

Rare Beauty: The Blush

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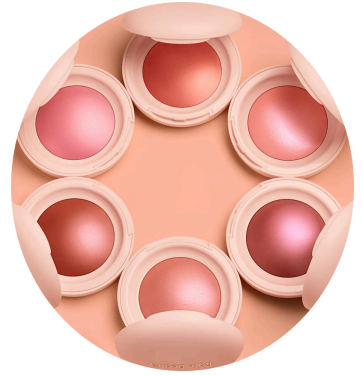
About the Company

At Rare Beauty, their commitment is to revolutionize the beauty industry by embracing and promoting a more diverse and inclusive definition of beauty. They firmly believe that every person deserves to feel confident and empowered in their skin, regardless of age, race, gender, or physical appearance (Rare Beauty, 2024). This is why their makeup line is thoughtfully designed to enhance your natural beauty rather than mask it. While meticulously curating their ingredients to be gentle on all skin types so you can feel good about what you're putting on your skin.

The Product: Soft Pinch Luminous Powder Blush



Figure 1-4: Rare Beauty,2024



“Being rare is about being comfortable with yourself. I've stopped trying to be perfect. I just want to be me.”

- Selena Gomez

Product Detail

Experience the ultimate combination of two award-winning products with this incredible blush. It's expertly designed to enhance your natural beauty with a touch of radiance, giving you a pinch-perfect flush that looks both natural and radiant (Rare Beauty, 2024). Thanks to its lightweight and smooth texture, this blush is incredibly easy to apply and blend seamlessly onto your skin. Enriched with brilliant pearls, it provides a natural-looking dimension to your skin, giving you a perfect dewy glow. The highly pigmented base is formulated to deliver a long-lasting, transfer-proof, smudge-proof, and water-resistant finish.

Whether you want to apply, blend, build, or diffuse, this blush is incredibly versatile. With complete control over the level of color intensity, you can achieve a flawless finish with just a little bit of product. Plus, the formula is designed to prevent flaking, caking, or falling out, ensuring that your blush stays put throughout the day. Choose from six different shades, each expertly crafted to complement different skin

tones: Cheer, Hope, Happy, Joy, Truth, and Love. From soft pinks to warm corals, you're sure to find the perfect shade to suit your skin tone and preference (Rare Beauty, 2024). This hand-polished and unique blush is the perfect addition to your makeup collection. It's designed to provide a natural-looking flush of color that will leave you feeling confident and beautiful all day long. With this blush, you can achieve a flawless finish that enhances your natural beauty and radiance.

Customer Reviews

★★★★★

LOVING THIS NEW PRODUCT!

Katherine A. verified buyer

05/01/24

I love the soft buildable formula on this specific color, it's soft and looks good in every skin tone - glowy enough to skip the highlighter. In my picture i mixed it with liquid blush in shade Hope

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PRETTY IN PINCH

Anna C. verified buyer

04/20/24

Skin Type: Combination

Shade Group: Light Medium

Age Range: 35-44

I absolutely love the feel and pigment of my soft pinch luminous powder blush. I brush or use my fingertips to dab some on my highest part of cheeks and it stays on! I live in a very humid climate area and this stays put. I'm 43 and I love how it gives me a pinch of color while still looking natural.

Figure 1 and 2 : Customer review, 2024

Ingredients

“HAPPY: Synthetic Fluorophlogopite, Dimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer, Octyldodecyl Stearoyl Stearate, Tapioca Starch, Boron Nitride, Octyldodecanol, Diisostearyl Malate, Silica, 1,2-Hexanediol, Caprylyl Glycol, Tin Oxide, Polymethylsilsesquioxane, Titanium Dioxide (CI

77891), Red 7 Lake (CI 15850), Iron Oxides (CI 77491), Iron Oxides (CI 77492), Iron Oxides (CI 77499)", (Rare Beauty, 2024).

