



Company: Rare Beauty
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FOR IMMEDIATE RELEASE

Rare Beauty's New Blush Promotes Inclusivity

EL SEGUNDO, California - September 3, 2020 - Expanding her career into the beauty and cosmetic industry, Selena Gomez is launching her first makeup line called Rare Beauty, featuring a one-of-a-kind blush. The Soft Pinch Liquid Blush is inclusive, fitting into the company's initiatives of sparking confidence and support.

The Soft Pinch Liquid Blush is a "weightless, long-lasting liquid blush that blends and builds beautifully for a soft, healthy flush." With a wide range of eleven different shades that have both matte and dewy finishes, the blush promotes inclusivity and options for a variety of skin tones. The blush offers versatility by being easily buildable where a little goes a long way. While describing the blush, Gomez states, "There's nothing like a soft hint of blush to add dimension and color to your look."

Featuring natural ingredients to soothe and nourish skin, all Rare Beauty products are also cruelty-free, vegan, paraben-free, dermatologist-tested, and suitable for sensitive skin, making it wearable for a wide range of users. Furthering Rare Beauty's mission to achieve a safe space, the brand actively supports mental well-being across age, gender identity, sexual orientation, race, cultural background, physical or mental ability, and perspective. Showcased through their products, Rare Beauty appreciates diversity and imperfections in hopes to build a safe community.

The Soft Pinch Liquid Blush builds upon Rare Beauty's mission of impact and evoking confidence. Breaking down unrealistic standards of perfection, Gomez feels "Rare Beauty can be more than a beauty brand—it can make an impact" in an effort to "stop comparing ourselves to each other and just start embracing our own uniqueness." Rare Beauty aims to create a welcoming space in beauty through amplifying self-discovery and confidence.

About Rare Beauty:

Rare Beauty is breaking down unrealistic standards of perfection. This is makeup made to feel good in, without hiding what makes you unique—because Rare Beauty is not about being someone else, but being who you are. Learn more at <https://www.rarebeauty.com>.

Social Media:

- **Instagram:** @rarebeauty
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