

Beauty Tips: A Guide to Your Favorite Celeb Beauty Lines



 By Nicole Maher

There is certainly no shortage of options when it comes to searching for a beauty line designed by a celebrity. While certain celebrities, such as Kylie Jenner, have built an empire around their beauty lines, others have begun to release their own lines as well. Whether it is inclusivity or clean products, each of these celebrities have tailored their make-up and skincare brands to encompass the aspects of beauty they value the most. By offering their own [beauty tips](#) and tricks, these celebrities may quickly go from being your favorite people on stage to your favorite beauty line providers as well.

Check out these five celebrity beauty lines to get the inside scoop on some of your favorite celebrities' beauty tips and tricks.

1. Rare Beauty: Selena Gomez is among the most recent celebrities to dive into the world of make-up with her beauty line hitting the shelves this past September. Gomez's line, called Rare Beauty, includes products for the eyes, lips, and face. With an emphasis on embracing natural beauty rather than trying to cover anything up, Rare Beauty offers a variety of foundations that strive to be breathable and offer medium coverage. Along with launching Rare Beauty, Gomez also

released a connected campaign titled Rare Impact, which has the goal of raising \$100 million over the next ten years to help provide people with access to mental health services.

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2. Soulcare: Alicia Keys has recently announced plans to release her own beauty brand just in time for the holiday season. This upcoming line is named Keys Soulcare, and is in collaboration with the beauty brand e.l.f. Beauty. Keys Soulcare has already launched an editorial site this past September, which includes a weekly newsletter and details into the inspiration behind Keys' new line. The brand hopes to launch its first physical products, being a candle and two unannounced skincare products, this December with the rest of the line coming out in the early months of 2021.

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3. Fenty Beauty: Rhianna first launched Fenty Beauty back in 2017, and has been growing her brand ever since. Since the initial launch, Rhianna's brand has divided into two different sections, those being Fenty Beauty and Fenty Skin. Fenty Beauty focuses on make-up products, and aims to create an inclusive environment by providing foundation shades for nearly every skin tone. Fenty Skin currently consists of a three-step face cleansing routine which Rhianna has promoted as being for both men and women. Rhianna has also included some of her personal beauty tips and tricks for recreating her make-up looks with the Fenty products.

4. Haus Laboratories: Lady Gaga is also among the celebrities joining the make-up community. She began offering her own beauty tips and products through her line Haus Laboratories in 2019 and has been expanding ever since. Much like Lady Gaga's own personal style, many of her make-up products consist of

bold colors to create vibrant, statement looks. Haus Laboratories currently includes products for the eyes, lips, and cheeks, and can be found on the company's website or through Amazon.

5. Florence by Mills: Musicians are not the only celebrities diving into the world of make-up and skincare as actress Milly Bobby Brown has also released her own beauty line. With an emphasis on clean beauty, Brown's line Florence by Mills includes both make-up and skincare products that are paraben and dye free. The make-up portion of Florence by Mills includes products for the eyes, lips, and face while the skincare section offers both facial cleansers as well as spot treatments and moistures.

Who are some other celebrities who have released their own beauty lines? Start a conversation in the comments below!