

(HYPOTHETICAL FOR MY PR CLASS)

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FOR IMMEDIATE RELEASE

Rare Beauty Launches first hair-care line: Ride the Wave

New collection features four products for all hair types

LOS ANGELES, Sept. 9, 2025 — Rare Beauty, founded by Selena Gomez, launches its first hair-care line, Ride the Wave, embracing natural hair types, Sept. 1 at Sephora.

The new line includes:

- Light styling gel
- Lightweight curl cream
- Nourishing scalp serum
- Hydrating leave-in conditioner

The expansion into hair-care reflects growing consumer demand for products that support natural, low maintenance styling. Rare Beauty, known for its inclusive approach and strong community, aims to bring the same authenticity to the hair-care aisle. The four-product line celebrates natural hair, no heat styles for all hair types. Each product is vegan, cruelty-free, disability accessible and priced under \$35.

“Ride the Wave honors the elegance of everyday hair while reinforcing Rare Beauty’s mission to build self-confidence and celebrate individuality,” said Gomez. “I wanted to create something with meaning, something that celebrates our unique differences. I love using the Ride the Wave products when I want to keep things simple yet fabulous. My hair has never felt happier after using these products.”

Rare Beauty ranks among Sephora’s top performing brands, with products like [Soft Pinch Liquid Blush](#) generating over 1 billion views under the #rarebeauty hashtag on TikTok. Ride the Wave offers accessible, inclusive products for a global audience.

“We developed Ride the Wave with professional input from stylists who work with a diverse range of textures,” said Carol Noda, Rare Beauty director of product development. “Our goal is to create versatile, everyday products that enhance natural curl patterns, support scalp health, rehydrate strands, and simplify styling routines without heat.”

Rare Beauty, founded in 2020 by singer, actress, and producer Selena Gomez, is an American cosmetics company dedicated to promoting self-acceptance and mental well-being. Best known for its [Soft Pinch Liquid Blush](#) and [Positive Light Tinted Moisturizer](#), the brand has built a global following with its

inclusive, high-quality products. Rare Beauty is sold at Sephora worldwide and on [RareBeauty.com](https://www.rarebeauty.com). Through the Rare Impact Fund, the brand is committed to raising \$100 million over 10 years to expand mental health services and education for young people.