

HOLIDAY MAKEUP LOOKS FOR BEAUTY BRANDS

Holiday makeup trends provide the ideal opportunity for beauty brands to encourage consumers to celebrate their individual beauty, inspire new makeup ideas and promote confidence.

Beauty brands should see this as the perfect chance to not just sell their products but also to empower their consumers to achieve these looks with the right tools.



Providing your consumer with the right tools along with your featured color cosmetics is the key to pulling off any holiday makeup look. And finding a supplier that can support your product needs, is just as important.

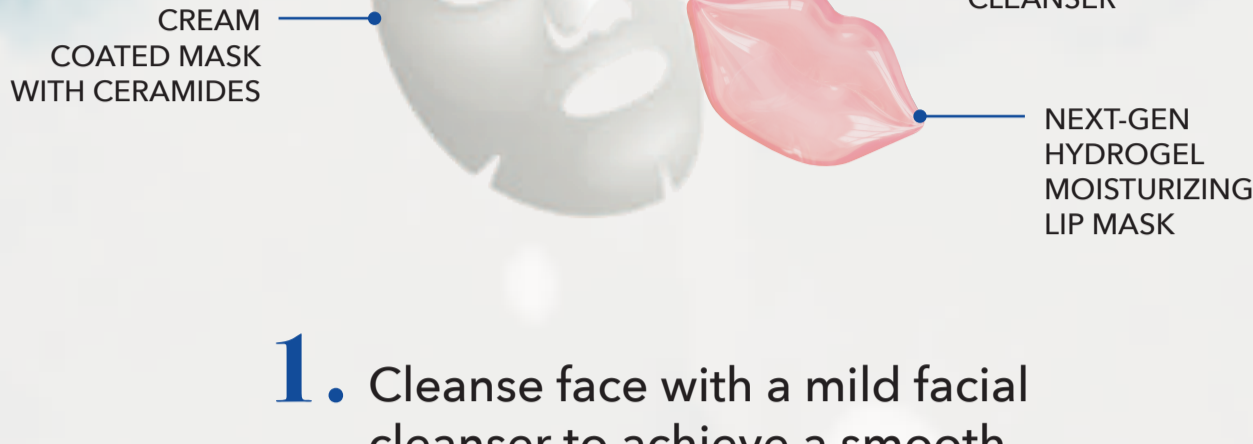
Skin prep, makeup brushes and proper makeup removal is essential to **achieve the ultimate application and ensure a positive customer experience.**

TaikiUSA offers a large assortment of validated base formulas and beauty tools, collaboration in product development and the latest technologies including sustainable material options to fit your specific brand need.

Holiday makeup application trends run the gamete, from paired down looks to full glam Let's dive in to how to create the top three looks this holiday season from steamy **Latte Makeup**, creating a **Celestial Glow** and a **Barbiecore** inspired pink lip.

