

# tote bag cyber monday

The app's "deinfluencing" tag with over 50 million views, is a hub to thousands of videos of TikTokers debunking the influencer allure of cult-like internet products, particularly in the beauty realm. From highly coveted Dior makeup products to Olaplex's shampoos and conditioners, these videos focus on popular products that "de-influencers believe" are simply overhyped.

This follows the similar "anti-haul" niche of YouTube that calls out the products creators refuse to buy. Oftentimes influencer recommendation videos are sponsored by the company behind the products. Influencers can also get paid from affiliate links or codes if viewers buy via the links they share. The arrangement is so successful that the influencer marketing industry reached over \$16 billion last year, according to Influencer Marketing Hub.

Although it's clear that followers are willing to spend their money on these recommendations, there's been a growing conversation about the integrity of the reviews influencers give-and whether they would actually use many of the products themselves. Most recently rising TikTok star Mikayla Nogueira caught backlash from online viewers who accused her of wearing false lashes during a mascara review in a sponsored video.

"We only need so many bronzers and lipsticks," says Elle Grey, a 25-year-old content creator who is participating in the "de-influencing" trend on her "Basic Of Course" TikTok page, which has 10,000 followers. "A lot of these items specifically within the beauty and fashion industry follow these really quick micro-trends where you likely already have an existing perfectly good substitute for that product." Grey believes that's particularly true for of-the-moment products like Charlotte Tilbury makeup, Target throw pillows, and most things on influencers' Amazon storefronts, where they make commission every time someone buys.

Other influencers often prioritize monetization over authenticity and selectivity in their reviews, says Grey. Grey has gotten offered free products from brands in exchange for an online review in the past, but says she only agrees to share products from brands she's already used and enjoys-or has tried and genuinely likes. Even then, it's not the priority of her content. "I love my audience, but I don't personally know them, so I may not know what's best for their lifestyle," she says. "I think you should go to your close network first like friends and ask them for recommendations, rather than random girls on the internet." Grey recommends going to influencers for other reasons. "I enjoy watching influencers for their life interests and the hobbies