



## INDIE OF THE YEAR

### KOSAS

The prestige makeup category in the U.S. ended this year in a downward slump, but a sluggish market hasn't stopped Kosas Cosmetics from picking up steam. The Los Angeles-based skin-care-meets-makeup clean beauty brand founded in 2015 by Sheena Yaitanes had its biggest year yet in 2019, seemingly hitting a chord with young consumers looking for an uncomplicated, multibenefit, no-makeup makeup look. Kosas entered Sephora in January, with a near immediate sellout on multiple shades of its cult Tinted Face Oil on sephora.com. The brand launched into 43 doors as part of Sephora's Clean Beauty endcap, where the Tinted Face Oil became the top-selling sku. The botanical-based foundation-like elixir was such a hit that Sephora is launching a dedicated endcap of the full Kosas assortment in 45 doors. Other of the brand's top sellers include products launched this year, such as the Kosasport Lip Fuel and 10-Second Eyeshadow. The latest launch, out in October—Wet Lip Oil Gloss, a hybrid lip treatment and gloss—helped increase the brand's Instagram following by 500 percent year-over-year. The key to Kosas' success lies in Yaitanes' drive to break down barriers between categories and create something completely new. "For this to work, it has to be totally makeup and totally skin care," she said earlier this year, "and neither one can be compromised."

Styled by Chelsea Volpe at Honey Artists