SKIN PREP

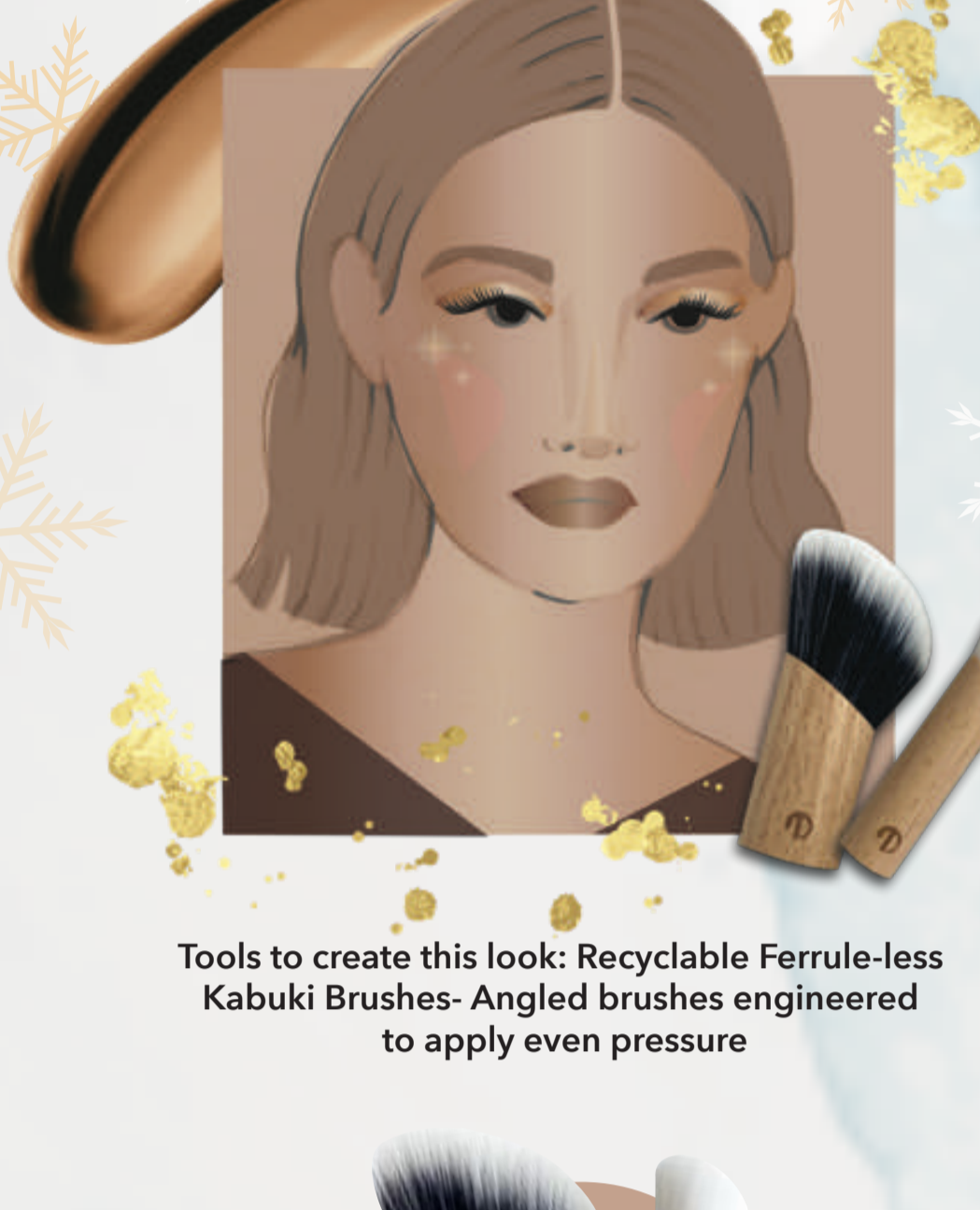
Flawless makeup application needs a clean, moisturized base.



