



TRENDING

# What is 'Marinated Makeup'? Embrace The Return of the 2000s Goth Girl Aesthetic

by [CHELSEA BRIMSTIN](#)

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2 minute read



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Dust off that black liner, emo girls: your time is now. Get ready to channel your inner [Avril Lavigne](#) or *Gossip Girl*-era Taylor Momsen with the latest viral TikTok trend, “marinated makeup.”

While “[clean girl aesthetics](#)” have been sweeping our feeds this year, it’s time to embrace the mess this fall. Forget crisp eyeshadow and perfectly glossed lips: makeup meltdowns are going to be all the rage.

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## How to achieve the marinated makeup look

While the new beauty trend gives off the appearance of putting on heavy black eyeliner and letting it “marinate” overnight, you can achieve the look without infuriating your dermatologist. Indie rocker beabadoobee – who has helped bring the early aughts grunge style back into the mainstream – [reiterates in Nylon](#) that “sleeping in your makeup isn’t great for your skin.”

“You can achieve a similar look through different blending techniques,” she adds.

## Moisturize your skin to the max



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The first thing you have to do to prep your skin for your very own curated mess is to moisturize. The marinated look is all about embracing the natural decomposition of your makeup, so it's important to have a glossy base with a hydrating primer. You can also use your favourite highlighter to add even more shine to your look.

[e.l.f. Hydrating Face Primer](#), Amazon, \$21.

### Cover up with concealer



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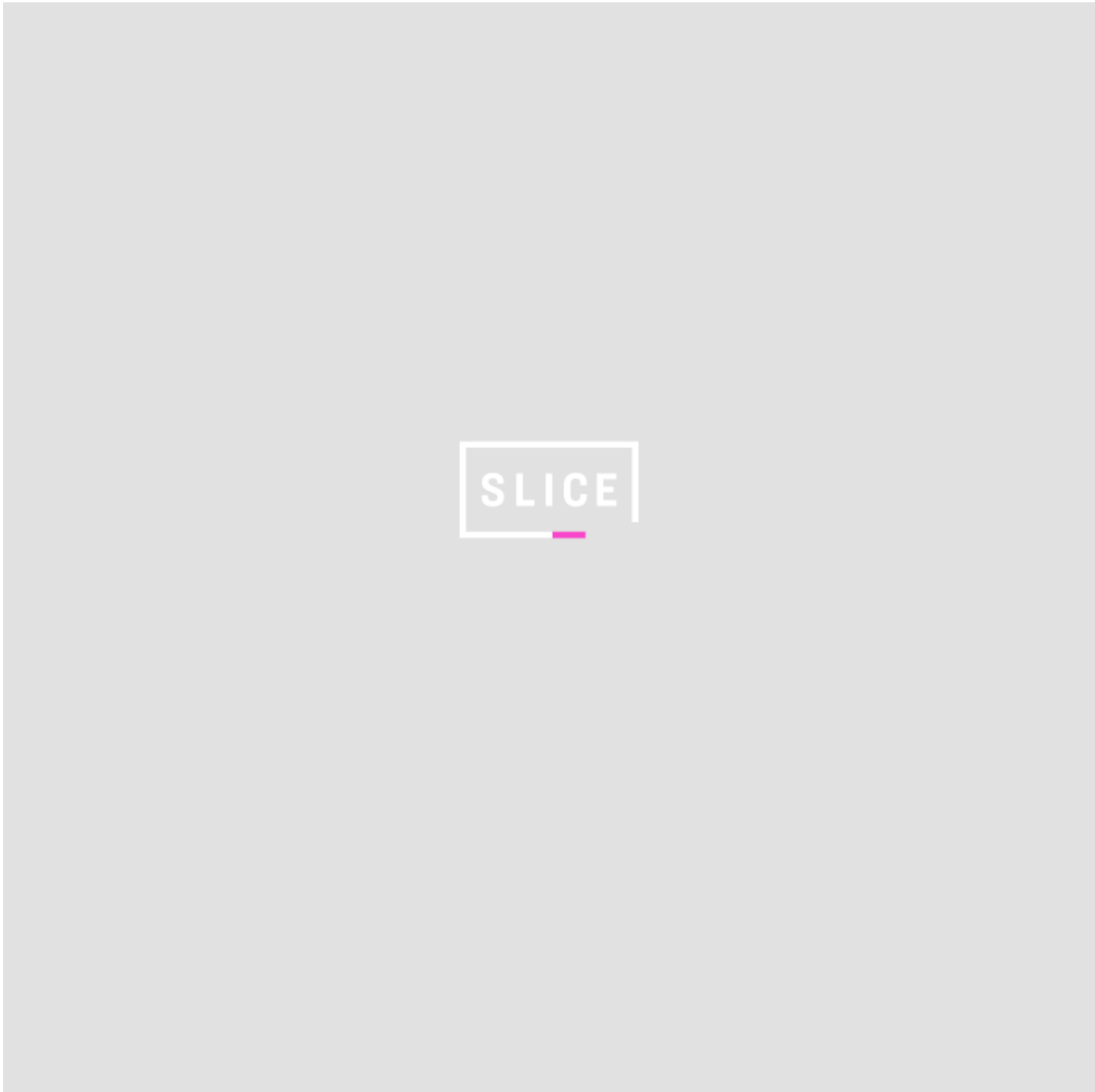
Some strategic concealer is key to marinated makeup. If you're looking to use some cover up, make sure you let it rest for a while before blending. You'll want to make sure to use a hydrating concealer to keep that dewy base.

