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Product Review

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*Rihanna*, born *Robyn Rihanna Fenty* on February 20, 1988, in *Saint Michael, Barbados*, has established herself as a global icon in music, fashion, and entrepreneurship. With over 250 million records sold worldwide, she is one of the best selling music artists of all time (Cunningham, 2024, p.1, par. 1). Beginning her music career in the early 2000s, *Rihanna* quickly rose to fame with hit singles like “Umbrella,” “Diamonds,” and “Work,” showcasing her versatile vocal abilities and distinctive style. Outside of music, *Rihanna* has made significant strides in the fashion and beauty industries. She launched her lingerie line, *Savage X Fenty*, in 2018, celebrated for its body positive messaging. Additionally, her makeup brand, Fenty Beauty, has received praise for its diverse range of products, setting new standards within the beauty industry. *Rihanna’s* influence extends beyond entertainment, as she continues to use her platform to advocate for social justice causes, including education, healthcare, and women’s rights. Through her career and charitable efforts, *Rihanna* has solidified her legacy as not just a pop culture icon, but also as a fashion and beauty mogul.

With Fenty, *Rihanna* revolutionized the beauty industry by prioritizing and offering a diverse range of makeup products catering to a wide spectrum of skin tones. *Rihanna’s* vision for *Fenty Beauty* was to ensure that everyone, regardless of their complexion, could find products that suited them perfectly. Fenty’s product line spans from foundations and concealers to highlighters, lipsticks, and eyeshadows (Clark, 2018, p.1, par.10). One of the standout products is *The Match Stix Trio* it offers customizable highlighting, contouring, and concealing options in one sleek package. Each product is meticulously crafted with quality ingredients. *The Match Stix Trio* revolutionizes most everyone’s makeup routine with its ingenious design. This customizable set includes three magnetic sticks, two matte shades for concealing and contouring, and one

shimmery shade for highlighting. The cream to powder formula offers a weightless feel and blends seamlessly for a natural look.

Users appreciate the wide range of shades available, with hues like Wheat for its ability to blend as both a concealer and foundation. The creamy and blendable formula of the Match Stix ensures seamless application and buildable coverage, catering to various skin tones and preferences (BeautyInfatuated, 2019, p.1, par.5). Many users particularly appreciate the multi-purpose of *The Match Stix*, the sleek and portable design makes them perfect for on the go touch-ups, while the product ensures a flawless complexion throughout the day. In one's review of *The Match Stix*, this individual provides a detailed account of one's experience with two specific shades, Wheat and Sand. She expresses her fondness for Wheat, highlighting its medium tone with warm undertones, which she finds perfect for concealing imperfections.

Additionally, one discusses her experience with the shade Sand, noting its description as neutral but leaning towards warm neutrality in her perception. Despite its versatility, particularly for under eye application, she shares her struggle with the "shadow peeking through" issue, specifically near the bridge of her nose (BeautyInfatuated, 2019, p.1, par.4). This observation shows her honesty and willingness to share both the positives and challenges of using the product. The review of *The Match Stix Trio* in Tan 300 provides a detailed account of the user's experience with each shade in the set. Most everyone chose the Tan trio based on their skin tone, expecting the shades to suit them well.

First highlight the effectiveness of the concealer/highlight shade, caramel, in erasing under eye darkness, even in areas where most everyone usually struggles with shadow. The

formula, when set with *Laura Mercier* loose setting powder, impressed (BeautyInfatuated, 2019, p.1, par.7). Contour shade, Truffle, the user initially worried it might be too dark, but found it blended seamlessly into one's skin, creating a natural contour. One appreciates its neutral tone, which avoids the overly orange or red tones found in other contour products. Most everyone appreciates the neutral tone, which avoids the overly orange or red tones found in other contour products (BeautyInfatuated, 2019, p.1, par.7). Lastly, most everyone discusses the highlight shade, Rum, which initially might be too dark but found it provided a natural highlight. Most everyone enjoys its versatility, noting it can be used on both the face and eyes.

It asserts that the shades are carefully curated to suit individuals across different skin tones, guaranteeing accessibility and diversity for every customer. *The Match Stix Trio* promises an easy to apply which is creamy and blendable, and seamless blending for an immaculate result. The product suggests that once applied and set with powder, it will remain in place throughout the day, offering long-lasting wear without smudging or fading.

