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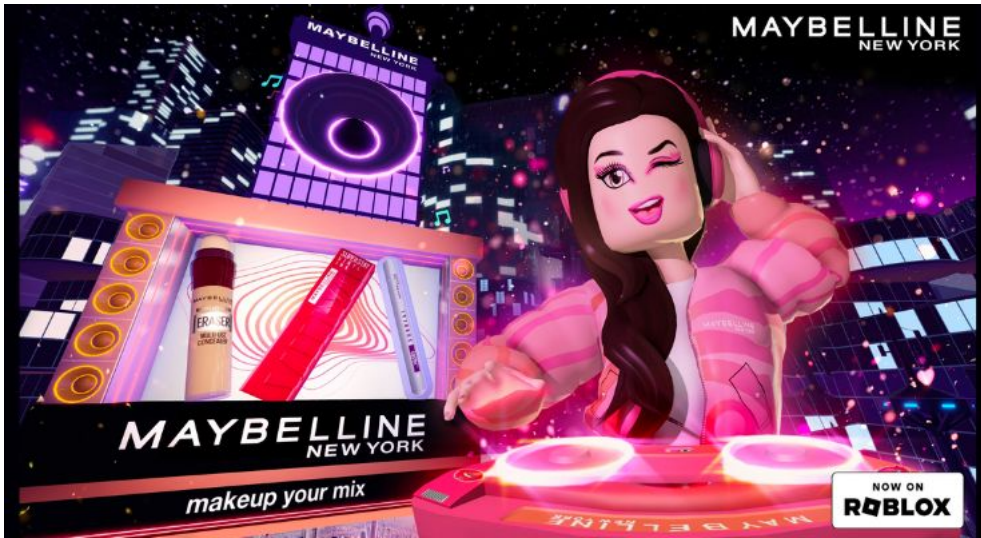
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Maybelline New York Launches Virtual Campaign in Roblox

Offers virtual makeup looks, mini games, and exclusive music, creating an immersive experience that promotes self-expression.



09.28.23

Maybelline New York, which unveiled [its first-ever avatar](#) earlier this year, is the latest [beauty brand to enter the metaverse](#).

The [L'Oréal-owned](#) cosmetics brand has ventured into the virtual world of Roblox in order to capture a new audience of makeup enthusiasts. Through a partnership with Splash, the brand has launched a 360-brand campaign that specifically targets the music community within Roblox.

Within the virtual world, Maybelline offers virtual makeup looks, mini games, and exclusive music, creating an immersive experience that promotes self-expression.

Emily Arkells, Vice President of Digital for Maybelline New York, states, "Maybelline is committed to providing consumers with new and exciting experiences that promote self-expression. Our partnership with Splash on Roblox allows us to seamlessly integrate our products into an interactive world. With a diverse range of virtual makeup looks created by talented makeup and 3D artists, users can now experiment with different styles and expressions within the virtual world of Roblox through the music game Splash."

'Makeup Your Mix' Campaign

Maybelline's "Makeup Your Mix" campaign invites Roblox users to immerse themselves in captivating experiences, such as the Maybelline New York lounge and Graffiti Room. These virtual spaces provide exciting opportunities for users to unleash their creativity by experimenting with a wide range of Maybelline products. For instance, users can use Vinyl Ink and Falsies Surreal Mascara to paint graffiti.

The campaign introduces six unique makeup looks, featuring popular Maybelline franchises such as SuperStay Vinyl Ink Lip and SuperStay Matte Ink Lip, as well as new innovations like Falsies Surreal Mascara and Color Tattoo Eye Stix. Whether they are looking for a bold and edgy look or a subtle and natural style, our virtual platform offers a plethora of options and inspiration.

Richard Slatter, Head of Partnerships at Splash, says, "The team all brought their A-game to the table for this activation. I am really proud of what we've accomplished together, and our community absolutely loves it! Splash players, who are creative young people, are highly engaged, and we would love to work with more brands trying to reach this audience, not just on Roblox but across our other products as well."

Virtual DJ

Maybelline recognizes the power of music as a platform for personal creativity and individuality. In line with this, the brand has partnered with virtual DJ Kai to release her latest track, "Fantasy." Users can remix the song until September 28th and participate in Kai's listening party. Through gamification and branded activations, users can win and collect a variety of Maybelline merchandise and clothing.

Other Beauty Brands in Roblox

In April 2023, L'Oréal Professionnel launched [five virtual hairstyles](#) that can be accessed across three major metaverse platforms: Roblox, Ready Player Me and Zepeto.

In June, Essence Makeup [collaborated with Roblox to debut its first game](#), 'Color dare by essence.' The brand created a dream-like world where kindness is an essential tool to save the world.

In July, Fenty Beauty opened a [virtual pop-up Fenty Beauty + Skin Experience on Roblox](#), where users could explore and even create their own Gloss Bomb shade.

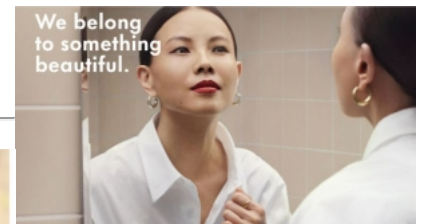
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Girls Who Code founder, Reshma Saujani will spearhead the joint Clé de Peau Beauté and Girls Who Code campaign—20 Under 20.
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The brand adds its Date Night Skin Tint Serum Foundation to the Ulta product lineup.
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Puig's fragrance segment reached an all-time high market share of 11%.
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[Defiance Beauty by Nechami Now Offers Inclusive and Diverse Color Cosmetics](#)

Toxin-free skincare brand, Defiance Beauty now offers a new line of color cosmetics for women of all ages and ethnicities.

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- [Ameripen Executive Director Testifies at US Senate Committee Hearing](#)

Dan Felton spoke before the US Senate Committee on Environment and Public Works about extended producer responsibility policies for packaging.

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[ISDIN Names Alessandra Ambrosio as Brand Ambassador](#)

Model, actress and activist Alessandra Ambrosio helps ISDIN drive awareness about skin health.

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[Naked Sundays SPF Company Launches in Target](#)

Australian-based skincare and sunscreen

company now offers best-selling products and has launched two new across the U.S.

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[VitaSea Introduces Kids Sunscreen Options](#)

Three kid geared sunscreen options include a spray, stick and lotion.

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[John Varvatos Launches XX Intense Masculine Parfum](#)

XX Intense is a new twist on John Varvatos' signature fragrance—featuring the brand's crest.

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[Parlux Names VP of Consumer Engagement for Billie Eilish Fragrances](#)

Dan Manioci will oversee advertising, social media, influencer marketing and public relations.

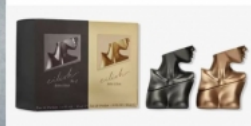
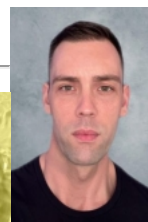
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B Corp brand offers three shampoos and conditioners in cartons that contain 80% less plastic than typical bottles.

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[Pacifica Beauty Names Andres Sosa New Chief Marketing Officer](#)

The industry veteran joins Pacifica with over 25 years of global brand marketing, strategy and retail experience.

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