

BEAUTYCOUNTER
IN THE PRESS

NEW YORK

“
Considering that lipstick is the one beauty product you're most likely to ingest, picking a "natural" one could be beneficial
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allure

“
Beautycounter No. 1 Brightening Facial Oil cushions skin with seven natural oils
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InStyle

“
Beautycounter's Long-Wear Lipstick Is More Comfortable Than a Lip Balm
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GLAMOUR

“
(Renfrew) transforming into the Khaleesi of the clean-beauty movement
”

REALSIMPLE

“
Your Sunscreen Could Be Killing Coral Reefs—Here Are Ones That Don't...
”

FASTCOMPANY

“
How a Beauty Brand Raised An Army of 30,000 Political Activists
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Try Beautycounter's Touchup Skin Concealer Pen
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Beautycounter CEO wants more regulation for safer products
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allure

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Beautycounter Countersun Mineral Sunscreen Lotion SPF 30 protects with zinc oxide
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Breaking into an industry built around beauty secrets, Renfrew has discovered the power of transparency and her own voice
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InStyle

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Five years after its debut, Beautycounter has garnered a cult-like Internet following
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