

FRAGRANCE AND PERSONAL CARE

# Augustinus Bader-backed skincare line from pop star Dua Lipa goes live

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*The company is enhancing its appeal to mainstream audiences through the partnership. Image credit: Augustinus Bader*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Pairing with a global music sensation, German luxury skincare label **Augustinus Bader** is testing products at lower price points.

The company has partnered with Albanian singer-songwriter Dua Lipa to launch DUA by AB Science. Available at select stores and online, items from the new skincare range, which utilizes Augustinus Bader's proprietary formulas, retail for between \$40 and \$80.

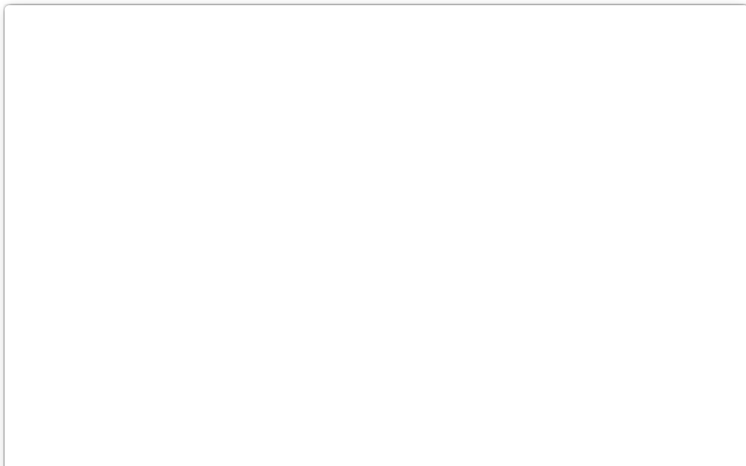
"Such a dream to launch my very own skincare line in collaboration with the best of the best," said Ms. Lipa, in a statement released on **Instagram**.

"I'm so in love with these formulations and the amazing TFC5 technology that makes them so special," she said. "Let the new journey begin!"

## Touch up

Introduced this month, DUA includes three core products: a facial cleanser, a daily moisturizing cream and a complex skin serum.

Each features an exclusive proprietary base called "TFC5," an ingredient that Augustinus Bader says actively promotes long-term skin health through the presence of various peptides, proteins and antioxidants.



[View this post on Instagram](#)

A post shared by DUA LIPA (@dualipa)

The German brand-backed skincare products integrate a newer variant, TFC8, also used in its partnered line with English fashion designer Victoria Beckham.

French crystal maker Lalique is also crossing over with a fixture of the music industry, recently revealing its collaboration with Sire Spirits, the beverage brand founded by American rapper, actor and television producer Curtis Jackson, better known by his stage name 50 Cent ([see story](#)).

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