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Who Are the Influencers Driving Beauty and Fragrance Sales on TikTok Shop?

A dive into the top 20 influencers driving beauty and fragrance sales on TikTok Shop — plus their highest-grossing brands each — per Charm.io.

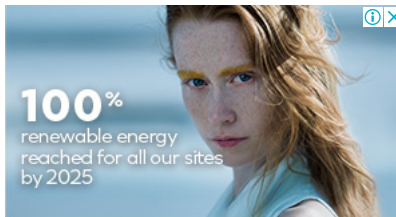
By **Noor Lobad**

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A new subset of TikTok Shop influencers, including Avery Mills (center) and Danielle Athena (right), are entering the mainstream. COURTESY PHOTO



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TikTok Shop hasn't just evolved the way consumers buy **beauty** products — it has also propelled a new subset of influencers into the mainstream. While recent years have seen a trend toward influencers blending **beauty** and lifestyle content (à la **Alix Earle** and **Monet McMichael**), many of the creators driving beauty sales on TikTok **Shop** are newer names focused solely on eligible-for-commission content. Hair care influencer Danielle Athena, for instance, was the number-one influencer by TikTok **Shop** beauty sales year-to-date, driving \$5.6 million in total revenue, according to Charm.io. Her top brands included hair tool companies WavyTalk and...

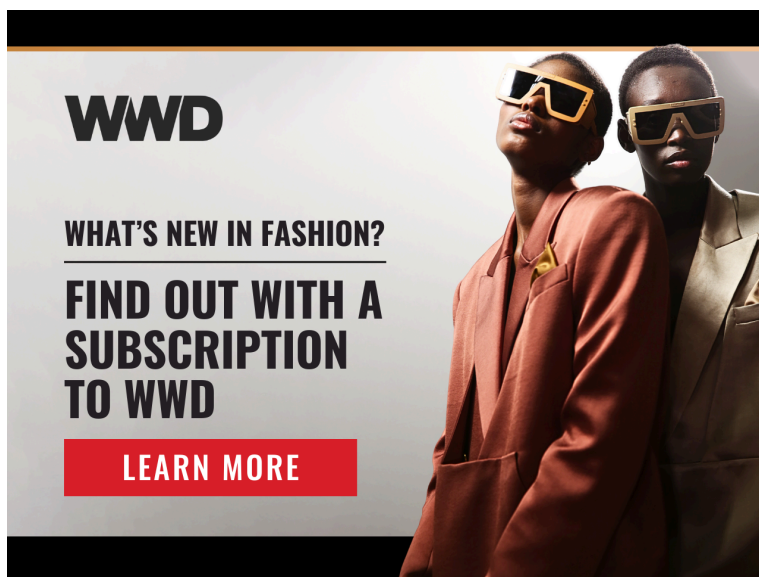
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