

## Beauty Pie

You might start to question some of your life choices when you learn that most beauty brands mark the prices of their products up by an average of 1,000%. But this is exactly what industry expert and Beauty Pie founder Marcia Kilgore has set out to tackle with this buyers' club for make-up and skincare obsessives. By skipping the middlemen, celebrity endorsements and retail mark-ups, Beauty Pie is able to offer its members direct access to luxury products from some of the world's leading beauty labs – all for surprisingly low prices. *Membership starts from £10 per month, [beautypie.com](http://beautypie.com)*



The NEW and ESTABLISHED BRANDS who are SHAKING UP the beauty industry, by Grace Cain

# beauty disruptors

## MGC Derma

Australian brand MGC Derma is leading the pack when it comes to using 2018's most-hyped skincare ingredient, cannabis. Before you get the wrong idea, the specific ingredient we're talking about here is cannabidiol (CBD), a non-psychoactive compound derived from the cannabis plant, which happens to share part of the 'fingerprint' of our genetics. This helps our bodies to instantly recognise and utilise CBD's healing, sebum-regulating and moisturising capabilities, making it especially effective in the treatment of conditions such as eczema and acne. *From £40, [cultbeauty.co.uk](http://cultbeauty.co.uk)*





## The Ordinary

With a no-nonsense approach that is revolutionising the skincare regimes of people around the world, The Ordinary offers a range of high-performing retinols, acids, molecules and moisturisers at a deceptively low price point. Based on the motto ‘clinical formulations with integrity’, The Ordinary has stripped back all unnecessary packaging and misleading ingredients to offer the individual components of a tailored skincare wardrobe; all you have to do is put them together in a way that works for you. Look out for their much-anticipated new suncare range.

*From £3.90, [theordinary.com](http://theordinary.com)*

## Herbivore

From the Seattle kitchen of wife and husband duo Julia Wills and Alex Kummerow to the Instagram feeds of beauty bloggers around the globe, Herbivore is a true social media Cinderella story. However, it’s not all shelfies and #Iwokeuplikethis – each of Herbivore’s products have been thoughtfully created with an emphasis on organic, high-quality ‘active’ ingredients, resulting in a range of unusually pure, highly concentrated unique blends. Added bonuses include no testing on animals and completely recyclable packaging.

*From £10, [spacenk.com](http://spacenk.com)*



## Fenty Beauty

‘I wanted everyone to feel included,’ says Rihanna on the website of Fenty Beauty, her cosmetic empire that is showing the industry how inclusivity is done. With an ever-growing range of universally flattering make-up (including 40 shades of foundation), and model campaigns that go far beyond the usual quiet nod to diversity, Fenty is revolutionising the game for people of all cultures and races. Keep an eye out for the sultry new Moroccan Spice collection this autumn.

*From £8, [harveynichols.com](http://harveynichols.com)*

