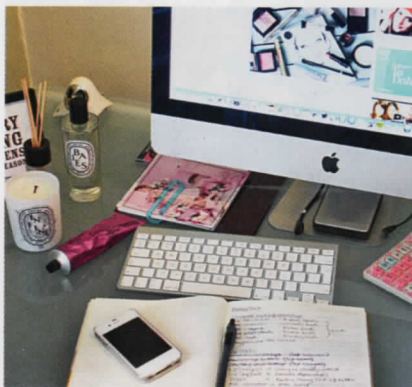




BEAUTY JUNKIE

YouTube star **Lily Pebbles**, 25, of What I Heart Today, reveals the products that really deliver and where she finds her favourite beauty rarities...

I started blogging as a hobby while studying marketing, advertising and PR at uni. After graduating I worked for three years in the beauty industry then left to blog and consult for brands full-time. If I get lonely working from home, I meet with other beauty bloggers and we work from one person's house. We help each other – being competitive is not what it's about.



When I'm out I don't want to pull out my mirror so I seek out long-lasting products.

I'm obsessed with Rimmel liquid eyeshadows and I've worn their Apocalips lip lacquer for six hours at a time. Laura Mercier Foundation Primer is another essential – it keeps make-up in place rather than having it slide off oily skin or disappear into dry, 'thirsty' skin. I'm very fickle when it comes to lip balms – I like both Lanolips and Maybelline Baby Lips right now.



I'm interested in beauty trends but don't follow them all unquestioningly. When something like nude nails becomes a thing I'll think about how best to spin it for my readers – it's my take on the trend.

I'm proud to be a Londoner and some of my favourite posts are about under-the-radar places. The Garden Pharmacy in Covent Garden has great French products, and John Bell & Croyden on Wigmore Street sells amazing brands such as REN.



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