



RARE BEAUTY
Beauty Beyond Perfection

Makeup that feels good on your skin

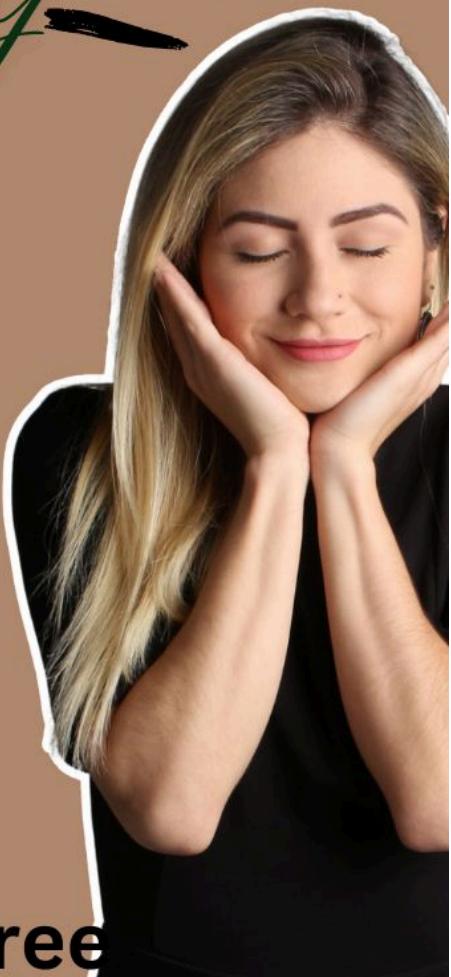
Clean • Vegan • Cruelty-Free
#RareBeauty

Introducing
'tis the season

TO BE JOLLY



Rare
BEAUTY



Clean • Vegan • Cruelty-Free

featuring *selena* GOMEZ

RARE BEAUTY

FOUNDER OF RARE BEAUTY

MORE THAN MAKEUP
- IT'S ABOUT SELF-
LOVE.
OR
CREATED TO
CELEBRATE REAL
BEAUTY, INSIDE AND
OUT.

**Rare Beauty was created to break
unrealistic beauty standards and
promote confidence.**







rare beauty

SOFT PINCH
LIQUID BLUSH

LIGHTWEIGHT • LONG-LASTING • BUILDABLE

A LITTLE GOES A LONG WAY

RARE BEAUTY



HOW TO USE (SOFT PINCH LIQUID BLUSH)

HOW TO USE
SOFT PINCH LIQUID BLUSH

1. DOT ON CHEEKS
2. BLEND GENTLY
3. BUILD YOUR GLOW

RARE BEAUTY

PRO TIP
START SMALL - A LITTLE GOES A LONG WAY





Before & after

RARE BEAUTY

BEFORE

AFTER

SOFT, NATURAL GLOW

POWERED BY
SOFT PINCH LIQUID BLUSH

RARE BEAUTY

#RAREBEAUTY #REALSKIN



Before after

before after

before after



MONTHLY WRAP



THIS MONTH AT
RARE BEAUTY

TOP PRODUCT: SOFT PINCH LIQUID BLUSH
MOST LOVED: YOU ARE RARE

SEE YOU NEXT MONTH
RARE BEAUTY

To My
**LOYAL
CUSTOMERS!**

Thank You for
choosing Me!

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OFFER

LIMITED-TIME OFFER

YOUR FAVORITES, NOW FOR LESS

FLAT 50% OFF
SELECTED PRODUCTS

SHOP NOW
RARE BEAUTY



QUEEN



TRENDING

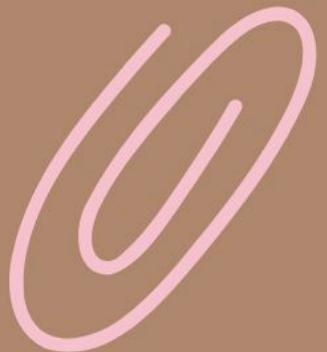
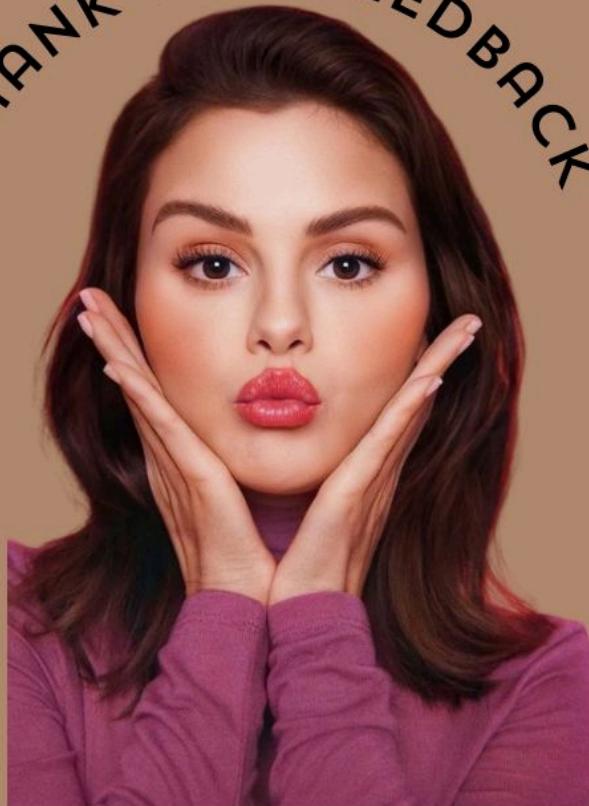
TRENDING NOW
RARE BEAUTY EDITION