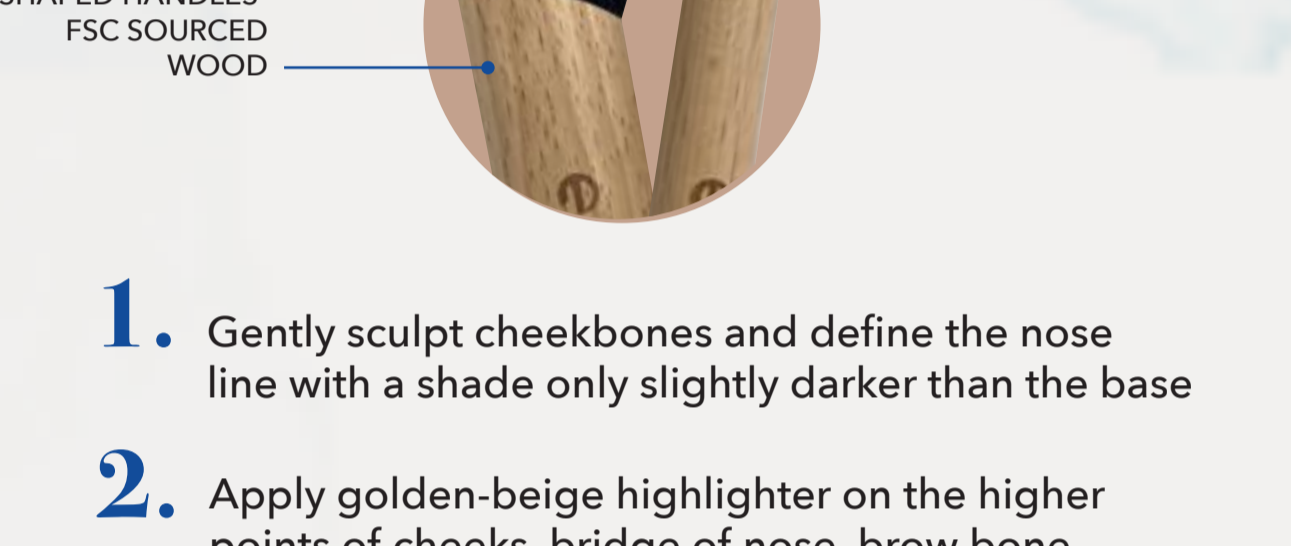
1. Cleanse face with a mild facial cleanser to achieve a smooth surface
2. Apply a cream coated primer mask with ceramides
3. Plump lips with a moisturizing hydrogel lip mask

Latte Makeup

Warm, natural undertones, perfectly tailored for a festive yet sophisticated holiday glow.



Tools to create this look: Recyclable Ferrule-less Kabuki Brushes- Angled brushes engineered to apply even pressure



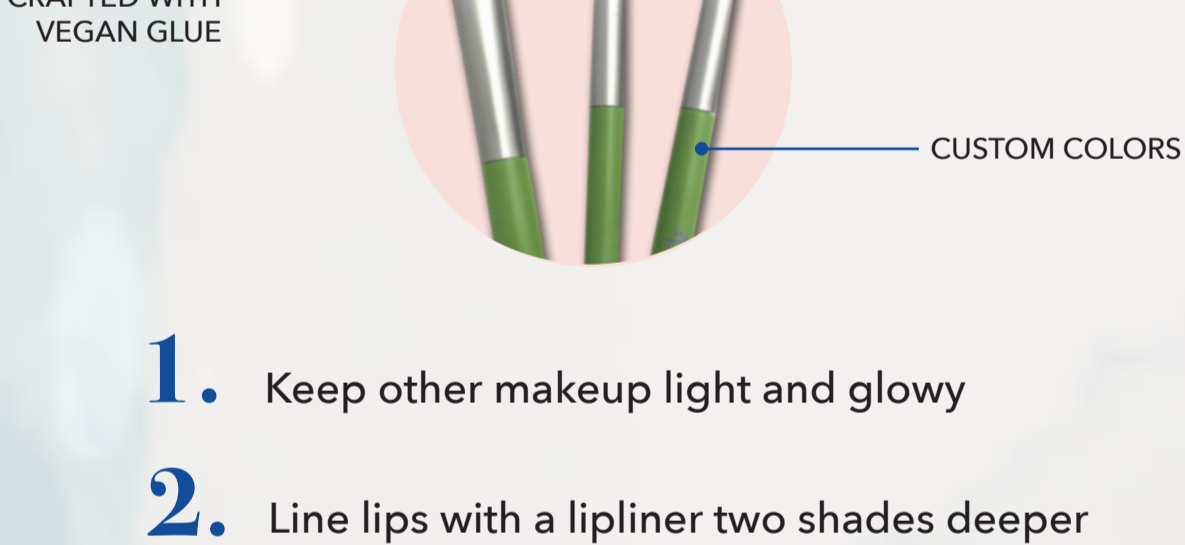
1. Gently sculpt cheekbones and define the nose line with a shade only slightly darker than the base
2. Apply golden-beige highlighter on the higher points of cheeks, bridge of nose, brow bone, and cupid's bow
3. Add a pop of color to cheeks with a hue that closely matches skin's natural flush with an angled blush brush
4. Use a dome shaped eyeshadow brush to apply cream to soft brown eyeshadow, warmer tones work better for darker skin tones, onto eyelid and crease.
5. Finish with warm nude lipstick, add drama with clear gloss