[Nars Radiant Creamy Concealer](#), Sephora, \$40.

See also: [10 affordable drugstore makeup dupes for viral faves](#).

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## Dot your face with fake freckles

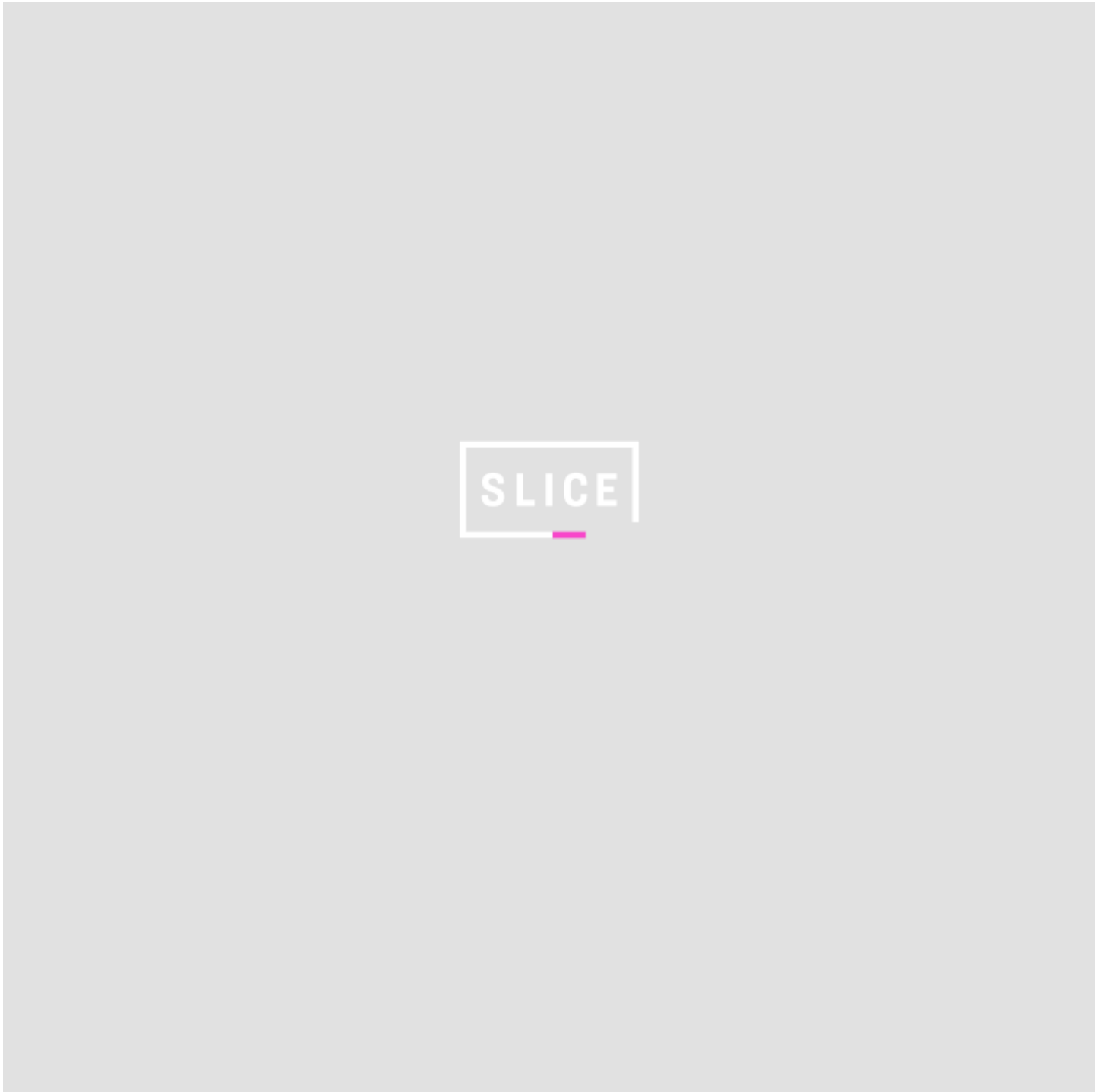


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A big part of that natural, messy look is freckles. Whether you have them or not, you can always add more with some light dotting with a freckle pen or a thin eyebrow pen. You'll want to do this after prepping your face with your favourite natural bronzer to add in a little radiance to the look.


