

Rare Beauty

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Rare Beauty Launches New Liquid Contour Collection For Seamless Sculpting.

El Segundo, California (Feb. 24, 2025) - Rare Beauty, the well-known cosmetics brand founded by Selena Gomez, is launching its new Liquid Contour Line. This latest addition is designed to make contouring simple and accessible for everyone, no matter their experience level. With its lightweight and blendable formula, this product allows for effortless sculpting without the complexity of traditional contouring techniques.

"I wanted to create a contour product that's super easy to use and enhances your natural features without feeling too heavy or overwhelming," said Selena Gomez, Founder of Rare Beauty. "This new Liquid Contour blends seamlessly into the skin and makes defining your features effortless. Whether you're new to contouring or a longtime makeup fan, this product is for you."

The new Liquid Contour Line is designed to be weightless and easy to build for a natural finish. Unlike traditional contour products that can feel heavy or difficult to blend, this formula melts effortlessly into the skin for a flawless look. It also contains skin-friendly ingredients like squalane and vitamin E, which keep skin hydrated and looking fresh all day.

Rare Beauty continues its commitment to inclusivity by offering six shades that cater to a wide range of skin tones and undertones. This ensures that everyone can find a shade that works for their personal style.

The Liquid Contour Line is designed to be beginner-friendly while still meeting the needs of experienced makeup users. It comes with a precise applicator for easy placement and can be blended seamlessly using a brush, sponge, or even fingertips. Whether applying it directly to bare skin or layering over foundation, the formula adapts easily to any makeup routine.

Like all Rare Beauty products, the Liquid Contour Line is 100% vegan and cruelty-free. The brand is dedicated to promoting confidence and self-expression, while also giving

back. A portion of every purchase supports the Rare Impact Fund, which works to expand access to mental health resources for young people.

The Rare Beauty Liquid Contour Line will be available on RareBeauty.com, Sephora, and select retailers starting February 28th. Each shade will be priced at \$28 and comes in a travel-friendly package, making it easy to use on the go.

To celebrate the launch, Rare Beauty is encouraging fans to post their contour looks using #RareBeautyContour on social media. The brand will showcase user-created content to highlight the product's versatility.

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