

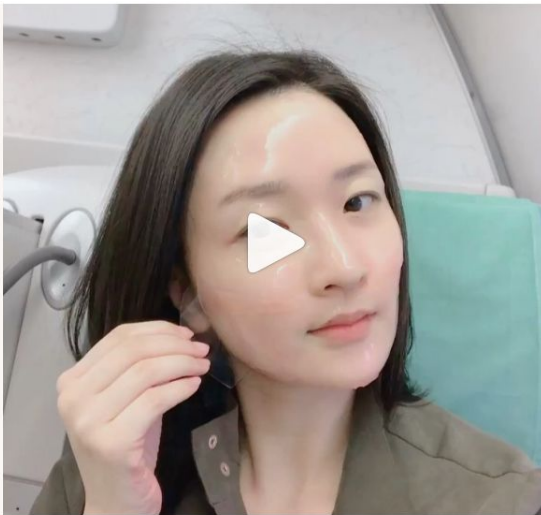
Glow Recipe Is Launching a Completely Clear Watermelon Sheet Mask in June

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If you ask Sarah Lee and Christine Chang, the co-founders of K-beauty e-retailer Glow Recipe, clear sheet masks are the next "It" masks. I'm not one for gambling, but I'd bet good money on that prediction. However, they might be a bit biased. Reason being? On June 1, **Glow Recipe** is launching the **Watermelon Glow Jelly Sheet Mask**. Save for its slight pink tint, the mask is truly transparent. You can barely detect it on skin the way you can obviously spot a standard sheet mask. Instead, the Watermelon Glow Jelly Sheet Mask makes you look like you turned up your skin's dewiness level to the 11. To put it simply, it looks like **glass skin** on steroids.

This is one of the ways Lee and Chang want to help bring sheet masking out of the confines of your bedroom and turn it into a way to treat your skin no matter where you are. Lee even recently used a similar clear mask **while getting a blowout**. Chang likes slapping one on while on the plane or in an Uber, too. The Watermelon Glow Jelly Sheet Mask's gel-like texture clings to skin, so you don't even have to stay completely still with it on. It also is a two-parter with a half for your forehead and nose and another for your cheeks and chin, creating a better, less awkward fit.



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christine_glow Join in the #maskeverywhere revolution - 🍉 jelly sheet mask is dropping 6/1 on @sephora and @glowrecipe 🌟 Clear, super soothing and perfect for in-visi-masking anywhere ❤️ Thanks to the rockstar #glowteam for making this happen! 📌 to link in bio to sign up for first notice 📌 #youjelly #koreanbeauty #kbeauty #skincarelaunch #newskincare #sheetmask #glassskin #glowrecipe #passionproject #startuplife #entrepreneur #productdevelopment #sheetmask #sheetmaskaddict #travelgram

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The sheet mask is the latest addition to the Glow Recipe's popular **Watermelon Glow** collection, which launched a year ago. Like the **Watermelon Glow Sleeping Mask** and the **Watermelon Glow Pink Juice Moisturizer**, the sheet mask is spiked with **the pink fruit** that helps hydrate and soothe skin, making it beneficial for all skin types. Sheet masks are so easy to find these days, so Lee says, "we wanted to give you something that's reliable, your go-to with our favorite fruit." She calls it a great "SOS fix" for dry, irritated skin, especially for those who experience heat rashes during the summer. Chang also recommends using the sheet mask as a makeup primer because its essence gives skin grip.



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sarah_glow Took a village to get watermelon extracts "gelified" for the dream jelly sheet mask, so we can all #maskeverywhere. It is super concentrated with 🍉, centella asiatica and hyaluronic acid. We are officially launching 6/1 - sign up to get email notification from @sephora Link in bio 📌 📌 📌 Can't wait for you guys to try it! #youjelly

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Watermelon isn't just in the serum the mask is soaked in. The actual sheet is a jellified combo of fermented watermelon and soybean extracts. Typically, **sheet masks** are made out of cotton, fiber, or paper. "Not all of them are actually skin beneficial," Lee says. "Some of them are just delivery systems. I'm not saying they're bad, but if you have ultra-sensitive skin or want to soothe and pamper your skin, you want to go to something that's better for your skin and not just a delivery system." Basically, the new mask is the complete watermelon fantasy, including its slice-shaped packaging and sweet scent, and your skin will thank you for it.

Starting June 1, you'll be able to get the Watermelon Glow Jelly Sheet Mask for \$8 on [sephora.com](https://www.sephora.com). You can find it on shelves at your nearest Sephora on June 29.

