

International Brand Builders introduces new Iconic London beauty products



Introducing Instant Sunshine Bronzing Drops from Iconic London

Iconic London - a globally recognized brand known for its cruelty-free, glow-giving products - has unveiled two new products.

Instant Sunshine Bronzing Drops offers a 'skincare meets make-up' bronzing hybrid formula which can be mixed with face serums, base products or daily moisturizers. According to the brand, the product is not only kind to the skin but "calming and rejuvenating for a recharged, healthy-looking glow". The formula is enriched with Chamomile, Marigold Flower Extract and Lavender Water known for antibacterial properties, which help to balance uneven skin tones and blemishes, and does not contain DHA.

Iconic London's new Prep-Set-Tan Mousse is available in two shades: Original for a sun-kissed finish and Glow for a deeper bronze. The product contains shimmering pigments, adding an instant complexion-glow as the user's tan develops. Prep-Set-Tan Mousse features vegan DHA Tanning Agent to deliver a flawless, natural-looking tan and Hyaluronic Acid to ensure skin stays hydrated and moisturized.

Both Iconic London products are 100% vegan and cruelty-free. Iconic London is included in the International Brand Builders portfolio.