SOFT GLAM IN SECONDS

RARE BEAUTY



THANK YOU FEEDBACK



RARE BEAUTY

THANK YOU

TO OUR RARE BEAUTY COMMUNITY

EVERY STORY. EVERY SHADE. EVERY YOU.

RARE BEAUTY



THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

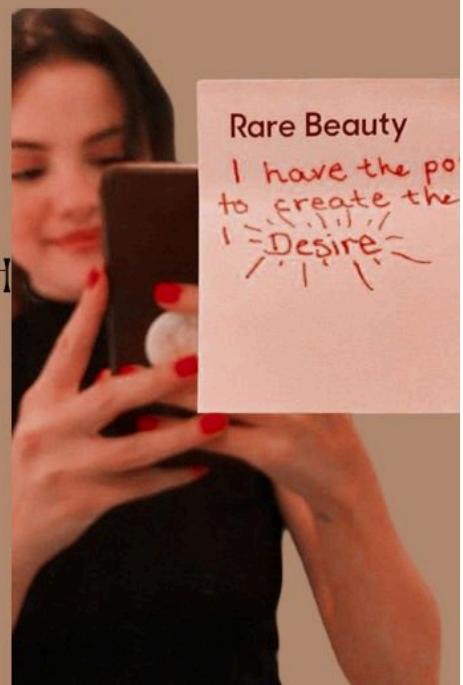
MENTAL HEALTH MATTERS

MENTAL HEALTH MATTERS

MORE THAN MAKEUP

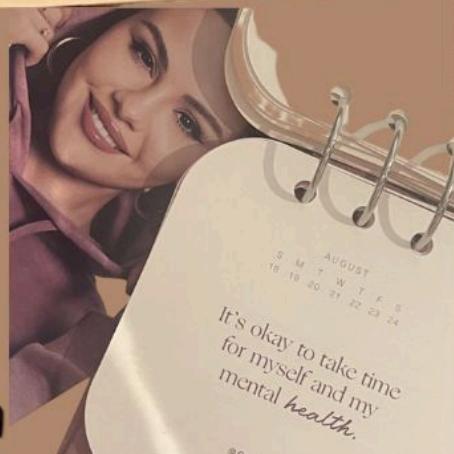
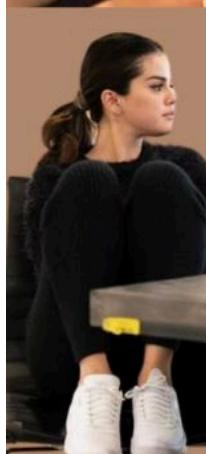
SUPPORTING MENTAL HEALTH THROUGH RARE IMPACT

RARE BEAUTY



Rare Beauty

I AM IN CHARGE OF
HOW I FEEL AND
TODAY I AM CHOOSING
HAPPINESS! R



CUSTOMER REVIEW



"Fantastic customer service and great quality. Loriann listened to all my ideas and brought them to life better than I could've ever imagined."

-Manpreet, Google User



customer

“

"Awww, thank you so much! You've done an absolutely amazing job. The attention to detail, professionalism, and care you put into the work truly impressed me. I couldn't be happier with the results.

Highly recommend - 10/10!"

-Ashley E.



**I'm a girl, of course my lips
sparkle and shine from my lipgloss**

review

In Pursuit
THE OFFICE BEAUTY

Customer Review



Everything about In pursuit is right! My favourite shop and go to store for every occasion!!

