

Ilia Multi-Stick is Not Worth \$36

Written, designed, and Photos by: Laykan Pierce

Many brands nowadays are reducing the sizes of their makeup products but are increasing the price. For example, the brand Ilia is doing that. They are famously known for their Multi-Stick Cream Blush + Highlighter + Lip Tint, which is a small makeup product that is a 3 in 1. After seeing many videos of the product on social media platforms, I was convinced and immediately bought the product. I was searching for a product with clean ingredients and easy application. Now that I've had the product for a few months, let's see if it really lives up to the price.

As a longtime makeup lover, I had high hopes for the product because of how much it cost for so little product. Before doing a full inspection on the product, I set some expectations and requirements. 1. Amount of product. 2. Pigmentation. 3. Texture. 4. Ingredients

First thing I did was measure how much product came with the Multi-Stick. The package stands at about two inches and the actual product is close to one inch. Less is more has definitely been a huge thing when it comes to makeup these past years but I feel like I deserve more product if I'm paying \$36 for it. Because the product is supposed to be used for multiple purposes I feel as though the product would run out quickly because of all the uses.

Second, I looked at the pigmentation. The product was very sheer when rubbed onto skin. I had to do a few swatches just to get some color. Once I blended the products into my arm, the products basically disappeared. Some might like sheer products but I prefer when a product has a lot of pigmentation, especially for the price I was expecting more color.

The third thing I did was inspect the texture. The formula is described as "creamy" on the Sephora website but I beg to differ. The product was rough and difficult to blend in. To get it to its "creamy" consistency, I had to rub the formula on the back of my hand in circles to warm up the product. Once the product was applied to my cheeks I felt like the only way to really blend it in was by blending it in very fast. Because the texture is already dry and rough it immediately absorbed into my skin and the streak from the swatch was noticeable.

The last thing I looked at were the ingredients. On the Sephora website, the multi-stick is considered "clean" which is good to know because many of the makeup products sold today have harmful ingredients in them. Some of the main ingredients were, Avocado Oil; Provides antioxidant protection, Orange Peel Wax; Hydrates and nurtures skin and lips, and Shea Butter; Hydrates and nurtures skin and lips. I have to say those ingredients are great for the skin but

the product was not hydrating to my skin and lips. I felt as though my lips were dry and cracky after application. I know that the product isn't considered a "chapstick" but I feel as if I'm paying \$36 for one inch of product, it should live up to what the ingredients describe. A plus to the product was that it is cruelty free. I'm very passionate about only buying products that aren't tested on animals so I was happy to see that the Ilia brand was cruelty free.

After spending time on really getting to understand the product I have come to the conclusion that the Ilia Multi-Stick Cream Blush + Highlighter + Lip Tint, is not worth \$36. I understand that it costs more to make cleaner and cruelty free products but besides that, the product really didn't give anything. If the product didn't basically disappear after putting it on and wasn't so dry, I would definitely recommend it but I'm here to tell you to save your money. Remember that not every makeup product is needed, even if your favorite influencer is telling you to buy it because 80 percent of the time they are getting paid to lie.



Ilia Multi-Stick



Before blending in product



After blending in product