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MAKEUP

# Have celebrity brands killed sustainable beauty?

The celebrity beauty boom has created a feverish hype culture fuelled by Gen-Z fans. For heritage brands, not embracing it can be fatal.



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One minute I'm on TikTok watching a [Hailey Bieber](#) GRWM video. Seconds later, an Instagram post pops up on my phone about much-loved [sustainable beauty](#) brand Ren closing down.

Cries of “what will I do without the [Ready Steady Glow Daily AHA Toner](#)?” echoed around the GLAMOUR office as the team heard the news.

