



2025 WEEK 31: BEAUTY BRAND AND PRODUCT LAUNCHES

ALICE MANNERS

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FEATURE, PRODUCTS, RETAIL, RESOURCES

NARS

This week, Gen Z wellness received a refresh through the launch of new supplement brand Body of Work. Across retail, Walmart, Ulta Beauty, and ASOS welcomed buzzy new additions; elsewhere, brands including Scentworthy and Patchology delivered playful, scent-forward collections. With news from Fenty, Sol de Janeiro, and NARS, here's what

recently caught our editorial team's eye.

RETAIL

Fazit, the brand known for its makeup stickers that elevate female fan experiences, is launching in 1,400 **Walmart** stores. The store rollout will include the brand's best-selling Gold and Silver Glitter Freckles. The brand is currently available at Urban Outfitters and online on Amazon, and DTC.

UNITE Hair is entering its first retail space, launching nationwide at **ULTA Beauty** stores nationwide. The brand's best-selling 7SECOND Detangler will be available in the impulse section, located near the checkout.

iNNBEAUTY Project is expanding to **Sephora at Kohl's** after success earlier in the month with a debut into the British market via Sephora UK.

WearSPF, the suncare brand founded by golfer Justin Thomas, is partnering with **Barnes & Noble College** to promote sun protection among students. WearSPF products are now available in 155 campus stores and 400+ online bookstores nationwide. Alongside the launch, the brand has created limited-edition packaging representing schools such as the University of Texas.

Ogee, the skincare brand focused on delivering organic ingredients with high-performance results, has entered **Nordstrom**, beginning with the flagship in NYC, with an additional expansion into 14 doors across the US in September.

Baby care brand **Pipette** is launching in **Walmart** with three products: Baby Lotion, Mineral Sunscreen SPF50, and Baby Shampoo and Wash.

Skincare brand **Bubble**, known for its colorful packaging and easy-to-use skincare designed for Gen Z and Gen Alpha, is launching on online fashion platform **ASOS UK**. Bubble joins beauty brands on the platform including Charlotte Tilbury and Gisou.

Maed, founded by Denise Vasi, is making its retail debut at **Sephora**, starting online before expanding into 80 stores nationwide. As part of the launch, two new tinted lip

balm shades, Vow and Reckon, will debut exclusively at Sephora.

Priyanka Ganjo's color cosmetics brand **Kulfi Beauty** expanded to the UK through an entry into **SpaceNK** online and in-store.

BRAND



GLASSFX: Suman Desai, founder of Flyblack Jets, is making her first entry into the beauty industry with skincare company GLASSFX with a vision to “create products that perform like makeup, heal like medicine, and empower like armor.” Debuting after four years of R&D in Korean labs and over 230,000+ pre-launch impressions, the brand is powered by patented Korean technology and “built for real-life performance under pressure.” GLASSFX is launching with two facial mists that combine toner, essence, and treatment into an on-the-go mist. REVIVEfx (\$58) and DUO-HYDRAfx (\$72) a dual-phase oil mist that activates on shake, delivering hydration and radiance in one step. While these initial launch products are not part of GLASSFX’s clinically backed product collection, future launches from the brand will feature formulas that are clinically tested to meet the highest standards of efficacy and innovation.

Body of Work: Aimed at Gen Z, Body of Work debuts with its first launch—the Multivitamin (\$25), a 30-day supplement designed specifically for women ages 18 to 25. Developed by former Vital Proteins and Vytalogy execs Jacqueline Maslan and Alexandra Brown, the formula delivers 11 key ingredients like vitamin C, zinc, biotin, and green tea to support skin, nails, immunity, mood, and general well-being. The supplement is coated in a sugar-free vanilla flavoring and has skincare-inspired packaging, prioritizing potency and sensoriality. Body of Work will target its consumers through ambassador programs, campus reps, and a gamified TYB-powered rewards platform, putting community and authenticity at the center of its mission.

CATEGORIES + COLLECTIONS



Noteworthy: The personalized fragrance brand is entering the Body Mist category with six scents (\$45 each), three of which are new and renditions of its bestselling fragrances. **Hyper Violet** (n,493) has key notes of moonberry, dewy hyacinth, and cashmere woods, representative of a mystical evening surrounded by woods and distant galaxies. **Coco Sol** (n,635) represents a sun-soaked memory of warm summers with key notes of marshmallow, coconut sugar, and vanilla. **Coco Brûlée** (n,686) has key notes of butter accord, coconut macaroon, and almond blossom to embrace the cosiness of the afternoon sun. **Sweet Embrace** (n,057) evokes a sense of allure and passion with key notes of vanilla, passionfruit, tonka bean, and skin musks. **Brightside** (n,144) is composed to elevate wearers' moods with key notes of citrus, lemon blossom, skin musk, and vanilla. **Sunlit Grove** (n,307) replicates the invigorating essence of refreshment with key notes of mandarin, sandalwood, and basil.

