

April 5, 2019

## THE \$2.5 MILLION MAKEUP HEIST IS ON THE VIRAL LIST

Jeffree Star makeup has hit the black market, burrito blankets are the latest viral must-have, those poppy pictures all over Instagram have a dark story to tell, and more viral news to know this week...

### 1. \$2.5 Million Worth of Jeffree Star's Makeup Was Allegedly Stolen

The online celebrity explained in a YouTube video that “one of my stock and shipping facility warehouses was broken into and more than \$2.5 million of product was stolen from me.” Now, he says products like his yet-to-be-released Magic Star Concealer have hit the makeup world's black market, where they're being resold across social media. The [original YouTube video](#) has over 11.5 million views, and [tweets](#) that add extra details have hundreds of thousands of likes. According to [BuzzFeed News](#), the leak has caused Starr to decide to launch his concealer and new setting powders earlier than he originally planned. But Jeffree Star's [Next Level Fandom](#) isn't just engaging with the content he posts; they're activating across the internet to sleuth out sellers, reports [NewNowNext](#).

### 2. Burrito Blankets Are Winning Social Media And Selling Out

Social media users are discovering a new way to maximize their coziness: wrapping themselves in tortilla-print blankets. [Fox News](#) reports an adult-sized burrito blanket went viral recently across Reddit, where [one thread](#) has over 17,000 upvotes, and Twitter, where [one post](#) has nearly 120,000 likes. The surge of interest in the delectable home décor caused the blanket to sell out on [Big Cartel](#) and briefly sell out (and be restocked) on [Amazon](#), where it has 4.5 out of 5 stars. Now, a new spin on the trend is catching burrito-lovers' attention. Meet: Tortilla Baby. [Delish](#) reports that the downsized version appeals to Tex-Mex-loving Millennial parents looking to wrap up their own Baby-rritos.

### 3. Poppy Pictures Are Flooding Your Insta Feed—And Nature Is Paying The Price

Poppy pictures have taken over Instagram, as California's annual Superbloom becomes influencers' must-have natural background. But the influx of tourists looking for likes has become a #Poppynightmare for the city of Lake Elsinore, reports [Smithsonian](#), and one Instagram account has risen up to start a movement to save the delicate flowers being trampled. Meet [@publiclandshatesyou](#), who [Jezebel](#) reports is an anonymous individual on a crusade to save nature's most fragile, and most geo-tagged, locations. The account is calling out influencers in their posts, reaching out to the brands paying for the content, and educating everyone on the proper way to enjoy the poppy fields and get a good pic. This isn't the first time the natural world has been at war with Instagram: [The Outline](#) and [Outside](#) can refresh your memory.

### 4. The Emoji Challenge Is Brightening Up The Internet

Amid a always-chaotic news cycle, the emoji challenge has become Twitter's favorite comedy break, according to [BuzzFeed News](#). Here's what's happening: Teens and young adults are recording videos of themselves scrolling through their group chat conversations as their friends attempt to recreate iconic emojis. Though hard to trace, [@GenoSampaa](#) is getting credit for starting the trend. However, their conversation isn't the most viral. That honor goes to [@iamjeyonce](#), whose post has over 9.5 million views, 675,000 likes, and 239,000 retweets for getting silly by, for instance, recreating the rowing man emoji by getting in the bath, mop in

hand, ready to take on the not-so-turbulent waters. [Mashable](#) reports that their group chat inspired other friends to get in on the oh-so-pure challenge and post the results. The 18-year-old behind the post explained why her friends had so much fun with the challenge: “College is stressful and you need a laugh every now and then.”

#### **5. Links to Pass**

Elon Musk [released a rap song](#) that has 1.96 million Soundcloud streams, one dad’s [modeling career](#) is taking off and inspiring memes, Rihanna [pulled a product](#) after the internet accused her of cultural appropriation, a (very) [dramatic Snapchat show](#) is going viral, and two new makeup trends are taking over: [cloud makeup](#) and [x-ray makeup](#).

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