[Anastasia Beverly Hills Brow Pen Soft Brown](#), Amazon, \$29.

## Liner, liner and more liner



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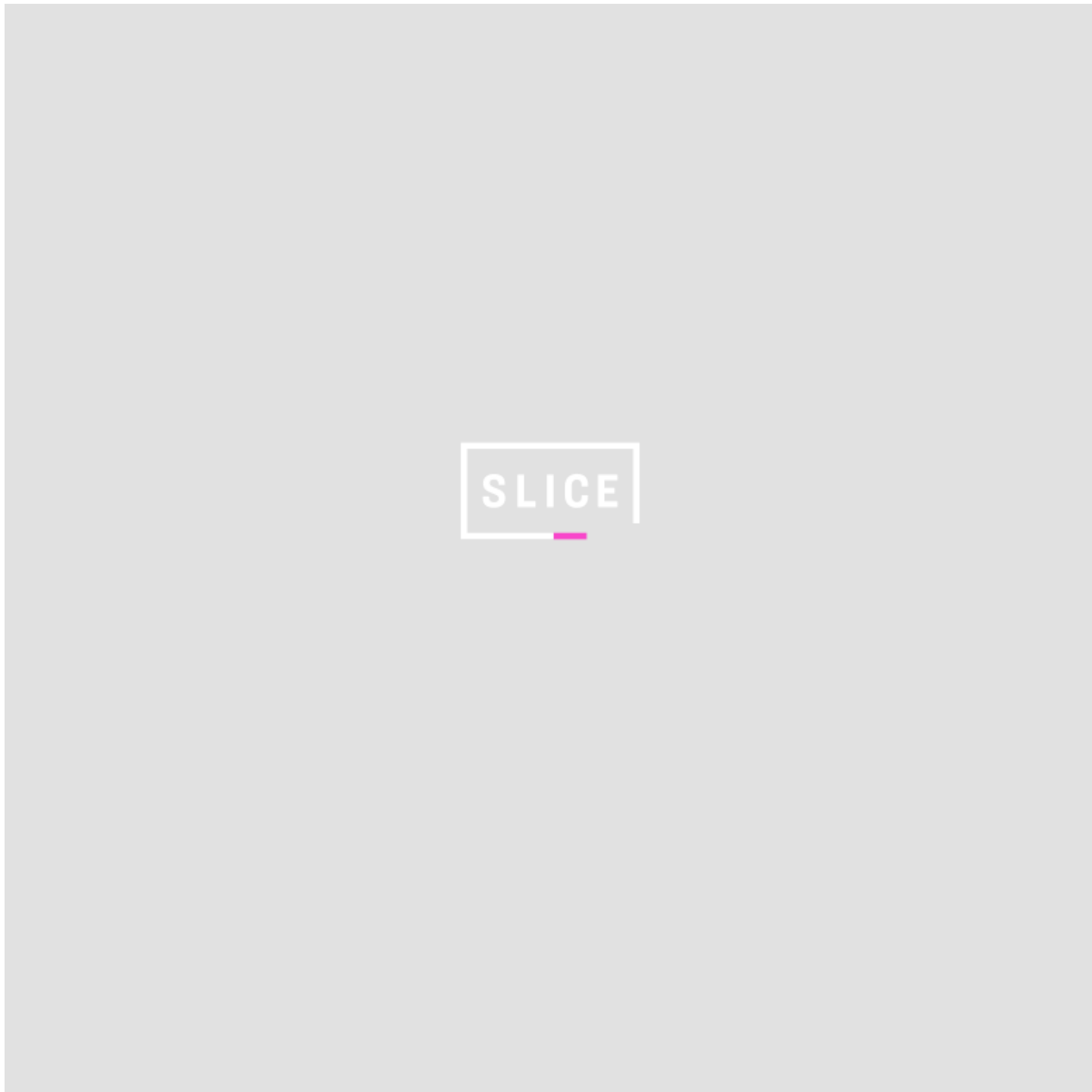
The beauty of marinated makeup is that there's no need to be precise when applying your eyeliner. Not only can you slather on your liner with ease, but the more liner, the better. Look inside and find your inner Lindsay Lohan, grab a black gel eyeliner and

