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## News Release

### **FOR IMMEDIATE RELEASE**

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### **FOR MORE INFORMATION**

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### **Fenty Beauty to Collaborate with Pretty Brown Girl on New Cosmetics Line**

SAN FRANCISCO, CA- On March 1, 2022; Fenty Beauty unveiled a limited-edition collaborative cosmetic line with the not-for-profit organization Pretty Brown Girl. Proceeds from the collaboration will go to the Pretty Brown Girl Organization

The new line is set to feature cosmetics that are geared towards people who are beginning to wear makeup. The release will include a medium coverage foundation, eyeshadow palette, cream blush and lip tint; both coming in five shades. The line will begin sales online and at beauty retailers Sephora and Ulta Beauty on March 15th. Fenty will be donating 50% of proceeds from the line, as well as 15% of Fenty's regular items, will be donated to the Pretty Brown Girl organization. This special event is set to last until May 31st.

"As a successful black and female-owned business, it is important that we help lift up as many black girls as we can, and our collaboration with Pretty Brown Girl is the best way for us to do so," said Torryn Sales, Senior advisor at Fenty Beauty.

### **About Fenty Beauty**

Fenty Beauty by Rihanna is a cosmetics company that believes that everyone should have the ability to reach their full creative potential. Our diverse selection of products with a wide color range ensure that everyone can find themselves in our makeup.

### **About Pretty Brown Girl**

Pretty Brown Girl is a not-for-profit organization dedicated to nurturing young girls of color. Through educational activities, Pretty Brown Girl hopes to cultivate a sense of community and empowerment for the next generation of leaders.

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