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After my recent trip to Seoul, I feel like I glimpsed into the future of beauty. Korea is light-years ahead of us here in the US when it comes to innovation and ingredients, and I would gladly spend hours-nay, day-wandering on the streets of Myeong-dong wiping, swatching and buying. Textures are mind-boggling (How is this matte lip bark both fluffy and light? This marker so balmy and dewy?) And the delivery systems make you wonder, why didn't I think of it? (Because you don't live in Seoul, that's why.) It was inspiring, say the least, and I'm grateful to K-beauty sites like Soko Glam for bringing these weird but effective products to countries. But here's a little secret: One of your favorite beauty meccas also happens to be the pretty killer K-beauty part. It turns out Ulta-its one-stop shop for born-in-the-US staples like Urban Decay to Maybelline-has slowly but certainly expanded its K-beauty offerings. Next, you'll find some of the store's top vendors with a team of Byrdie personal favorites. You suddenly feel click-happy, so it's best just to have your credit out and ready-don't tell me I didn't warn you. Skinfood Peach Sake Pore Serum \$16 Shop This moisturizing essence is made from rice sake, peach extracts (which are rich in vitamins A and C) and natural acids to brighten and shade. Plus, silica leaves a soft matte finish. Whamisa Organic Sea Kelp Sheet Mask, 2 Leaves \$22 Shop Forget Leaf Masks-100% Real Sea Algae Mask Like This One Whamisa Has All The Benefits of Leaf Mask, Plus Brightening and Firming Benefits of Fermented Sea Algae. Place it on your face 1) scare your friends and 2) feel the immediate cooling effect. (Keep it in the fridge to amplify the cooling sensation.) Julep No Excuses Invisible Sunscreen Gel \$28 Shop We All Awe In This High-Tech Sunscreen From Julep. Why? First, the super-light texture feels more like an essence than a chalk paste. Secondly, it sinks almost instantly and is ideal for layered under a cream or foundation. Cosrx BHA Blackhead Power Liquid \$24 Shop This blackhead-busting product is crazy popular in Ulta, and we'll see why. With its white willow bark water and betaine salicylate, only a small amount keeps your blackheads cool and T-zone oil-free. Thank You Farmer True Water Light Gel Cream \$36 Shop for light cream, which is ideal for oily or acne-prone skin, Thank You Farmer's gel cream is rapidly absorbed and infuses the skin with soluble collagen. Plus, niacinamide and licorice root brighten and smooth unevenness over time. SkinRx Lab MadeCera Re-Turn Cream \$28 Shop We've heard of this product called Embryonic Korea-but honestly, we like the ingredients in this millennial pink tube better. Made from fermented ingredients and powerful ceramides, this cream increases the skin's natural moisture barrier and drowns up fine lines. CLE Radiant Skin Melting Cleanser \$28 Shop This gel-consistency cleanser doesn't whip -instead, it gently melts out your makeup without over stripping. The skin feels softly hydrated afterwards – never dry. (We recommend that you follow another cleaning agent as part of your double cleaning scheme.) O.R.G. Skincare Mineral Peel Face \$44 for \$31 Shop This Exfoliator Isn't Like the Rest-For-One, You Spray It. Made from natural lightening extracts such as milk thistle and licorice root, this delicate product works like gommage cream; just spritz, then massage it into the skin with a circular display. You can feel the dead skin cells and ingredients of this product ball up. It is extremely satisfying, and the skin feels (and look) soft and smooth afterwards. In the eyes of beauty obsessed, there is no such thing as too many visits to the newcomers pages of our favorite shopping sites. We may or may not even have some bookmarks dedicated to such a pastime. (What can we say? We're obsessed!) After all, online shopping is the fastest way to satiate our wildest beauty cravings. This rings especially true when it comes to Ulta, the beauty mecca known for offering both prestige brands and pharmacy products. Since we consider ourselves experienced virtual buyers, we thought we'd share with you recent recent findings that we're going to die, that we've been transported to our doorstep. Here are our must-have picks from the last arrivals of Ulta. Perricone MD No Makeup Mascara \$30 Shop Perricone MD specializes in barely-there products, as evidenced by its No-Makeup Foundation and No-Eyeshadow Eyeshadow, and has expanded that range to its new delicately embellished