

NUDESTIX

HYPEBAE

Here Are the Best NUDESTIX Products Every On-The-Go Girl Should Try

Getting ready in the morning just became a lot easier.



For those of us who tend to sleep through our alarms, putting on full-face makeup in the morning may seem like a mission impossible. Don't get us wrong, we're obsessed with all things beauty and are definitely not complaining. It just takes a little bit of time and research to gather products that work with our on-the-go lifestyle. Much to our delight, Canadian beauty label NUDESTIX has all the answers to quick and fuss-free makeup.

Founded by sisters Taylor and Ally Frankel in 2014, NUDESTIX is a vegan-friendly and cruelty-free makeup brand that's committed to its less-is-more ethos. Driven by its "go nude but better" motto, the company has designed an extensive range of easy-to-use products that are shaped just like Crayolas. And while many don't see good packaging as priority in beauty products, the entire NUDESTIX lineup comes in a super useful tin box (with a mirror!) that can fit all of your lipsticks and touch-up products. Some items are even packaged with a handy sharpener. Read on to see our editors' review of the best NUDESTIX products, and don't forget to check out our interview with the brand's co-founder, Taylor Frankel.

Eyebrow Stylus Pencil & Gel



No exaggeration here when I say that this NUDESTIX dual-ended pencil will give you the boldest brows your heart will ever desire. While still maintaining an entirely natural finish, the Eyebrow Stylus (\$28 USD) enhances your features in a subtly elegant way fitting for both a daytime or evening look. Upon first studying the product, it seemed a little excessive to have both a pencil and a gel but I soon realized that this is probably one of the most ingenious and convenient beauty contraptions I have ever laid eyes on. The pencil tip is tri-angled, which makes it incredibly easy to maneuver and fill in for your brow shape. To finish off the look, the gel wand makes for a great tamer to secure your brows in place. Oh and did I mention that the formula is waterproof and lasts all day? You're welcome. – Zarah Cheng

Magnetic Luminous Eye Color Pencil



Having experimented with makeup for a couple of years now, I've finally come to terms that eyeliner is just not for me. Well, I simply don't have the patience and the time to draw a perfect cat eye wing every single morning. NUDESTIX gets me — its Magnetic Eye Color Pencil (\$28 USD) is so easy to use that I no longer see doing eye makeup as a time-consuming task. Promised to provide intense and long-wearing color, the crayon-like eyeshadow pencil is

perfect for creating a shimmery, smoky eye. I have pretty oily lids, and normally need to use an eye primer in order to make my eyeshadows last throughout the day. With this waterproof product, however, I can totally skip priming and just start blending away with my finger tips. That's right, you don't even need an eyeshadow brush to nail that sultry makeup look. – Teresa Lam

Sculpting Pencil



Talk about creamy. With two separate ends, this two-in-one Sculpting Pencil (\$28 USD) is NUDESTIX's answer to the contour and highlight fad that has taken the makeup world by storm. Interpreting the trend on its own terms, the sculpting stick is meant to offer a very natural contour and highlight — a stark difference from the heavy looks we've become accustomed to. On one end is the light/illuminating color while the other end is the contour shade, super easy to apply by just drawing on and blending. My personal favorite is the light/illuminating shade that offers a huge color payoff and extremely creamy application, which you can apply to the bridge of your nose, cheekbones, under your eyebrows and your cupid's arrow for a pop. The contour shade is a tad too light for me but works well as a concealer shade. As with all other NUDESTIX products, this is hypoallergenic, gluten-free, fragrance-free and cruelty-free — so it's all goodness on your face. – Helena Yeung

Intense Matte Color Lip + Cheek Pencil



Red lipstick seems to be the one classic makeup staple that never goes out of style. For years, I've been trying to find the perfect matte red shade for myself. Yes, there are plenty of liquid lipsticks out there that can do the job, but my clumsy hands just aren't good at manipulating doe foot applicators — I promise I tried. There's also the option of using a lip liner with a bullet-shaped lipstick, which is manageable but still not the most ideal considering that it involves two steps. Enter NUDESTIX's Intense Matte Lip + Cheek Pencil in "ROYAL" (\$28 USD). This standout product is an all-in-one pencil that makes wearing a bold red lip a lot less complicated or intimidating. Despite its matte finish, the kiss-proof lipstick is super creamy and doesn't leave your pout feeling dry at all. Swipe off any excess product and gently pat it on your cheeks to add a rosy, natural-looking blush. - Teresa Lam

NUDIES All Over Face Color Matte



I've been a long-time big fan of cream cheek color because the option to go brushless is game-changing. Having tried a fair share of cheek products — ranging from RMS Beauty, ILIA, Bobbi Brown, Glossier and more — I approached the NUDESTIX All Over Face Color (\$30 USD) with a "difficult to impress" kind of outlook and no real need for it in my beauty arsenal. With that

NUDESTIX

said, it's exceeded my expectations in both formulation and packaging. The stick comes in a pretty substantial size, but also includes a dense synthetic brush on one end which is useful for buffing out the edges. It's great for taking out with you for touch-ups and awesome for traveling because it's neither liquid nor powder prone to shattering — and you don't have to hog around a bacteria-collecting brush.

In terms of the formulation, it's pretty great. It's less frequent that you come across a cream cheek product that is actually matte. The finish is extremely natural, not chalky, long-lasting and can be buildable or layered with other products. It doesn't break up foundation while delivering a good amount of pigment. One tip I have is to use your fingers to apply the product rather than go straight stick-to-cheek. I find that the heat of your fingers melt the product for easier control.

– Joanna Fu

<https://hypebae.com/2017/4/nudestix-makeup-product-review>