of dejection that I had paid for what appeared to be a more pricey, stylistic version of Vaseline or [Aquaphor](#).

After sampling the Balm Dot Com, I fixated upon their Boy Brow next. I was completely appalled when I saw the size of the packaging for this product, it being only 0.11 oz and weighing 3.12 grams. Even so, I kept a positive attitude surrounding the tiny \$16 tube of eyebrow filler, as I knew competitors such as [Benefit Cosmetics](#) and [Milk Makeup](#) had similar products that were priced higher than Boy Brow was. As I began to apply the gel-like product to “thicken, fill in, and groom brows into place”, I noticed that a large amount of product was dispensed on the brush than what was actually needed. After wiping a few strokes of product on the rim of the tube, I brushed the small applicator through my brows, and was utterly surprised. The gel not only molded my eyebrows into a cleaner, more precise shape, but also filled them in and cemented all loose brow hairs into place. Never before had I seen a single product do all of these

factors at once, and I instantly understood why so many others considered *Boy Brow* as a staple. The wear throughout the day lived up to my initial reaction of the product, by continuing to hold my brows in shape and maintaining the color in them. Needless to say, I was completely astounded by the performance of this tiny product and was pleasantly surprised by its achievements.

Finally, I decided to experiment with the final *Glossier* product I was anxious to try, the Stretch Concealer. I had heard many mixed reviews on this product previously, with some stating that they adored it, and others expressing a deep dissatisfaction with the product itself. Priced at \$18, it was the most expensive product I purchased from *Glossier*, regardless of the fact that it was only 0.17 ounces of product. The concealer came neatly packaged, in a durable glass pot with a screw-on metallic lid. The consistency of the concealer when opened was not what I was traditionally accustomed to, as it was more of a creamy, solid texture as opposed to a completely liquid product. The claims of the product listed upon *Glossier's* website consisted of “a concealer with flexible, buildable coverage”. I dabbed a small amount of product onto my fingers and began to apply it where I would routinely place it on my face (blemishes, red patches, etc). I quickly noticed that when attempting to blend out the product with both my finger and a sponge, the concealer simply would not stay, instead; it spread out quite a bit and blended right into my skin. Initially, this was frustrating, as I was forced to revert to my every day, matte concealer, completely defeating the purpose of my tests, but I came to realize that when used in ways that one may not expect, Stretch Concealer worked in a different fashion. For example, the concealer was incredibly soft and moisturizing underneath my eyes and did not dry them out like my previous concealer had. Additionally, I learned that Stretch Concealer was exceedingly effective when used as an eye primer for eyeshadow, as well as for defining my brow shape even further.

Overall, my feelings towards Stretch Concealer can best be concluded by saying I was pleasantly surprised, and although the product did not work like it was marketed to, I still enjoyed it for other uses, such as underneath my eyes and for priming my lids.

My general consensus towards *Glossier* as a brand was a tricky one to place into specific words. I wholeheartedly loved their aesthetic and packaging, and the exceptional quality of their products was displayed through their wear and consistency. However, if one is looking for an affordable, everyday makeup brand, *Glossier* just is not that. For the amount of product that is included, I cannot honestly say that *Glossier* is entirely fair with their prices. Though their product quality and wear were very impressive, I do not think the brand is entirely feasible for all. If you are looking for a makeup brand that is high coverage and inexpensive, *Glossier* probably isn't your best option. Some products will work better than others for some, as the range of what the brand offers can appeal to a specific portion of one's preference.

## Rules:

### [Two Editors With Different Skin Tones Try Linda Wells's New Flesh Makeup Line Is Milk Makeup as Good as Its Marketing?](#)

- 1) When writing a review based upon a product or a specific brand, it is essential to include background information on the founder of the company, where it was started, and where it is based. In both of the reviews that I read and cited as an influence to mine, the founder of the makeup brands were mentioned, and in the [Is Milk Makeup as Good as Its Marketing?](#) review, the company's background is explained, paying specific attention to the location of the headquarters. The authors of these pieces provide this information in order to give the reader context about where the brand came from, and to provide general information before reading a review of their products. I found this effective in introducing the brand and beginning my paper.
- 2) Especially while reviewing makeup, it is necessary to include first impressions of the product at first use. While describing first impressions of makeup, it is crucial to include the five senses and their reaction to the product. Texture, scent, and overall aesthetic capability are what is most important when describing a product. Both authors of the reviews I cited included first impressions of at least one product. By employing the use of over-detailed first impressions, the author essentially gives the reader a first impression of the product before even trying it and provides them with parameters of what to expect before purchasing a product.
- 3) Additionally, when reviewing any product, including the price point is inevitable. By supplying the audience with a price range of how expensive a brand is, the reader can then determine if they feel the product is worth the price by reading the review. In both of

the reviews I read, the author incorporates the price of each product beneath a picture of that product. This way, the reader is able to establish whether they think the product is truly something they would be willing to pay that price for.

- 4) In a makeup review, mentioning the range of products that the company offers is particularly important. Explaining how the company specializes in a particular branch of product or area of makeup can sway a customer's opinion on the brand and cause them to see it in a different way. For example, the Racked review of Milk Makeup products specifically focuses on their "stick" products and focuses on the success of this branch of their company. In a similar fashion, the Byrdie review of Flesh Cosmetics focuses on their stick foundation product collection. In my paper, I focused upon the very successful Boy Brow product from *Glossier*, as well as their Balm Dot Com.
- 5) Finally, when reviewing cosmetic products, including any claims that the brand may have (such as vegan, cruelty-free, dermatologist tested, etc) is something that both of the reviews that I read used. By doing this, the author provides a more specific attractive factor that might compel more people to buy, or not buy, a product. Additionally, including the purpose of the company, and the intended audience is also crucial, as it may make a customer decide that the product is something someone their own age would use. For example, in the Racked review of Milk Makeup, the intended audience is described as "girls who do their makeup quick", but the review goes on to explain how that has evolved. In the Byrdie review of Flesh Cosmetics, the intended purpose of the brand is "to redefine the rather limiting interpretation of the word with the inclusivity of her [Linda Wells, founder of Flesh] products". The purpose or intended audience is helpful in

identifying a group that may use the product, and a customer can review whether they would fit within this group.