

Dua Lipa and Augustinus Bader Launch “DUA” Skincare Line

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International pop icon Dua Lipa has officially entered the beauty-industry fray with a new collaboration alongside Augustinus Bader. According to reports by FashionNetwork, the line—named **DUA**—is built on Augustinus Bader's proprietary technology, now tailored for younger, everyday skin.

Dua said she's been a long-time user of Augustinus Bader's existing products and opted to partner with them because of their scientific rigour, clean formulations and high-performance promise.

The Launch Line-Up & Tech Behind It

The DUA line launches with three core products:

- **Balancing Cream Cleanser** — a creamy foaming cleanser that removes make-up and impurities.
- **Supercharged Glow Complex** — a vitamin-rich serum designed to address post-acne marks, tone irregularities and stress-linked skin issues.
- **Renewal Cream** — a multi-tasking daily moisturiser formulated for balance and resilience.

At the heart of the formulations is **TFC5** — the latest iteration of Augustinus Bader's signature regenerative complex (their previous version being TFC8). The new TFC5 is engineered for skin with mild to moderate stress and focused more on long-term barrier strength, elasticity and resilience rather than heavy repair.

Accessibility & Target Audience

What sets this launch apart is its accessible pricing and younger-skewing focus. The DUA range is to appeal to Gen Z and Millennials looking for high-performance skincare without ultra-luxury price tags.

One review flagged the line's price range (~US \$40-80) as a “beauty-deal” compared with the parent brand's typically premium pricing.

Why This Matters

- For Augustinus Bader, this collaboration opens the brand to a broader, younger consumer base while leveraging its scientific credentials.
- For Dua Lipa, this is a strategic move beyond celebrity endorsement: she claims creative direction and alignment with her own lifestyle.

- Thus it reflects the growing trend of **celebrity-driven beauty brands** combining star power with credible science.
- It also shows how skincare is becoming more targeted: less about “luxury” and more about **performance, affordability, and daily livability**.

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