SHADE GUIDE (SOFT PINCH LIQUID BLUSH)

FAIR - LIGHT MADE FOR EVERY SKIN TONE

HAPPY

BLISS

MEDIUM

JOY

LUCKY

TAN - DEEP

LOVE

BELIEVE





5-MINUTE MAKEUP LOOK 5-MINUTE GLOW



SKIN TINT
SOFT PINCH BLUSH
MASCARA
LIP OIL



PERFECT FOR BUSY DAYS
RARE BEAUTY



MINIMALIST MAKEUP COLLECTION

for a simple and polished makeup routine done in 5 minutes!



COLLEGE / WORK LOOK



COLLEGE-READY GLOW



FRESH. POLISHED. EFFORTLESS.
SKIN TINT
SOFT PINCH BLUSH
MASCARA
LIP OIL



RARE BEAUTY





ONE PRODUCT, MULTIPLE LOOKS



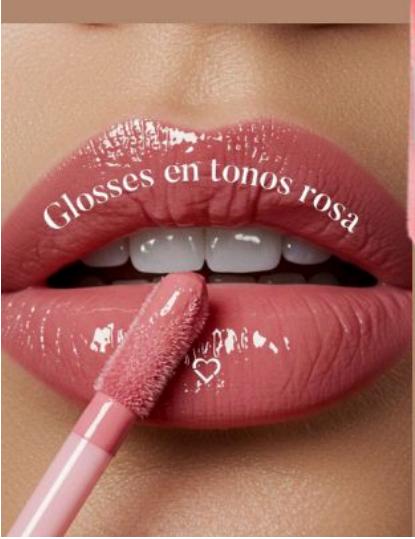
ONE PRODUCT
MANY LOOKS



NATURAL | FRESH | SOFT GLAM



ONE BLUSH, ENDLESS POSSIBILITIES
RARE BEAUTY



Glosses en tonos rosa



EVERY DAY





GET READY WITH ME (GRWM)

GET READY WITH ME
RARE BEAUTY EDITION

SOFT GLAM, EVERYDAY GLOW

WATCH THE GLOW-UP
RARE BEAUTY



EVERYDAY MAKEUP

COMMUNITY GLOW

REAL PEOPLE. REAL BEAUTY.

