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WWD

The 10 Most-purchased Beauty Products on TikTok Shop in August, per Charm.io

Noor Lobad
22 October 2024 · 3-min read



However little [TikTok Shop's](#) top-selling beauty products may initially seem to have in common — the cohort ranges from neck firming cream to chewable toothpaste to electric razors, according to Charm.io — value pricing and, often, a kind of functionality that translates well on video, is where they intersect.

Take a brand like GoPure, whose firming neck cream netted \$1.8 million in [TikTok Shop](#) sales in August — and has sold just under 400,000 units on the platform to date.

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The company relies heavily on flash sales to promote the product, an MO shared by fast-growing Korean beauty brand Medicube, which is another high performer on TikTok best known for its LED facial wand, and hair tool brand Wavytalk, whose straightening brush was the second highest-selling product on TikTok Shop for the month, totaling \$1.3 million in sales.

Formerly an Amazon-exclusive brand upon its launch in 2021, Wavytalk — which added celebrity hairstylist Andrew Fitzsimons to its camp as an ambassador this summer — netted \$12.6 million in sales on TikTok Shop during the first half of 2024.

Its success on the platform is similar to that of fellow hair tool brand, [The Beachwaver Co.](#), which also benefits from transformation-led content and has sold more than one million products on the platform to date, more recently setting its sights on brick-and-mortar retail with an expansion into Target last month.

Another hair tool brand, China-based Tymo, has begun cracking the code, too.

Founded in 2019 and available at Target, the brand has crept into the top 10 with its Rovy Wave Curling Iron and Hair Straightener Comb, which sell for \$41.99 and \$59.99, respectively, and garnered nearly \$2 million in collective TikTok Shop sales in August.

Elsewhere, [K-beauty](#) continues to dominate both beauty discourse and Shop sales on the platform, with Anua, Sungboon Editor and Medicube — none of which are yet available in mass [retail](#) — being August’s biggest winners. The cost of Anua and Medicube’s top products — \$79 and \$240, respectively — far exceed the average cost of their counterparts on the ranking, though because they’re both kits, they promise more value.

One/Size, Truly Beauty and Tarte Cosmetics are among the other beauty brands offering value kits on the platform, a trend that stands to make TikTok Shop even more relevant as the holiday shopping season comes into play.

The top 10 beauty products by TikTok Shop sales in August, per Charm.io.

**Fanka Body
Sculpt
Leggings**
Achieve Perfect
Thighs and Say Goo...

\$84.99

-30%

• Shop: GoPure



Fanka 7/8
Body Sculpt...
Achieve Perfect
Thighs and Say Goo...
~~\$79.99~~
\$55.99

