

trend watch: from lip balm to beauty in the metaverse

Sniffapalooza

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Amy Marks-McGee



Lip Service



Blue Moon x Eos



Glossier Dotcom X
Magnolia Bakery



Burt's Bees X
Mike's Hot Honey



Panera X
Holler and Glow



Baskin-Robbins X
Laneige



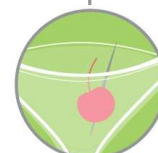
Revlon x Guy Fieri



Dr. Paw Paw X Paddington



Byredo



Chew On This



Peelerz



Gupperz



Bubs



Stuffed Puffs Gummy Fuzions



Skittles Gummies Fuego



Hi-Chew



Sweet Stash



GoodPop X SmartSweets



Starburst Pops

Covered In Mist



Guess



Floral Street



Holler & Glow



Le Monde Gourmand



CK Hair & Body Mists



Fenty



Amika



Hair By Sam McKnight



On Solid Ground



Soaked The Solid
Perfume by Sidia



Cedrus Solid
Parfum by Chloé



Bleu De Chanel All-
Over Fragrance Balm



Noyz Solid
Fragrance Charm



Coco Mademoiselle



Miss Dior



Rare Eau de Parfum
& Layering Balms



Beauty In The Metaverse



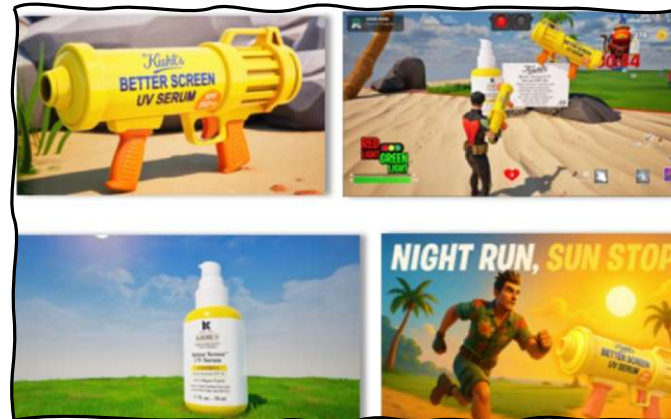
Dolce & Gabbana Light Blue



Fenty Beauty Experience



NYX Professional Makeup



Kiehl's Fortnite Experience





thank you!

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Inspiration for Creation