

Title: The shift to blockchain based securities has begun...

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1. Techy makeup company Oddity links a digital token to its IPO, tying crypto to regulated markets

Crypto primer... the moisturizing kind. **Oddity** is the tech-focused parent company of TikTok-approved makeup brand Il Makiage. Think: AR shade-matching and algorithmic foundation quizzes. Its employees are mostly data engineers with zero background in beauty. Now Oddity has become one of the first non-crypto companies to tie a blockchain-based security directly to its equity ownership. Let's de-jargon that:

- **Oddity tokens:** The viral D2C makeup company launched a digital "security token" that runs on the ethereum blockchain. The tokens are digital contracts that can be tied to assets like

