

Strategic Marketing and True Claims: Fenty Beauty's Success Formula

By: Menucha Libman

The beauty industry in the United States of America surpassed a revenue of over \$528 Billion USD in 2022 (Helplama, 2024). Entrepreneurs and celebrities have jumped on the bandwagon launching brands with boring products and bold claims. Many of the celebrity brands crash and burn before ever turning a profit. Fenty Beauty seems to have survived this stereotype as it enters its eight year (Bach, 2017). Credit can be given to its founders, LVMH and Barbadian singer Rihanna. To analyze the success of Fenty Beauty, this paper explores the product efficacy, ingredients, and marketing of Fenty Beauty's Invisimatte Instant Setting and Blotting Powder.

Fenty Beauty splashed onto the scene in 2017 just one year after Rihanna signed its production deal with LVMH's Kendo Division. From the start the company made bold claims about how their products would perform. The versatile finishing powder discussed in this paper is no exception. The product description on [fentybeauty.com](https://www.fentybeauty.com) claims that this singular shade one size fits all product will work for all skin tones. The powder will extend makeup wear, blur pores, and achieve a natural matte finish. Unsponsored product reviews on social media platforms (including Instagram, Tiktok, and Youtube Shorts) corroborate these claims. Customers confidently apply the pressed powder to their t-zones with the included blotting pad. Many of the videos show side by side comparisons after only applying the product to one side of the face. The results speak for themselves. Previously present oil is replaced with the promised blurred pores and matte finish. Over eighty percent of the reviews on [fentybeauty.com](https://www.fentybeauty.com) are rated five stars; many point out that the product applies smoothly without smudging the makeup.

Below is the complete list of ingredients in the blotting powder and a chart with additional details about select key contributors. The product is vegan and Talc-free, meaning it

Strategic Marketing and True Claims

does not contain the naturally occurring mineral Talc which is linked to various safety concerns when present in beauty products.

SYNTHETIC FLUORPHLOGOPITE, CALCIUM CARBONATE, MAGNESIUM MYRISTATE, HDI/TRIMETHYLOL HEXYLLACTONE CROSSPOLYMER, OCTYLDODECYL STEAROYL STEARATE, POLYMETHYLSILSESQUIOXANE, SQUALANE, MICA, COCONUT ACID, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, SILICA, SALVIA HISPANICA SEED EXTRACT, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, PHENOXYETHANOL, SODIUM HYALURONATE, MANGANESE VIOLET (CI 77742), IRON OXIDES (CI 77492).

Ingredient	Translation	Purpose
Magnesium Myristate	Magnesium salt of myristic acid	Binding agent
Polymethylsilsesquioxane	Silicon resin	Improve product spreadability
Coconut Acid	Derived from coconut oil	Emulsifier and moisturizer
Salvia Hispanica Seed Extract	Chia Seed Extract	Mattifying oil
Sodium Hyaluronate	The salt form of Hyaluronic Acid	Provide comfortable all-day wear

Strategic Marketing and True Claims

Fenty Beauty relies on its inclusive products as a cornerstone of their marketing campaigns. The target audience for the brand are minority middle class millennial and gen Z women (Sky, 2024). Intentional marketing decisions help the brand reach this diverse wide ranging group. The brand hires BAME -Black, Asian, and Minority Ethnic- models and brand ambassadors (Latana, 2020). The most successful campaign for the Invisimatte Powder was its guest appearance in Rihanna's 2023 SuperBowl halftime show. The thirteen minute show was Rihanna's first on stage musical performance in over seven years since she took a hiatus to launch Fenty Beauty. Rihanna maximized the attention surrounding her return to the stage by including a powder touch up during her superbowl performance. The timing of the product placement was impeccable. The much anticipated show was expected to draw hundreds of millions of viewers, the grand opening with a surprise pregnancy announcement drew even more eyes screens all over America. Eight minutes and twenty seconds later Rihanna paused singing and powdered her nose using the Invisimatte Instant Setting + Blotting Powder. This brilliant move sent a clear message of confidence, inclusion, and diversity. Oh and the product placement, that was free. Take that \$7 million dollar thirty second ads.

References

Bach, N. (2017, September 8). *Rihanna's new Fenty Beauty Line at Sephora expands her business empire*. Fortune.
<https://fortune.com/2017/09/08/rihanna-makeup-fenty-beauty-launch/>

Helplama. (2024a, August 17). *Beauty industry revenue and Usage Statistics 2024*.
Helplama.com. <https://helplama.com/beauty-industry-revenue-usage-statistics/>

Latana. (2020, November 5). *How Fenty Beauty has built brand awareness -and won*. Medium.
<https://latanabrandtracking.medium.com/how-fenty-beauty-has-built-brand-awareness-and-won-913157f0ec53>

Sky. (2024, November 8). *Inclusive beauty + marketing: Fenty Beauty Case Study*. Sky Society.
<https://www.joinsky.co/blog/fenty-beauty-case-study-inclusive-beauty-marketing#:~:text=Fenty%20Beauty%20has%20shied%20away,of%20the%20Fenty%20Beauty%20Brand.>