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@sephora/bluemercury While there is a certain inimitable joy of walking into your favorite beauty store, swatching lipsticks, sprizing yourself with perfume, and carefully scanning rows of products, it's easy to get overwhelmed by the endless supply of options to choose from. And don't even get us started on these goodies box office line (I mean, talk about irresistible). Shopping online, however, gives us the opportunity to take our time, sort by category and price, and sift through product reviews from the comfort of our sofa (bed, bath... You know, it's a case). Aside from the basic sort of feature, beauty websites are now, more than ever, equipped with shadow matching tools, detailed product descriptions, and the ability to come back or return easily, making online shopping more enticing than ever. From eco-friendly indie brands to those that have been around for decades, read below for the best places to shop for cosmetics online. Advertising - Continue reading below 1 Bluemercury Bluemercury is a treasure trove for luxury beauty fanatics where you can find tried and true beauty staples and new brands alike. Thoughtfully curated a range of products- real beauty and skin care expert-ensures that no matter what you shop, you can feel confident in your purchase. If you prefer clean skin care products, browse their Conscious Seal approval products for vegan and cruelty-free options. SHOP HERE 2 Nordstrom Nordstrom's full selection of luxury cosmetics is curated enough that you will never feel overwhelmed as well with a wide range of items for each type of product. Nordstrom's exclusive makeup and skincare kits make the perfect gift for beauty addicts (or treat yourself!). SHOP HERE 3 Sephora We would be remiss, not to mention this beauty store staple, whose online store is as impressive as their brick-and-mortar stores. With one of the largest stocks of makeup, skin care, hair care, fragrance, and tools, Sephora is the place to go if you want lots of options and high quality products. Browse their buying guide if you're looking for a guide, or sort out their hyper-specific categories (such as buying by age) if you prefer a narrower search. MISSION SHOP HERE 4 Follain Follain is enough to make the brand worth shopping, but their online beauty store is one you'll come back again and again. Follain works directly with its customers and manufacturers to ensure that all their products are non-toxic, gentle and safe to use, with a five-step approval process for everything they sell. SHOP HERE 5 Ulta Is an assortment of Ulta brands, and the prices that make their online store so great. From dior perfume to Maybelline lipstick, Ulta balance high and low what makes the site so clutch. SHOP HERE 6 Anthropologie Anthropologie may not be the first place that comes to mind when buying for beauty and skin care, but their beauty and wellness section is not one to ignore. From Ot Name brands like Supergoop and Sigma for small indie brands and eco-friendly lines, Anthropologie is the perfect place to discover new products that you might otherwise have missed. SHOP HERE 7 Detox Market What started as a pop-up in Los Angeles has since transformed into a trouble-free store for sustainable-sourced, clean (and green!) beauty products. Everything on the detox market has been tested by their team of experts, with less than two percent of brands actually passing their quality test. The Detox Market Banned Ingredients List shows how carefully they are about insurance, that what they sell is good not only for your body but the environment and the industry as a whole. SHOP HERE 8 Glossier While nothing will compare to the upbeat, chewing gum-tinged bricks-and-mortar stores, this startup's online store is a pretty big alternative. Brand beauty sets and collections are a great starting point for exploring their unique range of makeup and skin care products. SHOP HERE 9 Trust Hear Us: While The Purpose May Feel Like More Home, Grocery and Technology Destination, their generous selection of cosmetics is one you don't want to miss. From makeup, skin care, hair care, and tools, The goal is to go if you're someone who likes to do your own check. Target's recently launched Pure Beauty section is a great place to start if you are in search of affordable yet sustainable options. SHOP HERE 10 Birchbox Whether you are new to the beauty game or not, birchbox monthly subscription box is a great way to explore new brands and new products, all of which are curated based on the profile you fill out when signing up for a monthly service. For \$13-\$15 a month, you get 4 to 6 deluxe makeup samples, skin care, hair care, and nail products. SHOP HERE This content is created and maintained by a third party and is imported to this page to help users provide their email addresses. You may be able to find more information about this and similar content on piano.io Advertising - Continue reading below