

Internet article

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24 October 2022

Top 3 the most popular beauty influencers

1 Huda Kattan (50.7 million followers)

- a) an American makeup artist;
- b) beauty blogger;
- c) the founder of Huda Beauty;

Huda didn't start out as JUST an Instagrammer. Rather, she is a makeup artist and blogger, positioning her as a subject matter expert. She is also known for her exotic beauty, derived from her Iraqi heritage. After college, she started a beauty blog, which then developed into an Instagram account and makeup line. She has also worked as a celebrity makeup artist and stylist for Revlon.

2 James Charles (22.8 million followers)

- a) an American Youtuber;
- b) makeup artist ;

Sometimes controversial and often imitated, James Charles was the first male spokesmodel for CoverGirl. His Instagram account features a lot of makeup done in vibrant colors: among his specialties is eye shadow done in different colors on each eye. The biggest thing that sets James Charles apart is his ability to exude confidence while not taking himself too seriously.

3 Jeffree Star (13.8 million followers)

- a) makeup artist ;
- b) the founder and owner of Jeffree Star Cosmetics;

Jeffree Star is another beauty influencer whose rise to fame has had some bumps and hurdles, but no small amount of influence and notoriety. Star is primarily known for his YouTube channel, but has a substantial following on Instagram and other social channels like TikTok, as well. Star's influence is such that he has his own makeup line (titled Jeffree Star Cosmetics), and is among the most wealthy beauty influencers out there.