All of the Soft Pinch Luminous Powder Blushes contain the same ingredients; however, in order to achieve the precise pigmented color, there have to be a few alterations in adding dyes and other ingredients to achieve that color. The product contains ingredients that are non-toxic and sustainable. For instance, ingredients such as Fluorophlogopite, also known as synthetic fluorine mica, are man-made minerals used as a bulking agent (EWG Skin Deep, 2024). This mineral has been thoroughly tested and is safe to use as it has been found to score low for common concerns such as cancer, allergies & immunotoxicity, developmental and reproductive toxicity, and use restrictions.

Another ingredient commonly used in cosmetics, Polymethylsilsesquioxane, is a type of polymer that is created through the process of hydrolysis and condensation of methyltrimethoxysilane (EWG Skin Deep, 2024). This polymer is commonly used in cosmetic products such as sunscreens, foundations, and primers to improve the texture, spreadability, and adherence of the product to the skin. When it comes to safety, Polymethylsilsesquioxane scores low in common concerns such as cancer, allergies and immunotoxicity, developmental and reproductive toxicity, as well as use restrictions. This means that it is considered to be a safe ingredient for cosmetic use.

Marketing strategies

Rare Beauty, a brand founded by Selena Gomez, has been gaining popularity among a wide age range of 16 to 35-year-olds due to its mission to promote inclusivity and diversity through its collection. What sets Rare Beauty apart is its fine-tuned products that cater to the needs of its customers. One of Rare Beauty's most popular products is the Stay Vulnerable Melting Cream Blush. This blush seamlessly blends into the skin, creating a natural and radiant finish. It comes in a range of five shades that cater to a diverse range of skin tones, ensuring that everyone can find the perfect blush. Rare Beauty's success isn't just limited to its loyal fan base - it has also gained recognition from the beauty industry. The Stay Vulnerable Melting Cream Blush won a Best of Beauty Award from the highly esteemed American women's beauty magazine Allure (HavStrategy, 2023). This award is a testament to the quality of the product and the brand's dedication to creating high-quality products that people love.

Rare Beauty has become a popular makeup brand since its launch in September 2020, offering a wide range of makeup products suitable for different skin types and preferences, including foundation, concealer, blush, and lip products. What sets Rare Beauty apart from other makeup brands is its commitment to inclusivity and affordability. With prices ranging from \$14 to \$29, Rare Beauty is more affordable than luxury brands, while still offering high-quality products comparable to those of other high-end beauty brands, (HavStrategy, 2023). The price range of Rare Beauty's products is similar to that of other popular celebrity beauty brands, such as Ariana Grande's r.e.m Beauty and Rihanna's Fenty Beauty.

The brand's expansion to Europe, the Middle East, and the Asia Pacific in the summer of 2021 was a significant milestone for Rare Beauty, reflecting the brand's commitment to inclusivity and engagement. The founder of Rare Beauty, Selena Gomez, has a vast worldwide fanbase and has actively promoted the brand on her social media platforms. Using her public image to captivate audiences and share the brand's message, Selena Gomez showcased the behind-the-scenes journey of crafting Rare Beauty in a video (HavStrategy, 2023). This video solidified the brand's place in the beauty industry and highlighted the importance of inclusivity and diversity in the beauty world.

Unlike other beauty brands that rely on celebrity endorsements, Rare Beauty places real people at the center of its campaigns, giving them a platform to share their unique stories and experiences. One of its most prominent campaigns, #WeAreRare, invites individuals to share their narratives, Sephora Color IQ, and Instagram handles, encouraging them to embrace their individuality and what makes them "rare." Rare Beauty also invites product users to showcase their experiences on social media by using the #RareRoutine hashtag. By featuring their username in photos featuring Rare Beauty products, users have the opportunity to be featured on the brand's social media platforms and official website. This approach has created a community of individuals who feel seen, heard, and celebrated for their uniqueness.

Rare Beauty's dedication to inclusivity is evident in its extensive selection of 48 foundation and concealer shades, catering to a diverse range of skin tones and complexions. The brand's commitment to promoting inclusivity and diversity is reflected in its campaigns, website, and social media presence, all of which showcase individuals with a wide variety of appearances and makeup styles. By creating a culture of inclusivity and diversity, Rare Beauty has become a pioneer in the beauty industry, inspiring others to embrace their individuality and celebrate what makes them unique.

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