journalist, tech entrepreneur Credit: UnsplashNowadays, in an era of information overload, it can still be difficult to find practical tips to use to build a business or product. Proper books and e-books can be a great source of information, real experience to review and analyze, the coach helps to avoid typical mistakes. Here is a list of such books dedicated to internet marketing that every industry professional or entrepreneur should read in 2020.1. Content Marketing for Traffic and Sales by Daniel Daines-HuttDaniel Daines-Hutt's Content Marketing for Traffic and Sales is perfect for any marketer who feels that their content is not doing what it should. This is suitable for you if you feel that your content is missing something and you are not sure why? Everyone else tells you to write more often, but you go crazy for all the work and small results, Dines Hutt shows you that content will change things for and then will tell you how you can make the most of this content.2. Theory and practice. The ultimate guide to Internet Content Marketing by Alexander LashkovaThis book is designed to help you solve practical marketing problems. Alexey Lashkov runs his own content marketing agency in Miami and has worked with dozens of start-up companies over the past decade. An expert in the technology industry, he has a wealth of experience in helping technology companies talk to people using language that people can understand. This guide focuses on the practical issues that each content creator faces in their day-to-day work. It is a training ground that gives you knowledge of the types of modern content and tactics that can help drive outreach and engagement. All statements are supported by real case studies3. Leading Machine Small Business Guide to Digital Marketing Rich Brooks Brooks describes the critical aspects of modern digital marketing and shows you how you can expand them and grow your business. It talks about the different strategies that you can use to get visitors to your site and how you can make sure they keep coming back. The complexity of some elements of digital marketing is simplified, and readers are presented with a book that simplifies what they need to do. The book provides a step-by-step guide to the growth of your online business that is ideal for marketers and entrepreneurs in any niche.4. Hooked: How to Build a Habit of Product Formation Nir EyalNir Eyal is an expert in behavioral design, and the book is the result of his ten years of research. Eyal will help you understand not how to get people to buy your product, but to make a habit of buying your product. Another important fact about this book is that the product of Hunt founder Ryan Hoover helped make the content even more practical. The author outlines the real methods that modern enterprises use to attract attention and build a direct connection with the product or service they sell. This book is a practical tool for driving your business retention metrics. Hacking Growth: How today's fast-growing companies Drive Breakout Success by Sean Ellis and Morgan Brown Hacking Growth is a relatively recent book, and more importantly, the ideas it contains are not repackaged from Philip Kotler's good old things. Both authors have solid practical knowledge, especially since Ellis and Brown are pioneers of the rise of hacking. This book will give you a hands-on view of several available distribution models. With it, you'll get real guidance on how to implement hacking growth in your company6. AI-based data marketing: Use the power of predictive marketing and machine AI for marketing Unemyr, 2018This is a completely unique work by Magnus Unemyr. First, it has ideas on applying AI to marketing, which Unemyr has received by interviewing business and marketing execs in companies building the best products. Products. it has perfectly structured content, as all products are divided into several categories. These categories include competitive intelligence, predictive pricing, advertising strategy, e-commerce, content marketing, lead and customer engagement, customer relations, segmentation and customer travel. These categories help you understand how and what tools can help you with specific tasks.7 Plant Choice: The 25 behavioral biases that affect what we buy from Richard ShottonBehavioral Science explains what really motivates people, not what they claim motivates them. The choice of plant shows how conclusions from this strong field can be easily applied to marketing. Shotton highlights the complexities of targeted selection and discusses how marketers should do this. Even if you are not a marketer, this book provides a fascinating insight into consumerism and human behavior. He focuses on everyday decisions and examines what makes us make them and therefore what makes us tick. What great marketing books are worthy of reading do you know? Sign up to get a daily preparation of top tech history! History!

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