mascara. Think of it more lash lift and tone, rather than the inky volumizing formulas you're used to. The result is a soft, lifted flutter of the day if you want to wake your eyes up without committing to traditional mascara. Sun Bum Curls & Waves Shampoo \$10 Shop Shampoo, which comes from the same brand, specializing in sunscreen, may seem like a bizarre foray, but it's actually quite a smart-UV-rays damage your hair too, so Sun Bum created a curl and wave-specific shampoo that nourishes your dry hair and protects your spirals from the imperfection and shattering. Plus, it smells like coconuts, so you can channel beach-y island vibes into your shower stand. IgK 30,000 Feet of \$32 Shop White Bentonite Clay becomes an invisible root-lifter with intense volume. Just pump straight into the scalp and give your roots a cheerful fluff of 1960s Priscilla-Presley height. Nars Ignited Eyeshadow Palette \$59 Shop Shimmery shades of pinks and purples bordered by matte nudes and browns (mixing and dimensions) are just a spring upgrade we've been looking for. Apply the powders dry with a fluffy eyeshadow brush and layer to blow or add water saturated eyeliner or overconsophieneted paintwash. Schick Silk Touch-Up Facial Razor \$5 Shop This single blade razor is popular with Ulta buyers, and for good reason. The guarded blade is suitable for removing unwanted upper lip hair or stray eyebrow hair in some delicate swipes, or use it as a dermaplane tool to remove hair and dead skin. Too faced with Natural Lust Satin Dual-Toon Bronzer \$34 Shop ultimate warm weather compact, Too Facial new bronze-highlight companion skulpts and heats through the bronze side and adds dimension and pretty gloss richly pigmented gilded side. Stila Beauty Boss Lip Gloss \$15 Shop If you haven't yet experienced the creamy staying power of Stila's fan favorite liquid lipsticks, it's high time to jump into the bandwagon. The brand's latest launch is a slightly pearly, high gloss that actually plumps the lips from the inside of the hyaluronic filling spheres. Choose from 12 statement making shades like black and lively fuschia. Jack Black Turbo Body Scrub \$32 Shop Jack Black's original Turbo Body Wash is the bestselling product (and team byrdie favorite!), with its gentle, soothing, cleansing blend of eucalyptus and arnica, so we're especially excited about this new Epsom salt peeler iteration to wash away dirt and oils, buff away dead cells, and soothe sore muscles. What would a budget beauty girl do without Ulta? We have a sincere appreciation for the crowd-pleasing retailer, who will do everything in their power to ensure that our product addiction is saturation without completely destroying our budget. (Even top makeup artists are in love with Ulta. Even the singer, actress and producer, Selena Gomez, is an Ulta fan. What about Ulta's own product line? We have talked about how undervalued Sephora brand products are in the past. So, now, we're interested to see if the same applies to Ulta's affordable in-house collection. We gathered a group of the most discer than beauty gurus in our office, women who don't have the patience for low-quality makeup, to look at the top 10 bestselling makeup products in the Ulta range. Some caught it out of the park and others not so much. Want to know which Ulta brand products we love the most? Keep scrolling to read our honest Ulta makeup reviews. Ulta Twisted Volume Mascara \$11 Shop the coolest part of this mascara is that, as the name suggests, you can twist the tube to change the shape of the wand straight from the roll. There are four settings for wand shapes that promise to increase the drama of your eyelashes for each one. I found that the first device where the wand is straight and thick with small bristles creates the most flattering, separated look. The final device, where the wand is fully rolled, made my eyelashes a little too clumpy to my liking, but it can work better for someone who already has thick lashes. Mascara is a little tricky to remove, but not in conclusion, I think you'll definitely get your money worth the product. - Amanda Montell, Byrdie contributor ulta Flushed Blush \$10 Shop Other than lipstick, blush is pretty much the only makeup product I use. As much as I love the peach pink tone of this blush, shine it just doesn't make it for me. I prefer something that's more matte. If you like a sparkly cheek, it may be a better fit for you, but it doesn't quite work for everyone. - Maddie Sensibile, Byrdie supporter of ulta Adjustable Coverage Foundation \$14 Shop I must admit I largely prefer to cream foundations, which I've found to be more mixing and staying in power. However, I can still appreciate this pressed powder foundation for its silky, finely milled consistency. It didn't offer as much coverage as I normally want, but it doesn't give my complexion a uniform, natural look. I'm definitely popping it in my bag at midday touchups after weeks, especially since it releases my skin with excess oil and

