



BEAUTY

The Beauty Dupes

We all dream of the most luxurious high-end beauty buys, but often you can find a high-street dupe at a fraction of the price

Have you ever been on YouTube in search of beauty advice? If so, you will be familiar with #beautyhauls and #bagspills and perhaps even #beautydupes. So what is a beauty dupe? It's a budget beauty buy that mimics a high-end luxury purchase. Think of them as the beauty equivalent of buying designer-inspired looks at Zara and Topshop.

YouTube beauty vloggers talk all the time of beauty dupes – tried and tested budget buys that, whilst they might not come in the most expensive packaging, and most certainly aren't to be found at Selfridges or Harrods or even Debenhams, they are trying their hardest to perform like a premium product and they can save you a whole load of money – something that is always welcome in January, right?

Some beauty insiders are even starting to cut out the middlemen and sell direct to the customer in order to keep costs low. Marcia Kilgore, founder of Bliss and Soap & Glory, has launched a subscribers club called Beauty Pie that aims to bypass these intermediaries so you can buy colour cosmetics direct at a fraction of the cost you would pay on the high street. For £10 a month you can get lip liners for £1.47, mascaras for £1.93, lip glosses for £2.16 and foundations for £4.75.

'Despite numerous beauty companies, there are in fact only a handful of beauty manufacturers, so some of these bargain equivalents come off the same production line'

As Marcia explains: "Our mission is to bring our members the world's best beauty products at their totally transparent factory cost. For example, our FutureLipstick costs £2.17 on product and packaging, 5p on safety testing, 17p on warehousing and 48p on VAT, which makes a total of £2.87 to create. Yet it would regularly sell for £20."

So how is Marcia going to recoup her costs? By getting you to subscribe for £120 a year – still a saving for beauty addicts the world over. She follows in the footsteps of Brandon Truaxe, who launched The Ordinary to huge fanfare last year and sells no-nonsense, problem-solving skincare that works and is loaded with active ingredients at a fraction of the cost of high-end formulations – they start at just under £5. "I know how much ingredients cost," he says, "so I am shocked at how much the mark-up is on something like a hyaluronic acid serum."

So the team at HELLO! has done some hard work for you and put together our wish list of beauty buys and then tracked down some dupes. We are not saying these are the same products at all, but they are certainly similar and inspired by the originals. Never forget that, despite the numerous beauty companies out there, there are in fact only a handful of beauty manufacturers – the huge laboratories and factories that manufacture most of the product available. So some of these bargain equivalents even come off the same production line. The formulating chemists simply tweak the list of ingredients and packaging according to their brief and budget.

What's more, who knows what you have put on your face or body once it's applied? Unlike a designer handbag with a clearly marked label, once a lipstick is on, body cream applied or highlighter is shimmering on your cheekbone, no one can see any labels.



THE ORIGINAL
Charlotte Tilbury Wonderglow,
£38.50; visit charlottetilbury.com

THE DUPE
Tanya Burr Face Illuminator,
£7.49, from Superdrug



THE ORIGINAL
Bobbi Brown Lip Gloss in Pink Beige,
£19.50, from Debenhams

THE DUPE
Beauty Pie Superglasy Lip Gloss in
Brown Sugar, £2.16, also in six
other shades; visit beautypie.com



THE DUPE

Beauty Pie Micro-Mineral Serum Foundation, £4.64, in eight shades; visit beautypie.com

THE ORIGINAL

Giorgio Armani Maestro Fusion Makeup, £40, in 11 shades, from John Lewis



THE DUPE

Soap & Glory Kick Into Neutral, £13, from Boots

THE ORIGINAL

Urban Decay Naked Eye Palette, £38.50; visit urbandecay.co.uk



THE ORIGINAL

Indeed Hyalururon Moisture Boosting Mask, £19.99 for four, from Boots

THE DUPE

Garnier Moisture Bomb Tissue Mask, 99p (was £1.49) each, from Boots



THE ORIGINAL

Glamglow Supermud, £39, from lookfantastic.com

THE DUPE

L'Oréal Paris Pure Clay Detox Mask, £5.99 (was £7.99), from Boots



THE ORIGINAL

Artis Elite Gold ten-piece make-up brush set, £396, from Harrods

THE DUPE

Jolie Oval ten-piece make-up brush set, £32.99; visit jolie-beauty.co.uk



THE ORIGINAL

Dr Sebagh Serum Repair, £69, from Space NK

THE DUPE

The Ordinary 2% Hyaluronic Acid + B5, £5.90, from victoriahealth.com



THE DUPE

Rosie For Autograph Eyeshadow Palette in I Feel Like A Million Dollars, £18, from M&S Beauty

THE ORIGINAL

Tom Ford Eye Colour Quad in Cocoa Mirage, £64, from Selfridges



THE DUPE

Nip+Fab Glycolic Fix Body Cream, £7.99; visit nipandfab.com

THE ORIGINAL

Paula's Choice Resist Anti-ageing Skin Revealing 10% AHA Body Lotion, £30; visit paulaschoice.co.uk