



5 New Beauty Products That Mimic Cosmetic Treatments

Cosmetic treatments are more accepted and accessible than ever, but that doesn't mean you need to have a [plastic surgeon](#) on speed dial. Savvy beauty companies have started to design products that mimic the look of cosmetic treatments for those of us who aren't quite ready to take the medical plunge.

We've rounded up some common treatments and paired each with a beauty product that helps create a similar (but much more temporary) effect. We recommend settling somewhere in between these two options—for example, before you book a [microblading](#) appointment, play around with a liquid brow pen to help you decide on your exact desired brow shape. To help weigh the options, we asked a plastic surgeon and a makeup artist for their expert advice. And we know that choosing the right shade of lip liner isn't *exactly* as important as finding the right injector, but it sure is a great place to start.

Microblading

These days, full brows are something that gets noticed. The years of overplucked, pencil thin brows are behind us, and in their place is a new respect for grown-in, natural-looking, thick brow hair. If you don't have God-given Solange Knowles or Cindy Crawford brows, there are multiple ways to fake them.

The procedure: [Microblading](#) is a semipermanent eyebrow tattoo—but we promise, it's not as intense as it sounds. The procedure involves a handheld tool containing dozens of tiny needles that mimic lightweight hairstrokes. Expect to return to your brow artist once post-treatment for a touch-up; after that, results last for about 18 months. “Permanent makeup is a great solution for somebody who wears makeup every day,” says [Dr. Melissa Doft](#), a plastic surgeon in NYC. “Most patients have been penciling in their brows consistently for many years before they take the plunge to have permanent makeup.”

The product: [Glossier Brow Flick](#) is a brow-detailing pen with the same end goal as microblading—thin, natural-looking strokes that mimic the look of full brows, the difference being that you can wash these off at the end of the day. The pen comes in blonde, brown and black, so choose the shade that best matches your hair and start drawing. It's “all the definition and natural effect of microblading but without the commitment,” says [Amber Dreadon](#), a makeup artist in Los Angeles. “For natural-looking brows, comb the hairs with a spoolie first and then flick the pen in an upward motion. I usually use the pen to fill in gaps throughout the brow and lightly extend it if needed, then finish with a clear brow gel.”

Freckle Microblading

There's a reason behind the full-brow, no-makeup makeup and natural-looking lip-filler trends: the reins of traditional (and, some might say, outdated) beauty standards have loosened, and people are more comfortable looking like themselves. That extends to freckles. Many of us spent our teenage years attempting to conceal our freckles, but now freckles are so popular that people are even trying to fake them.

The procedure: **Freckle microblading** uses the same technique as for the eyebrows—this time, applied to cheeks, to create the illusion of a natural smattering of freckles. “Remember that a tattoo is much easier to add than it is to remove,” cautions Dr. Dofl. Still, due to the numbers of products and soaps we apply to our cheeks daily, tattooed-on freckles will require more regular touch-ups than microbladed brows.

The product: If you aren't quite ready for a face tattoo, **Freck Beauty OG Freckle Pen** is created specifically to paint on faux freckles. Use the pointed-tip brush to dot freckles across the nose and cheeks. “The trick is to keep fake freckles looking imperfect,” says Dreadon. “Remember, real freckles aren't evenly spaced out or all the same size or tone.” She recommends using freckle pens or liquid brow pens in a few different shades for the most natural look.

Vein Treatment

Blame age, genetics or karma, but most of us will eventually end up with spider or varicose veins. If these visible veins are bothersome, talk to your doctor about **sclerotherapy** or add a body makeup to your beauty repertoire.

The procedure: Sclerotherapy, also known as vein treatment, involves your doctor's injecting a solution into the affected vein, to collapse it and redirect blood to healthy, invisible veins. After a few weeks or months, the injected veins will be absorbed into the tissue and disappear. “Injection works best on medium-size veins,” says Dr. Dofl. Talk to your doctor about which veins to target, and make sure that you're clear on the likely results.

The product: Kim Kardashian, who's been open about her **struggles with full-body psoriasis**, released **KKW Beauty Skin Perfecting Body Foundation**, to combat bodily blemishes like visible veins. The liquid foundation is formulated to conceal imperfections in the same way you'd cover a zit on your face. It comes in seven shades, but act quickly: as with many things KKW, this repeatedly sells out. “For body makeup, the most important thing is making sure that products won't transfer onto clothing or look too heavy,” says Dreadon. To combat both, set your makeup with powder or a long-wearing setting mist.

Lip Lift

As every Kylie Jenner fan knows, there's more than one way to alter the look of your lips. Try one of these options, if you're focused on lip shape rather than fullness.

The procedure: If don't want to repeatedly spend money on fillers or want to fundamentally alter the shape or placement of your lips, talk to your doctor about a [lip lift](#). This minor surgery can help decrease the space between the nose and the lips, increase the fullness of the lips or correct downturned lips. "It's helpful for small changes and discrepancies between the two lips," says Dr. Dofst.

The product: The [Huda Beauty Lip Contour Set](#) contains two shades of matte liquid lipstick and a matte pencil, to help you use makeup to create whatever lip look you want. It's available in two tones of red-brown and nude-brown. Dreadon suggests choosing a lip liner that is "just a touch deeper than your natural lip tone, to define the shape." A subtly darker color adds definition, not distinction—which will help lips appear natural, even when they're about 90% lipstick and pencil.

Lip Augmentation

Fillers, overdrawing, plumpers ... it seems we all want fuller lips, and every plastic surgeon and beauty company claim to have the answer. What's right for you will depend on how full you want your lips to be and how much time you want to spend drawing them on each day.

The treatment: [Lip filler](#) involves injecting a hyaluronic acid solution, like [Restylane Silk](#), [Volbella](#) or Ultra, into the lips, to plump the area and smooth out any lines. [Lip filler costs an average of \\$825](#), which your doctor will charge per syringe. Results last anywhere from 6–18 months. "The most common question that I receive is a patient asking if they should put fillers only in their upper lip if it's the only one that is too small. I always respond that for a balanced, more natural appearance, it is necessary to treat one lip as you would treat the other," says Dr. Dofst. Your injector should ask you about your ideal lip shape before proceeding.

The product: Your lips deserve proper skincare as much as the rest of your face does. [Rodan + Fields Lip Renewing Serum](#) is formulated with moisturizing vitamin E and shea butter and plumping peptides, to build lips that look fuller naturally. Over time, the serum will help smooth lines and cracks in the lips. In addition to a serum, Dreadon recommends adding a sheer gloss over any lipstick for "a little boost."

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