shine. - Kaitlyn McLintock, Byrdie collaborator ulta contour kit for \$18 Shop I only contour from time to time, except wiping little bronze cavities on my cheekbones every day. (After all, the full-on outline is over, not heard of?) So while I appreciate the gorgeous contour palettes out there, I don't usually have a real need for one. Like this Ulta version, I appreciate your pharmacy price and the variety of contouring and highlighting the tone that come in the form of highly pigmented powders. (Powders offer some sate, but nothing too unpleasant.) Personally, it's not a substitute for my daily bronze, but if you're into contouring and want an affordable option, I would recommend it. - Kaitlyn Ulta Luxe Lipstick \$9 Shop It's hard to find lipstick that slips well-but Ulta does the job. It doesn't dry my lips, either, which is a big plus, as I often forget about ChapStick. Aside from that pink, lipstick is an impressive variety of shades that I'm now excited to try. For me, it's absolutely worth buying, especially at a price. - Maddie Ulta Hydrating Face Primer \$18 Shop I'm extremely fussy with the plot and I don't consider it important for my daily routine, so I'm a very harsh critic. But I see someone who relies on primers day and day out when assessing this product. The no-friser formula is clear, unsaturated, applies smoothly, and it doesn't improve coverage and stays the power of your makeup. But the formula is also very silicone-y, which you either like or you don't. I think this product would work best for the oily skin types looking for a budget option. - Amanda Ulta Mineral Powder Foundation \$14 Shop I tried to get this loose powder foundation twice, both with ulta plot and without. I can safely say that the plot greatly improves the experience; it improved coverage and borrowed additional energy. Just with pressed powder, this loose variety is silky and light as air. I was also able to build coverage quite easily, something that is not always possible with cream or liquid formulas. As long as I have my faithful new plot with me, I will see myself reaching for it in the future. - Kaitlyn Ulta Matte Lip Cream \$7 Shop I'm not usually the one to catch up with liquid lipstick. I much prefer pipes and usually struggle with blotchy, hard, all-around-mucky consistency in most formulas. However, I was willing to give Ulta the best-selling formula shot because the reviews spoke so highly of its finishing and texture. For the most part, I'm impressed. The texture is super light and mousse-like and not claustrophobic-feeling on my lips at all. That said, it didn't last as long as I wanted it too and my lips felt a little more parched than I would have liked by the time I got to my end of the day spin class. - Erin Jahns, former assistant editor of Ulta Eyeshadow Single \$9 Shop I was already on the market for a sparkly (but not too sparkly) purple eye shadow, so I was excited to try Ulta's shadow Hopeless Romantic. They have a very beautiful selection of these eyeshadows that come with matte, shimmer and shine finishes and mostly neutral or muted colors. I know that bright eyeshadow sounds risky, but when applied, it feels more iridescent, which was lovely. It gets thin at first, so you have to build it up to get a big impact watch. (I also recommend wetting if that's what you're going to do.) But it mixes very well, and like everyday eyeshadow, I definitely recommend it. He even earned me a number of compliments, which is always nice. - Amanda Ulta Gel Eyeliner Pencil \$8 Shop I have to be honest here. I'm a die-hard liquid liner fan, and I've struggled to find any formula that replaces the monogamous relationship I maintain in my go-to pen. That said, Ulta's gel formula has this delicious velviness (is that a word?), and I'm equally enchanted by the pretty shade range. I want them all and I'm duly impressed with the liner staying in powder-something, which I often problem when it comes to any gel-based beauty product. I'm a fan! And dear, Ulta: Can I get one each? - Erin Erin

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