TAG US TO GET FEATURED
RARE BEAUTY



Countdown

ALMOST HERE

3 DAYS TO GO

Get ready for something rare
RARE BEAUTY

The
COUNTDOWN
IS ON





Behind the Scenes

BEHIND THE GLOW

The making of Rare Beauty

From concept to confidence
RARE BEAUTY

New Launch Teaser

SOMETHING RARE
IS COMING

A new glow is on the way

COMING SOON
RARE BEAUTY



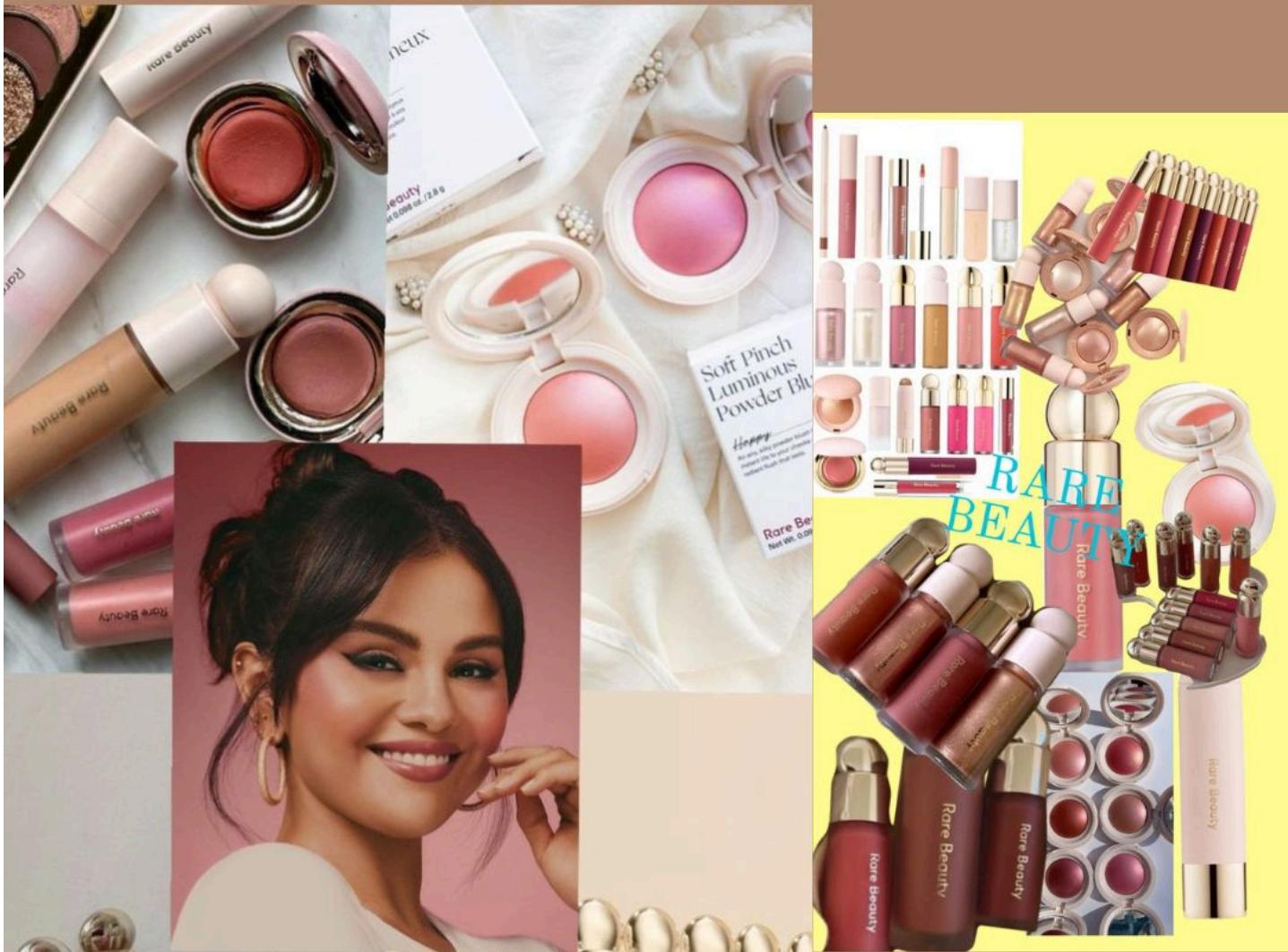
Engage With Us

Show Us Your Glow

SHOW US YOUR GLOW

*Tag us in your
Rare Beauty look*

*Get featured
RARE BEAUTY*



Final Brand Message

YOU ARE RARE

And your beauty is too

Confidence over perfection
RARE BEAUTY



Campaign Closing / Final Message

BE RARE

Every day. Every shade.

Thank you for celebrating
real beauty with us

RARE BEAUTY

Rare Beauty



FAQ / Myth Buster Did You Know?

Myth: Only for full glam
Fact: Perfect for everyday looks

Clean • Vegan • Lightweight

RARE BEAUTY



Before vs After (Quick Look)

BEFORE

AFTER

5-minute Rare Beauty look

Fast. Fresh. Effortless.
RARE BEAUTY



Final Wrap-Up
30 DAYS OF
RARE BEAUTY

Celebrating real beauty
every single day

See you next month
RARE BEAUTY

Real skin
Real stories
Real confidence



y 2025

Social Buzz / UGC Reactions

"Obsessed!"

"This glow 😍"

"My new favorite!"

EVERYONE'S TALKING

"Obsessed!"

"This glow 😍"

Join the trend
RARE BEAUTY



BE Obsessed
WITH YOUR OWN
Potential

BE
OBSESSED
WITH
YOURSELF

How to Use (New Launch)

Steps (Short & Simple)

Step 1:

Apply a small amount to skin

Step 2:

Blend gently with fingers or brush

Step 3:

Build for your desired look

Pro Tip (Optional)

Start light and layer slowly



HOW TO USE

Apply • Blend • Build

Start light, layer slowly

RARE BEAUTY



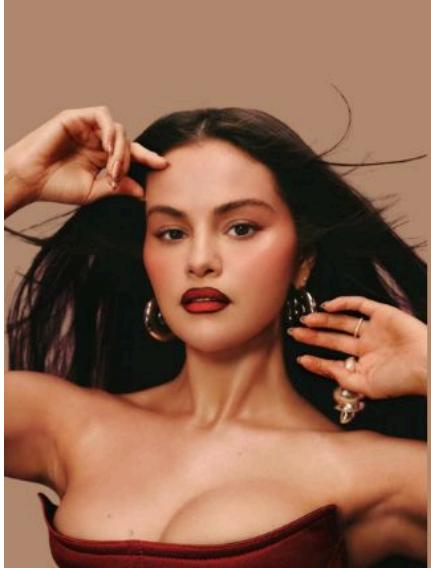
First Impressions

FIRST IMPRESSIONS

"So smooth and lightweight!"



*New Rare Beauty Launch
RARE BEAUTY*



Launch Day

IT'S HERE

The wait is over

Discover the newest
Rare Beauty glow

Shop now
RARE BEAUTY