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add it to your waterlines. Then smudge, smudge and smudge some more. You want your liner to look as smokey as possible, so the less it looks like you tried, the better.

[L'Oreal Paris Infallible Gel Lacquer Liner Blackest Black](#), Amazon, \$13.

## Channel your inner rock star with lush lashes



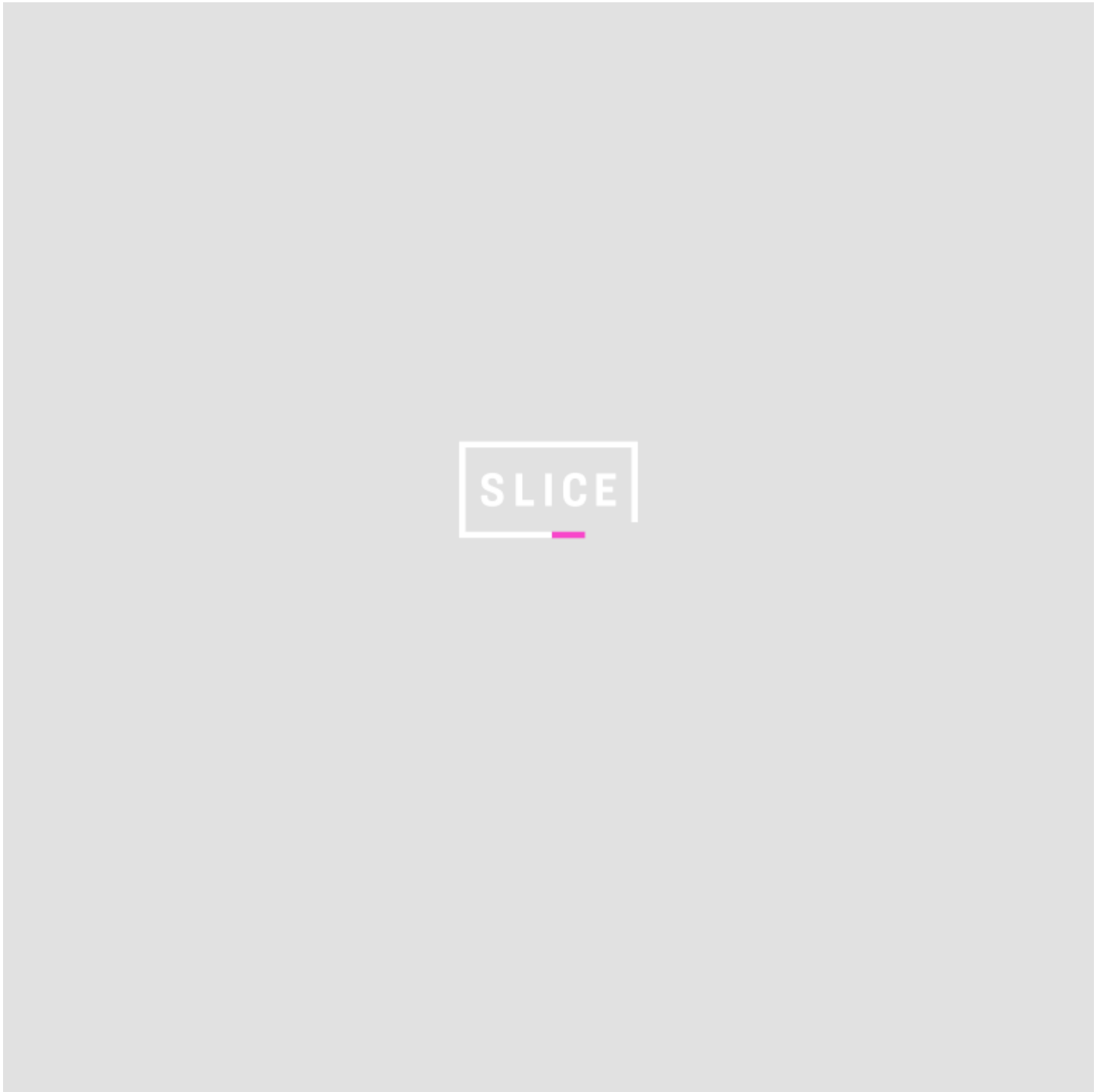
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Last, but definitely not least, this punk girl aesthetic calls for lashes that really pop. You'll want to strategically recreate that clumpy mascara look that will feel like you just woke up after staying out until sunrise. Apply a pretty hefty coat of mascara and let it dry before applying a second and third coat for lashes that demand your attention.

