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Schwan Cosmetics combines makeup and skincare with new Glowy Blur Stick

Premium Beauty News (Photo: Schwan Cosmetics)

19 February 2024



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As part of its “Color & Care” strategy, the German manufacturer of color cosmetics has debuted a serum-like solid complexion vegan product containing skincare ingredients and designed to both conceal and highlight. Dubbed Glowy Blur Stick the product delivers a perfect complexion while offering makeup wearers skincare benefits.



Launched at the MakeUp in Los Angeles trade show, which was held at the Los Angeles Convention Center on February, 14 & 15 (<https://www.premiumbeautynews.com/en/makeup-in-losangeles-and-luxe-pack,23267>), the **Glowy Blur Stick** combines the benefits of a color cosmetic with advanced active skincare formulations, including ingredients such as jojoba and cocoa butter, and other moisturizing and skin-protecting components, such as hydrasalinol, ginger, sea asparagus, meadowfoam seed oil.

“The Glowy Blur stick is a great choice for makeup lovers who want a perfected look with minimal application hassle. You can use it flexibly as a concealer, highlighter, and for natural contouring. It’s quick to blend in and does not feel heavy on the skin. The intensity is buildable – for no-makeup makeup days, you can add just a touch on the high points of your face for a little bit of luminosity, while for more of a statement look, you can dial up the glow much more,” says **Corinna Zeidler, Director, Brand Management at Schwan Cosmetics** (<https://www.premiumbeautynews.com/en/schwan-cosmetics-unveils-new,22945>).

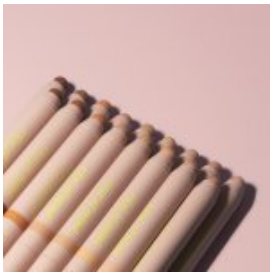
The vegan Glow Blur Stick can be applied directly on the skin without any makeup tools. The product can be buffed out with a finger for a sheer to medium coverage result. The product can be manufactured in Schwan Cosmetics’ US-based factory, and packaging formats for the North American market will be available.

The Glowy Blur Stick is one of several innovations in the company’s Color & Care strategy. Schwan Cosmetics (<https://www.premiumbeautynews.com/en/schwan-cosmetics-unveils-new,22945>) says it will continue to include more advanced skincare ingredients as interest in multi-purpose products from both brands and consumers continues to rise. We use cookies to give you a better browsing experience. By continuing to use our site, you agree to our use of cookies (<https://www.premiumbeautynews.com/en/legal-notice,085>) and set cookies (<https://www.premiumbeautynews.com/en/legal-notice,085>)

“The demand for care ingredients in makeup has skyrocketed,” says **Stefanie Strittmatter, Director Global Category Management Lip at Schwan Cosmetics** (<https://www.premiumbeautynews.com/en/schwan-cosmetics-unveils-new,22945>).

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“With our Color & Care strategy, we want to demonstrate that with a robust scientific approach and advanced care ingredients, color cosmetics can achieve noticeable skincare results with the same level of efficacy as skin care products themselves,” concludes Strittmatter.

Portfolio



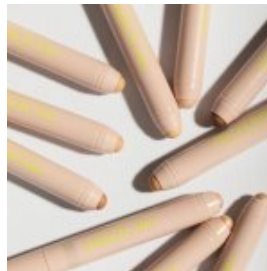
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