

Rare Beauty



FACT SHEET

QUICK FACTS

Founded: 2020

Number of Employees: 250

Website: [RareBeauty.com](https://rarebeauty.com)

HISTORY

Rare Beauty was founded in 2020 by Selena Gomez. Products were sold online and in Sephora stores.

MANAGEMENT TEAM

Founder: Selena Gomez

Chief Executive Officer: Scott Friedman

Chief Marketing Officer: Katie Welsh

Chief Sales Officer: Kim Magee

Chief Product Officer: Joyce Kim

AWARDS

2023

Glossy Beauty Awards

Beauty Brand of the Year

National Council for Mental Health and Wellbeing

Mental Health First Aid Impact Award

2022

Glamour Maganize Beauty Awards

Best Breakthrough Makeup Brand

Webby Awards

Fashion and Beauty

HEADQUARTERS

El Segundo, California

CORE VALUES

Our Mission

We devote ourselves to celebrating everyone's uniqueness and beauty. Everyone should feel beautiful in their own skin no matter sex, race, gender, background and sexual identity.

We want people to stop comparing themselves to one another. We encourage people to embrace their imperfections. We aim to build trust and a community.

Rare Impact

We are working to reduce the stigmas surrounding mental health through our Rare Impact Fund. We share resources and build community for those impacted by mental health issues.

Sustainability

We are committed to making environmentally friendly products and packaging. Our products are vegan and cruelty free. We are always testing new packaging and formulas to make our products better for the environment.

CONTACT US

Call: 1-888-892-7273

Email: hello@rarebeauty.com