

# PYT Beauty:

## The Makeup Bosses Zapping Away Chemicals

BY BROOKE ALLEN



Mary Schulman and Amy Carr, founders of PYT Beauty.

**P**YT (Pretty Young Thing) Beauty is a hypoallergenic, non-toxic and cruelty-free makeup brand that claims to have no “BS” (Bad Stuff). PYT is founded by Amy Carr and Mary Schulman, best friends who met in college. Stepping into business as best friends was “a lot of fun” for these makeup lovers.

When Schulman’s teenage daughter started showing an interest in makeup, she noticed a lack of chemical-free makeup options. “We started to realize that there was a real

consumer need for cleaner, better for you products in the makeup scene,” Carr said.

As a “self-taught” wellness expert, Schulman was “really affected” by the amount of chemicals in numerous makeup brands. She looked at ingredients labels and asked herself if she would feel comfortable giving these products to her daughter.

According to Carr and Schulman, the lack of government regulation is to blame for toxic ingredients. “[Marketing] is not regulated,” Carr said. “There’s so many small brands out there and it’s easy to see how people could just use phrases and not mean them or hope they don’t get caught.”

Schulman added, “There is a lot of confusion and the consumer is not necessarily clear on what natural means, and there are not necessarily standards around what natural means. I think it’s hard for the consumer to understand this concept of clean and what exactly clean means.”

Their makeup line took two years to fine-tune because of their “high performance” tests. “The stance that we took was first and foremost high performance,” Schulman said. “No product could go past step one if it didn’t pass high performance — it didn’t even go to the next step.”

Schulman said, “We are hypoallergenic, we’re formulated without gluten and formaldehyde or preservatives, synthetic fragrances, phthalates, paraffin, petroleum, as well as the 1,400 ingredients that are banned in Europe. Not to mention, we do add positive ingredients to our products. So, our lip products, for example, are very nourishing because everybody needs to nourish their lips while rocking a great look.”

Their non-toxic makeup line features many products in varying shades. Here is a review of some of their products:

### *No BS Eyeshadow Palette*

This palette features two base shades and six “day-to-night shades.” The base shades are very light and aren’t super pigmented. You really have to pack it on with a flat brush to make your eyes pop, but I will say, the darker shades are a lot more pigmented. There are three shimmer shades that are easily blended and attractive for many skin tones — however, the shimmer is also super subtle. Overall, this palette has nice shades that will compliment many skin tones, but it takes a lot of work to build up the pigment. If you prefer more subtle eye-shadow, then this is perfect. Although, with this palette priced at \$32, I think that’s a fair price for the amount of product you receive.



### *Heart Beat! Cheek Color: Exhale*

The blush comes in three different shades, with the option of matte or shimmer. I tried Exhale in matte, the lightest shade, and this product was also a little too subtle for me. It’s a very light pink that compliments my pale skin tone, but at \$22, I don’t see myself purchasing this. However, I’d be more than happy to try the darker shades to see if there’s better pigmentation. The formula is nice and blends easily, but I couldn’t get over the very subtle pigment.



### *Upgraded! Highlighter: Front Row*

This highlighter comes in three different shades. I tried out Front Row, the darkest shade, and I thought this had great pigmentation. The pigmentation is natural looking and made my cheekbones look bomb. It has a dewy formula that glides on the skin nicely. At \$22, I thought this highlighter was well priced, and I would gladly purchase this.



### *Strike Twice Lip Duo: After Party*

This is a really cool double-sided lip product. On one end, there’s lipstick, and on the other, there’s lip gloss so you can have the best of both worlds. The lip duo has five different shades, and I tried After Party, which has a dark berry tone. The lipstick has a nice matte finish, so I was able to get long wear out of it. Personally, I’ve always hated lip gloss, but I didn’t mind the gloss end. I wouldn’t wear it every day, but the gloss wasn’t sticky and felt really nice on my lips. With moisturizing ingredients like Manuka Honey, this lip product felt great and didn’t leave my lips feeling tight and dehydrated. The lip duo is priced at \$18.

