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# Now You Can Shop TikTok's Top Beauty Brand on Amazon

Any guesses?

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PHOTO BY ANNIE SPRATT ON UNSPLASH

**T**he word “viral” is thrown around pretty casually these days, but one beauty brand has the data to back it up: Tarte. A September 2024 study by [Charm.io](#), published by [WWD](#), revealed [Tarte as the fastest-growing beauty brand on TikTok Shop](#). (According to Charm.io’s study, Tarte made \$21.5 million in sales from September 2023 to September 2024.) If you’ve ever tried Tarte’s makeup, it’s probably not too much of a surprise; Shape Tape is the world’s number-one concealer for a reason.

As of today, Tarte's high-performance, cruelty-free formulas—that are always free of parabens, phthalates and other questionable additives—are now more accessible than ever. For the first time, a vast selection of Tarte's best-sellers, including the iconic [Shape Tape Concealer](#) (\$32), viral [Maracuja Juicy Lip](#) (\$27) and award-winning [Tartelette Tubing Mascara](#) (\$28), will all be available to Amazon customers with the ease and speed of Prime shipping. The products are straight from the brand (no dodgy third-party sellers involved). We also spotted the [Creaseless Creamy Concealer](#) (\$30), this year's *NewBeauty* Awards winner for [Best Full Coverage Foundation](#), and the best-selling [Creaseless Setting and Brightening Powder](#) (\$36), a must-have to [keep shine at bay](#) this summer.



Shape Tape Concealer

BUY NOW - \$32



Maracuja Juicy Lip Plump

BUY NOW - \$27



Creaseless Creamy Concealer

BUY NOW - \$30



Creaseless Setting & Brightening Powder

BUY NOW - \$36



Tartelette Tubing Mascara

BUY NOW - \$28

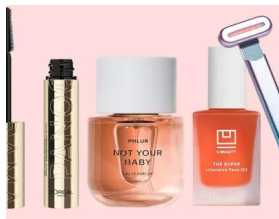


Blush Tape Liquid Blush

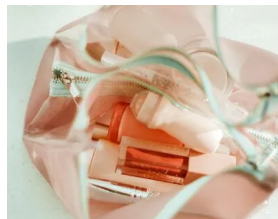
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To see every Tarte product available on Amazon, shop the Tarte storefront [here](#).

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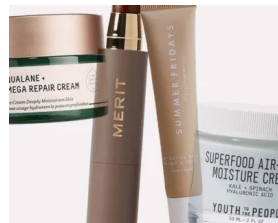
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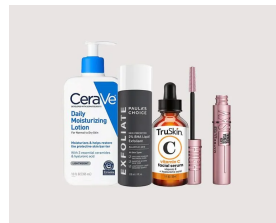
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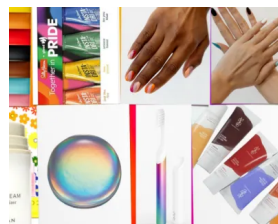
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