Pop of Pink Lip

Inspired by the Barbiecore trend, add a pop of bright pink for instant party vibes.



Tools to create this look: Travel Lip Kit - Lip makeup application made easy on-the-go with this compact kit



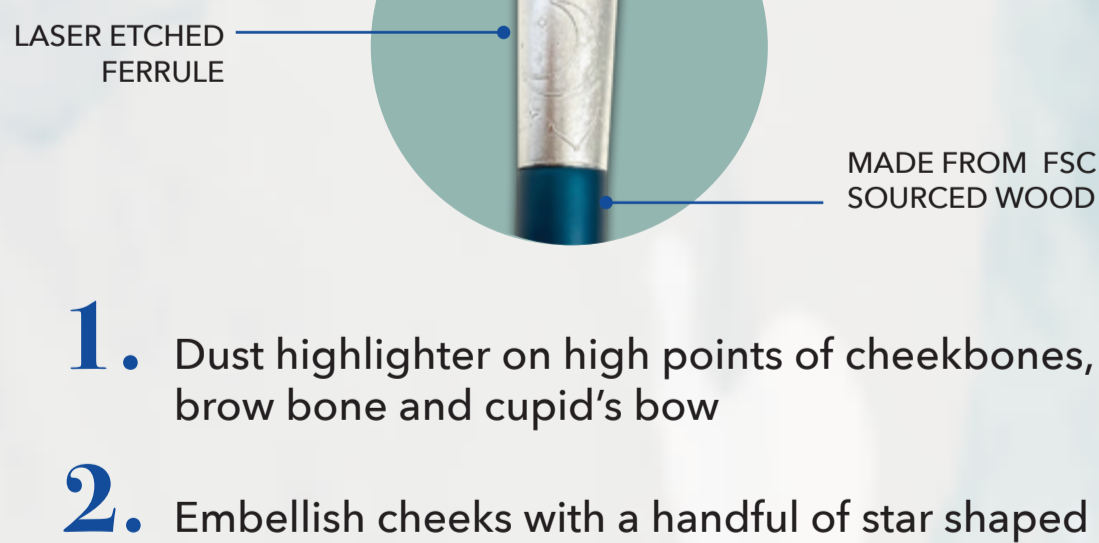
1. Keep other makeup light and glowy
2. Line lips with a lipliner two shades deeper than lipstick, define with a tapered tip lip brush
3. Press color onto lips with a flat tip lip brush
4. Blend with an angled tip lip brush

Celestial Glow

An out-of-this world glow with sparkle



Tools to create this look: Celestial Etched Ferrule Blush Brush- New 360-degree design technology



1. Dust highlighter on high points of cheekbones, brow bone and cupid's bow
2. Embellish cheeks with a handful of star shaped sequins
3. Finish the look with clear lip gloss

MAKEUP REMOVAL

After the party, take it all off with a double cleanse that won't strip skin of natural moisture



1. Gently remove makeup with Micellar cleansing wipes
2. Finish with a gentle powder facial cleanser

A partnership with Taiki provides a diverse range of services tailored to create high-quality beauty and skincare products that surpass market expectations and ensure overall brand success. As a true customer advocate, we aim to provide in depth product education and application techniques while guiding through manufacturing processes, regulatory issues, design, and logistics.