



“Love your skin as you age.”
—Gwyneth

Try goop Beauty Youth-Boost Peptide Serum.

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Beauty

goop Beauty Now Comes in Color: Introducing Colorblur Glow Balms

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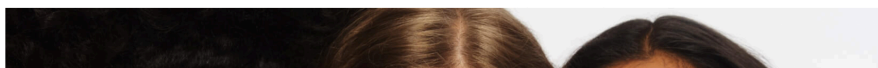
Gwyneth always looks fresh and glowy around the office, but a few months ago, we started wondering. The glow—and the energy—was even more noticeable. The secret turned out to be a new project in development: goop Beauty Colorblur Glow Balms, our first-ever dip into the world of color. It's nourishing skin care that comes in five gorgeous easy-to-wear colors, each designed to flatter practically any skin tone.

“The balms are a new way to wake up your skin,” Gwyneth says. “They’re sheer, moisturizing, and full of skin-boosting ingredients. And the colors are so good—and so fun.”

The five beautifully pigmented translucent creams each deliver an effortless fresh pop of color for a hydrated, natural-looking glow (even on no-makeup makeup days). “Just a little—I use my fingers—brightens up your whole face in seconds,” Gwyneth says. “And it nourishes your skin at the same time.”



goop Beauty
COLORBLUR GLOW BALM
goop, \$34
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These five shades flatter just about every skin tone.



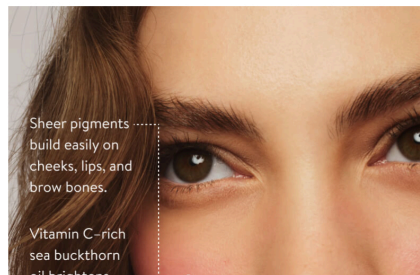
(And you can layer, mix, and match.)

[FIND MY SHADES](#)

“

I don't really wear makeup unless I'm dressing up, but this is something in between. It's this sheer, nourishing antioxidant cream color that leaves your skin looking like you just came in from a run or a dip in the ocean.”

—Gwyneth



Sheer pigments build easily on cheeks, lips, and brow bones.

Vitamin C-rich sea buckthorn oil brightens



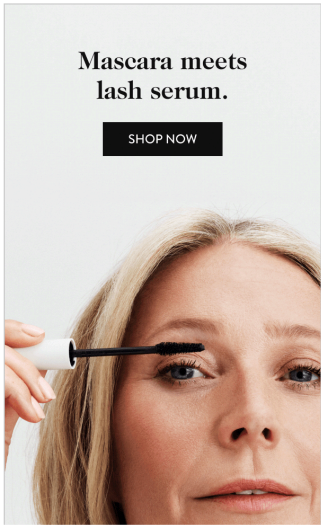
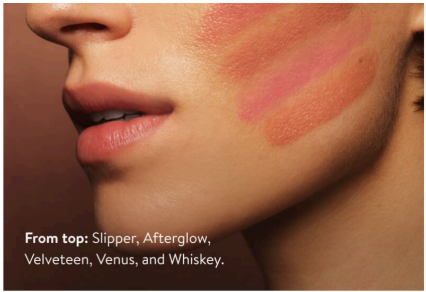
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