

Part 1: Organization Selection and Background

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Rare Beauty, founded by Selena Gomez, is a cosmetic brand that goes beyond the surface of makeup. With a mission to celebrate individuality, promote self-acceptance and break down unrealistic beauty standards, Rare Beauty has become a beacon of inclusivity and empowerment in the beauty industry.

I selected Rare Beauty due to its unwavering commitment to self-love and mental health awareness. The brand's mission aligns perfectly with current societal trends, emphasizing the importance of diversity, sustainability and social responsibility.

Rare Beauty's inclusive shade range, accessible packaging and positive affirmations on each product demonstrate their dedication to empowering individuals from all walks of life. The brand's focus on mental health initiatives sets it apart, challenging the stigma often associated with celebrity-backed beauty brands. Selena Gomez's genuine passion and dedication to Rare Beauty's mission are evident, making it a truly inspiring organization.

Rare Beauty has an extensive shade range recognizing that beauty comes in all colors, the brand has carefully curated a diverse palette of foundations, concealers, blushes, highlighters and lip products to cater to a wide range of skin tones and undertones. This commitment to inclusivity ensures that everyone can find a shade that perfectly matches their complexion.

Beyond its inclusive shade range, Rare Beauty products feature innovative packaging designed for accessibility, catering to individuals with disabilities. Rare Beauty product names offer positive affirmations that serve as a reminder that beauty is not about perfection but about embracing one's unique qualities. Rare Beauty targets a broad audience, primarily teenagers, young adults and adults, who value inclusivity, self-acceptance and mental health awareness.

With its extensive shade range, clean and cruelty-free formulas, accessible packaging and uplifting messaging, Rare Beauty is beyond just a cosmetic brand; it is a movement that empowers individuals to celebrate their unique beauty and feel confident in their own skin.

REFERENCES

Rare Beauty. [<https://www.rarebeauty.com>]. Retrieved September 8, 2024, from rarebeauty.com