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[Maybelline New York Lash Sensational Sky High Mascara, Amazon, \\$10](#)

## It's time to (you guessed it) marinate




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Want to get that morning-after look without having to wait for your makeup to naturally smudge? Speed up the process with a generous dose of a dewy facial mist. Pile on as much as you'd like to keep that moist-but-messy look all day long.

[Tatcha Luminous Dewy Skin Mist, Amazon, \\$62.](#)

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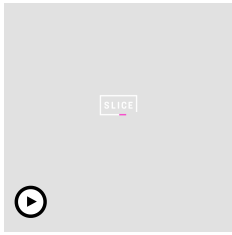
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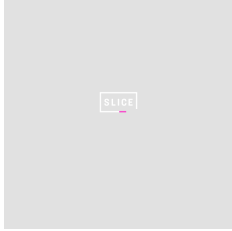
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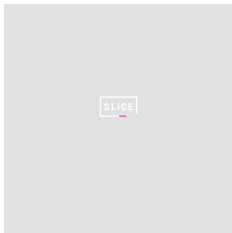
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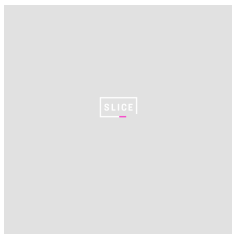
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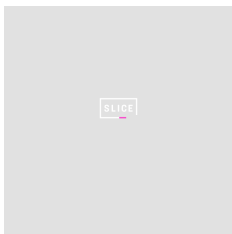
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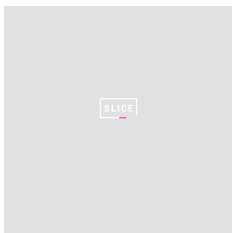
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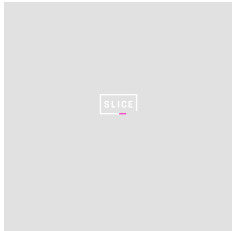
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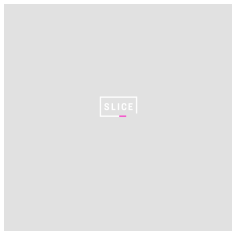
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