PROVEN: The skincare brand is launching three routines targeting the most common skin concerns with their **SkinSpecific** line (each routine is \$119.99). The **Acne Routine** delivers

solutions crafted specifically to reduce irritation, breakouts, and balance oils; the routine features a Cleanser to clear pores and remove excess oil, an SPF that is lightweight while hydrating and protecting, and a Night Cream that calms redness and targets breakouts overnight. **The Anti-Aging Routine** improves the appearance of fine lines, restores firmness, and rejuvenates the skin: the line includes a Cleanser that gently refreshes the skin, an SPF to protect against daily aging triggers, and a Night Cream to boost elasticity and visibly smooth wrinkles, while deeply nourishing the skin overnight. **The Hyperpigmentation Routine** targets dark spots and supports a more even, glowing complexion over time: the routine is made up of a Cleanser that prepares the skin by brightening and evening the complexion, an SPF to prevent further dark spots, and a Night Cream to visibly reduce discoloration and enhance skin clarity overnight.

PDO Max: The medical aesthetics brand has launched **LúmEnvy Skincare**, a science-backed, at-home skincare and skintech line designed to extend the glow of in-office treatments. Centered around regenerative PDRN (salmon DNA) and healing Centella asiatica, the clinical-grade collection includes the **Glow Between Box** (\$249)—a 12-week ritual featuring a microneedling-inspired Glowpin, five hydration masks, and a brightening serum with niacinamide, hyaluronic acid, and vitamin C. The regime is completed with pro tools like the **Valluxia Infrared LED Mask**, **Dermaplasion Brightening Tool**, and **Facial Sculptor**; each engineered to boost results and accessibility from home.

Fenty Beauty: Rihanna's brand has launched an exclusive **Diamond Bomb Collection** with Ulta Beauty featuring eight new Ulta-exclusive products inspired by the hero product, Diamond Bomb Highlighter. The collection includes the **Diamond Bomb All-Over Diamond Veil** (\$43) in Lavender Luv'r (periwinkle), Pink Ice (pink opal), and Trophy Wife (metallic gold), each with a shimmering formula featuring a unique jelly-powder texture. The **Gloss Bomb Shimmer High-Shimmer Gloss Stix** in How Many Carats?! (\$25) converts the original Diamond Bomb shade into a best-selling glossy lipstick to create hydrating, platinum sparkle for the lips. **Shadowstix Diamonds Diamond Veil Eyeshadow Stick** (\$26) in How Many Carats?! (platinum sparkle), Champion (champagne sparkle), and Mi\$\$ Pri\$\$y (lilac sparkle) a creamy, easy-to-use sticks with three new shades that deliver high color impact without transfer, smudging, or fading. **Body Lava Body Luminizer** (\$59) is a limited-edition body luminizer that leaves the skin with a dewy, high-shine finish.

SKIMS: Known as a shapewear and loungewear line founded by Kim Kardashian, SKIMS has broken into beauty with shapewear for the face. **Seamless Sculpt Face Wrap** (\$48), which immediately sold out, features a sculpting fabric and collagen yarn for jaw support, tapping into TikTok's morning shed trend. The bandage-like apparatus hugs users' jaws

and necks for a slimmer, more toned appearance.

COLLABORATIONS + LIMITED EDITIONS



Sol de Janeiro: Sundays in Rio Perfume Mist (\$26) is a limited-edition perfume designed as a celebration of the endless energy of weekends in Rio. The scent is inviting with top notes of pink pepper, pear, ambrette absolute, middle notes of warm vanilla, orris concrete, and champaca, and dry notes of amber musk and upcycled orcanox. The perfume was created by perfumer Ugo Charron, designed to evoke the sensation of touch for a deeply sensorial experience.

Revlon x Guy Fieri: In honor of National Lipstick Day and National Chicken Wing Day (July 29), Guy Fieri, American restaurateur and TV presenter, is partnering with Revlon to celebrate with a limited-edition **Super Lustrous Glass Shine Balm** in a bold wing-inspired shade, "Flavortown."

Patchology x Sprinkles: **Eye Want S'More** and **Apple of My Eye** Eye Gels (\$15 each) are two limited-edition eye patch treatments inspired by the bakery Sprinkles and their iconic cupcakes. Eye Want S'More channels the comforting scent of toasted marshmallows and is enriched with marshmallow root, cocoa butter, and vanilla fruit extract to soothe and hydrate. Apple of My Eye, a nod to a new cupcake flavor developed just for this launch, pairs the nostalgic scent of candied apples with skin-loving ingredients like apple and sugarcane extracts to brighten and soften the under-eye area. Alongside the eye gels, Sprinkles has cupcake flavors to match in bakeries nationwide.

IGK: **Antisocial Time Release Bond-Building Dry Mask** (\$38) is a leave-in, no-rinse treatment mist designed to repair and protect all hair types. This limited-edition product is wrapped in a sleek, silky new look, while featuring bond-building technology and vegan silk proteins to soften, smooth, and strengthen strands instantly and over time. The weightless formula delivers deep hydration, visible shine, and touchable smoothness without any residue, making it perfect for overnight use or a midday refresh.

