

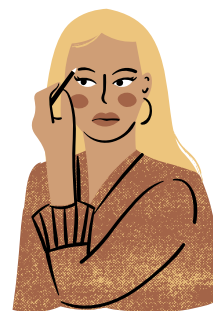
# CLEAN-GIRL GUIDE

2023 was massive for the ‘clean-girl aesthetic’ trend on TikTok, and 2024 is no different. If you want to hop on this trend, but are unsure how to go about it, this list of essentials is for you.



## Lashes and Brows

Make-up is rarely used in the clean-girl look, but if a completely bare face isn't for you, then the Secret Brow Club lash and brow tint is your perfect solution. There are so many shades that almost anyone can use them in the comfort of your home.



## Skincare

That shiny, dewy looking skin is what you need! You don't even need a routine or loads of tools, all you need is one of our Kaeso moisturisers and maybe a face-mask if you want to relax in the evening! The brand suits all skin types, so definitely get your hands on some!



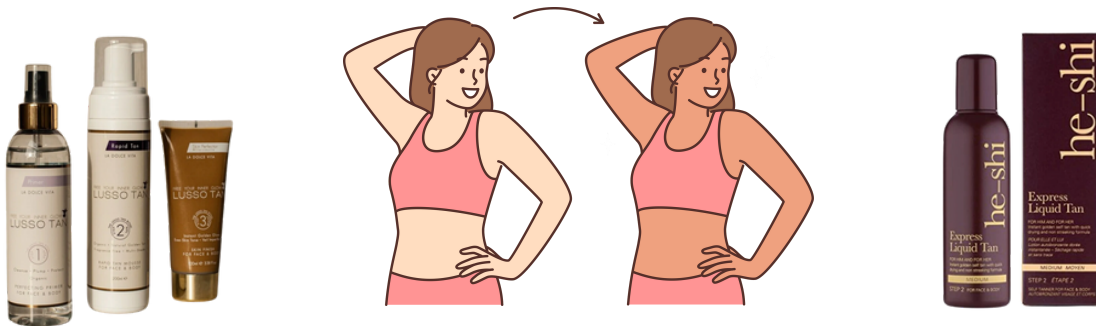
## Hair

The way you style your hair is one of the most important elements to get this trendy appearance. A tight, slick-back bun is the standard, no bumps, lumps or loose bits aloud! The best way to achieve this is using our Osmo and Affinage hair gel/ wax, or if you want an alternative, a hair-mask always works. The most important thing though is a Denman bristle brush to glue the baby hairs onto your scalp!



## Tan

Having a natural looking tan is the final step. There is nothing worse than an orange, awful smelling tan, but Lusso and He-Shi tan never disappoints! They leave you looking like you just came home from a sun-holiday, but without the expense.



This trend is not something you will look back on in 5 years and regret, so if the natural look is for you definitely get your hands on these products!



**Gainfort**  
**Hair & Beauty**  
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