

THE HUFFINGTON POST

Our Favorite Products from BeautyCon NYC 2016

Juliet Schroeder | October 2, 2016



Over the weekend, Celeb Secrets had the opportunity to attend *BeautyCon NYC* and it was every beauty-obsessed person's dream!

Held at Pier36 in New York City, the event featured beauty panels, makeup tutorials, chatrooms, and meet-ups with some of the most influential online personalities (content creators) in the world.

"Once again our content creators have helped give this young generation an IRL (in real life) experience like no other," said Moj Mahdara, CEO of Beautycon Media. "Even though the world is increasingly digital, there is nothing like the community of a Beautycon Festival. Our audience is incredibly diverse and see beauty as an expression of creativity and power, rather than something they're doing to conceal or make themselves feel better. It's inspiring to be in this room each year."

After they talked to our favorite beauty gurus on the pink carpet, CS editor Juliet checked out all of the vendors, booths, and activities *BeautyCon NYC* had to offer! Major beauty distributors such as QVC, L'Oreal, Maybelline, and Redken spoiled her with a (literal) suitcase full of goodies. After sorting through everything, they comprised a list of their favorite products, which you can check out below!

NUDESTIX

Another brand we picked up in the QVC booth was **NUDESTIX**. The brand believes a nude look is a perfect fit for any face, hence why their makeup is in all nude tones.

We received three products from NUDESTIX. Check them out below!



LIP AND CHEEK PENCIL IN “LOVE - PINK” SHADE

NUDESTIX’s lip and cheek pencil is a long-lasting, multitasking pencil that delivers natural-looking coverage and ultra-creamy, soft color and liner for cheeks and lips. Founders Ally and Taylor suggest using the pencil with lip gloss, lipstick, or lip stain.

TIP: Apply lip gloss to the center of the top and bottom of your lips, or wear it over a lip stain or lipstick for more intense color.



NUDESTIX

MAGNETIC EYE COLOR PENCIL IN “ARMY” SHADE

NUDESTIX’s Magnetic Eye Color pencil is an uber-long-wearing eye shadow pencil that highlights, precisely lines, and primes lids for intense, all-day color. Fun and sassy, the touch-and-go stick provides a quick, easy nude look.

HOW TO USE: Color entire lid with Magnetic Eye Color as a primer or base. Draw along the eye crease with a deeper shade (sold separately). With fingers or a brush, smudge to soften the look. Draw a line on the upper, lower, or inner eye with the darker color. Again, smudge to soften.



INTENSE MATTE COLOR LIP AND CHEEK PENCIL IN “STILETTO” SHADE

NUDESTIX’s Intense Matte Color Lip and Cheek Pencil is kiss-proof, non-feathering, and both matte and creamy. Intense pigment load and color provides maximum smooth coverage. Fun and sassy, these touch-and-go makeup sticks are so easy to love.

HOW TO USE: Outline, then fill in the full lip. Smack lips together. Lightly swipe color on the apples of your cheeks and blend outward with your fingers.

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