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Top 25 Emerging DTC Beauty Brands Revealed by Charm

Feb 6th, 2025 | From [Charm.IO](#)



Who made the list? A mix of up-and-comers and industry stalwarts.

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Charm.IO has unveiled the top 25 up-and-coming **DTC beauty brands** destined for success. Using Charm.IO's Prospector and proprietary metrics like the Charm Growth Score and Charm Success Score, the team identified brands experiencing rapid growth but still on the rise. These are the names to watch—and could very well become household favorites by 2025.

The ranking is based on the Charm Growth Score, which evaluates growth through factors like social media engagement and website traffic. These brands are outpacing their competitors by a significant margin.

Curious to see which beauty brands made the list?

👉 **Register for access and discover the future leaders of the beauty industry!**

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NEWS

MAËLYS Appoints Mallory Goodman as Senior Vice President of Brand

In this newly created role, Goodman will lead marketing campaigns, brand strategy, and community engagement.

Feb 3rd, 2025

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Beauty Retail Expansions & Debuts: Daise, Imaraïs Beauty and Wildfleur

Imaraïs Beauty, the plant-based ingestible beauty brand founded by Sommer Ray, has also expanded to Target's beauty aisles.

Feb 3rd, 2025

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Navigating Amazon's New Compliance Guidelines for Skin-Lightening and Ophthalmic Products

Amazon requires additional testing to sell ophthalmic and skin-lightening products on its platform. Partner with Certified Laboratories, an Amazon-approved Testing, Inspection, and Certification (TIC) organization, for consistent, compliant testing!

Jan 31st, 2025

LAUNCHES & CLAIMS

120 Hours of Hydration: Provital's Hydrafence

Hydrafence was designed to provide 120 hours of consistent hydration, while strengthening the skin's barrier and accelerating recovery, per the brand.

Jan 31st, 2025

BRICK AND MORTAR

Bubble Skincare is More than a Gen Zalpha Brand: Shai Eisenman Talks Target Expansion & Cross-generational Appeal

"While Gen Z remains a key part of our community, we've built engagement beyond a single demographic."

Jan 30th, 2025

LAUNCHES & CLAIMS

Exsymol's Alistisilane Peptide + Silicium Revascularizes, Reshapes Facial Skin

Through its advanced peptide and silanol technologies, the ingredient is designed to deliver comprehensive benefits to maintain a youthful, radiant appearance.

Jan 30th, 2025

LAUNCHES & CLAIMS

Inside The Estée Lauder Companies' Ingredient Innovation Race

The MIT work has focused on the "development of biodegradable materials for cosmetic applications and [the exploration of] new solutions to combat the effects of visible light from the sun."

Jan 30th, 2025

NEWS

How Bliss and Laura Geller Beauty Are Redefining Beauty Standards for Women Over 40

These iconic brands are not only reshaping the narrative around aging, but also making beauty more inclusive and empowering for women 40 and beyond.

Jan 30th, 2025

LAUNCHES & CLAIMS

The Future of Beauty: How Exosomes Are Revolutionizing Skin Care

In 2024, exosome-based products started to generate buzz, but by 2025, they've become a game-changer in the market.

Jan 29th, 2025

SKIN CARE

The Future of Wellness: A Shift Toward Longevity and Preventative Care

As interest in preventative care and longevity rises, 2025 is set to see increased investments in these sectors.

Jan 29th, 2025

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Peptide Beauty is Leveling Up in 2025

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