

OBAYATY

ILLUMINATING STICK

Highlighter





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The Illuminating Stick brightens and highlights facial features by adding subtle dimension and a healthy glow to your appearance.

This silky highlighter adds a three-dimensional effect to your appearance, with subtle holographic finish in areas where volume is needed. Use a little to enhance and define your bone structure. Use a lot for a sculpted, glossy look.

PRODUCT BENEFITS

Highlight

A subtle formula for creating natural highlights that add dimension to your face.

Glow

Give dull, dry skin a healthy, subtle radiance that enhances your bone structure.

Moisturize

Argan oil and sweet almond oil moisturize skin making it softer and smoother.



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ACTIVES

Pearl Pigment

A light reflective pigment that brightens the complexion without being overly shiny or glittery.

Porcelain Flower

Helps create a smooth, even-toned appearance and adds radiance to the skin.

Jojoba Oil

Provides intense moisture and enhances skin firmness and elasticity.

All Obayaty products are vegan, cruelty-free and dermatologically tested.

CLAIMS

100% of men asked said the product is easy to apply, has light texture and moisturizes

95% of men asked said the product instantly brightens and illuminates the skin

95% of men asked said the product instantly releases immediate light to emphasize the beauty of the skin

The clinical tests were conducted on multi-ethnic male subjects aged 20-60 years by a third party.

HOW-TO

1. Tap the bullet onto a clean fingertip.
2. Apply with fingertips on top of your cheekbones and blend in seamlessly.
3. For a glossy look, apply on the bridge of your nose, under the eye brow arch, above upper lip and on temples. Blend in for a natural, barely-there result.



About Obayaty

Obayaty is a contemporary beauty house for men – born in Los Angeles, refined in Stockholm.

Founded by Max Martin and Pontus Frankenstein, the brand was born from a belief that self-expression is the currency of wellbeing. Our mission is to reinvent men's beauty through science, innovation, and creativity — educating and inspiring men to refine their daily rituals, boost confidence, and explore self-expression and wellbeing on their own terms.

Further inquiries:

press@obayaty.com



The Illuminating Stick comes in one pearly shade that suits all skin tones.



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Illuminating Stick refill with case.