-30%

GoPure Beauty Tightsen & Lift Firming Neck Cream

2. Wavytalk Negative Ion Straightening Brush: \$1.3 million

- Price: \$39.99
- Shop: Wavytalk

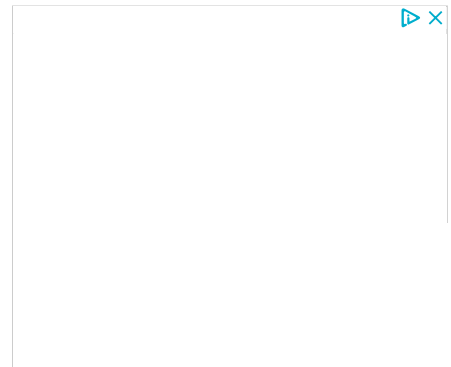
-20%



Wavytalk Negative Ion Straightening Brush

3. NoBs Toothpaste Tablets: \$1.3 million

- **Price:** \$15 to \$40
- **Shop:** Better Biöm





NoBs Toothpaste Tablets

4. Sungboon Editor Deep Collagen Power Boosting Mask: \$1.3 million

- **Price:** \$13.77
- **Shop:** Cocomint Beauty



Sungboon Editor Deep Collagen Power Boosting Mask

5. Natural Sant Onion, Rosemary and Biotin Shampoo & Treatment Set: \$1.2 million

- Price: \$25
- Shop: Natural Sant USA



Natural Sant Onion, Rosemary and Biotin Shampoo & Treatment Set

6. Akunbem Electric Shaver for Women: \$1.1 million

- Price: \$37.99
- Shop: Mighty Life



Akunbem Electric Shaver for Women

7. Medicube 310M Celebrity Glass Skin Duo: \$1.1 million

- Price: \$240
- Shop: Medicube US



Medicube 310M Celebrity Glass Skin Duo

8. Anua Ultimate Skincare Routine Set: \$1.1 million

- Price: \$79
- Shop: Anua Store US



Anua Ultimate Skincare Routine Set

9. Tymo Rovy Wave Curling Iron for Easy Comfort Styling: \$1 million

- Price: \$41.99



Tymo Rovy Wave Curling Iron for Easy Comfort Styling

10. Tymo Ring Ultimate Hair Straightener Comb: \$997,200

- **Price:** \$59.99
- **Shop:** Tymo-Beauty



Tymo Ring Ultimate Hair Straightener Comb

- [How Selena Gomez Made Rare Beauty the Success It Is Today, A Timeline](#)
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Some critics felt the large canine would only cause ‘emotional distress’ for other plane passengers



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Thousands of pet owners may be planning on giving one as a treat this Christmas

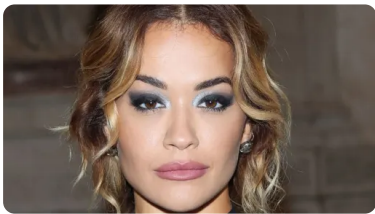
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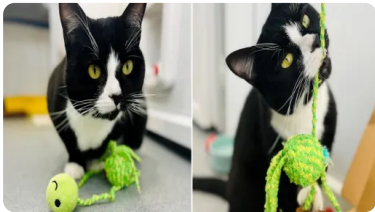


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Rita Ora is the latest star to nail the slicked-back bun - and wow

The Anywhere singer joins the likes of Hailey Bieber and Kendall Jenner with this sleek style. Get the look.

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To ensure you don't miss out on the best savings, we've sifted through the many deals to bring you all the best bargains.

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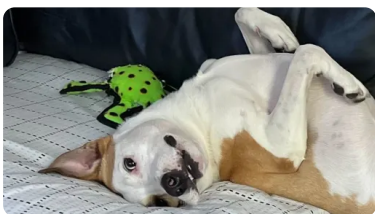


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Dr. Emily Levine explains when to let your furry friends stay in the bedroom and when you should show them the door.

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Five rules for a drastic hair colour change

There is little else more instantly transformative, give or take five hours in a hairdresser's chair, than a complete colour overhaul. Going from brunette to blonde, or indeed the other way around, can change how you dress, the make-up you use and the accessories you reach for.



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Olaplex is a big name in the beauty world, but if your budget won't stretch that far at the minute, fear not, as Aldi's 'Bonded' range is coming through with the goods

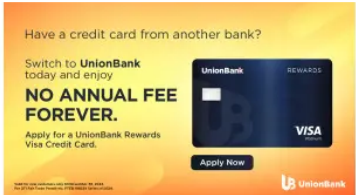


Good housekeeping on

Davina McCall: When I look in the mirror, I think “Oh, hello you!”

TV presenter Davina McCall shares beauty secrets, favourite makeup, skincare, hair, health, fitness, wellness regime, self-confidence, getting older and ageing

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The Northern Echo

Lucky lottery player lands top £1m EuroMillions prize just in time for Christmas

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Play this game for free. No Installation.



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Aldi shoppers told to 'run' as prices of six essential Christmas items slashed to 8p

Customers can grab some festive bargains in store this week



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The budget retailer is determined not to be outdone this Christmas

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