The ingredients in the Fenty Beauty **Match Stix Trio** can vary depending on the specific shades and formulations. Tricaprylin is a type of chemical found in coconut oil. It acts as dehydrating, helping to soften and moisturize the skin. **C12-15 Alkyl Ethylhexanoate** originates from alcohols and fatty acids (SkinSAFE.n.d). It functions as a skin conditioning soother, providing a smooth, non greasy feel to the product and helping to improve most everyone's skin. **Synthetic polymers** like **polyethylene** are frequently utilized as thickeners and binder in cosmetics. It helps to give the product its solid, stick-like texture and also contributes to its smooth application. Polymethyl helps create a smooth, even layer on the skin. It can also provide oil absorbing properties, helping to control shine.

**Octyldodecanol** are from vegetable oils. It acts as a solvent, helping to soften and moisturize the skin while enhancing the product's texture. **Sucrose Acetate Isobutyrate** ingredients from Sugarcane. It helps to thicken the product and improve its texture, and provides moisturizing properties (SkinSAFE. n.d.). Mica is a mineral pigment that provides a reflective effect to cosmetics. It adds a quality to the product, helping to enhance the skin's natural radiance. **Cera Microcristallina/Microcrystalline Wax** is a type of wax from petroleum. It acts as a thickening texture, helping to give the product its solid texture and providing a smooth, glide on application.

*Fenty* Beauty's makeup marketing campaign is strongly centered and their message is "Beauty for All". It features models from a wide range of ethnicities, skin tones, genders, and body types. This allows everyone to see themselves represented in the brand, making it very relatable. *Fenty* Beauty was one of the first big brands to launch with a foundation line of 40 now 50 shades, truly addressing the lack of options for people with darker skin tones (Challis, 2022, p.1, par 6). This set a new standard in the industry. *Rihanna* herself is front and center in many campaigns. Her realness, confidence, and passion, makes the brand feel genuine and approachable. *Fenty* Beauty is excellent at using social media for marketing. Creating engaging content, having strong influencer partnerships, and effectively showcase the diversity of their products and the people who use them.

*Fenty* Beauty's target market primarily consists of **Millennials and Generation Z**. Both generations are highly focused on diversity, inclusivity, and representation of values which *Fenty* Beauty aligns with. Social responsibility such as highlighting the brand's commitment to ethical

practices, and social causes aligns with the strong values these generations hold. *Fenty* can refine its strategy by focusing on where these generations consume information (Harker, 2020, p.1, par.8). Social media platforms, influencer collaborations, interactive digital content, and platforms like TikTok and Instagram have strong **Gen Z** presence. **Millennials and Gen Z** are increasingly focused on skin care. Both generations are not afraid of unique colors and experimenting with their look. *Fenty* can continue to launch trendsetting products. *Fenty* will continue to launch trendsetting, eye catching products like **The Match Stix Trio** Emphasizing natural ingredients and sustainable packaging can attract demographics as well.

*Fenty* Beauty's marketing strategy, message, images, and language centers around empowerment. *Fenty* Beauty harnesses the power of social media, influencer partnerships, and *Rihanna's* fame to connect with the audience, composed of trendsetting Millennials and Gen Z consumers (Schiffer, 2020, p.1, par. 1). This, combined with their makeup products, has propelled them as a disruptive supply chain within the beauty industry. *Fenty* avoid beauty jargon or terminology that might exclude people who are new to makeup or unfamiliar with specific techniques. The language focuses on how the products can make one feel confident and beautiful in one's skin. *Fenty* might use phrases like "own your glow" or "find your perfect shade." Instead of just describing product features, *Fenty* emphasizes the benefits most everyone benefits from using them.

*Fenty* Beauty revolutionized the makeup industry *Rihanna's* vision for the brand was clear, to empower individuals and express themselves through makeup. *Fenty's* shade ranges, by creating a wide range of foundation shades specifically catering to deeper skin tones, *Fenty* Beauty filled a massive gap in the beauty industry. This sent a message that people of color

matter, their beauty is valid, and people of color deserve products that work for them. Reviewer finds the *Fenty Beauty Match Stix Trio* in Tan to be worth the purchase especially for those struggling with under eye darkness. The Caramel concealer covers dark circles, the Truffle contour offers a natural, non orange look, and the Rum highlighter provides a beautiful, bronze glow. Fenty Beauty continuously adds products to their line, pushing boundaries and offering unique colors and textures for most everyone.

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