Sonsie x Lorna Murray: **The Sunflower Hat** (\$165) is a limited-edition, co-branded sun hat designed by Pamela Anderson in collaboration with ethical Australian label Lorna Murray. Inspired by Pamela's home garden, the handcrafted raffia hat features a soft cotton ribbon in sunbeam yellow, echoing Sonsie's natural, optimistic aesthetic. This foldable, travel-ready accessory merges timeless design with sustainable craftsmanship.

Batiste: **Courtside Couture** (\$12.49) has created a new scent for their refreshing dry shampoo. The SKU has notes of peach, citrus, and florals. The dry shampoo is formulated with rice starch powder to revitalize locks while adding body; it is paraben-, sulfate-, and ammonia-free. Sports stars Alycia Parks, pro tennis player, and Hailey Van Lith, pro basketball player, are the faces of the limited-edition shampoo.

Dr. Squatch x Ford: The grooming brand returns with the launch of the **F-150 Tough Scrub** and the fan-favorite **Bronco Bricc** (\$6 each, subscribers only). Designed to channel the off-road spirit of Ford's iconic vehicles, these natural bar soaps are packed with exfoliants such as corn cob powder, pumice, and sand, and hydrating coconut oil and blue algae

extract. The soaps are scented with notes of driftwood, leather, Oregon pine, and American cedar. Each bar is built to cleanse and awaken consumers' senses.

R+Co x Ashley Streicher: SUN CATCHER Power C Nourish and Refresh Styling Spray (\$36) is a multitasking, vitamin C-infused prep and restyling mist created in collaboration with celebrity hairstylist and R+Co Collective Member Ashley Streicher. Designed to revive and protect all hair types, the lightweight spray offers 450°F heat protection while shielding strands from UV rays, pollution, and frizz. Enriched with hyaluronic acid, vegan peptides, and goji berry, it hydrates, smooths, and enhances shine for effortless styling.

Sumo Citrus x Chillhouse: The citrus brand has teamed up with self-care innovator Chillhouse to launch a limited-edition collection of press-on nails inspired by the bold color and joyful energy of Sumo Citrus. The three Chill Tip designs—100% Sumo Citrus, Peeling Good, and Worth The Squeeze—channel the fruit's iconic hues and playful vibe, complete with 3D accents and citrus-hued rhinestones. Each kit (\$16) includes 30 nails, glue, and application tools for easy, no-mess manicures at home or on the go.

PRODUCTS



Kosas: Soulgazer Mascara (\$28) is a peptide-powered mascara that cares for the lash while building length. The formula is designed to be creamy and weightless while amplifying the eyes, applied with a silicone curvilinear brush that hugs the shape of the eye. The SKU is formulated with myristoyl pentapeptide-17, a 5-amino acid peptide that supports visibly longer, fuller, stronger lashes, and vegan waxes to create the buildable, smudge-proof formula that's weightless and long-wearing.

TULA: 'Spesso Energizing Eye Balms (\$38) is a cooling, brightening, and energizing eye balm designed for tired eyes. The balm is available in four shades: Iced, Americano, Pink, and Cappuccino. The product is formulated with caffeine to help firm and tighten the appearance of skin, prebiotics and probiotic extract to help improve skin smoothness, and hyaluronic acid to hydrate the skin. **Glaze Plumping Lip Treatments** (\$18) are high-shine plumping lip treatments that hydrate while being noncomedogenic. The SKU is available in three shades: Maple, Pink, and Iced. The treatment is formulated with

peptides to plump and smooth the lips, hyaluronic acid to hydrate the lips, and prebiotic and probiotic extracts to help improve skin smoothness.

Live Tinted: Huestick Complexion Stick (\$38) is a creamy, buildable foundation stick that delivers buildable, medium-to-full coverage, and is available in 20 shades. The formula uses ceramides to strengthen the skin barrier, squalane to smooth and moisturize, hyaluronic acid to hydrate and plump, vitamin C to help brighten and even tone, and goji berry extract to offer antioxidant-rich support.

K18: HeatBounce (\$48) is a weightless heat protectant that utilizes biotech within styling protection. The SKU is a cream-to-mist formula that is powered by ResiliCore, a molecule inspired by flexible proteins found in nature that penetrates deep into the hair's cortex. The protectant is designed for all hair types and textures, leaving hair soft, shiny, and stronger.

Ogee: Collagen Elixir (\$88) is a plant-based collagen-boosting concentrate that enhances smooth, supple skin. The SKU is formulated with rice amino acids, a peptide complex designed to help support collagen and protect against environmental stressors.

Kat Burki: Bio-Ferment Renewing Shampoo and Bio-Ferment Renewing Conditioner (\$51 each) is a reparative, luxurious haircare duo that works to deliver thicker, longer, and healthier hair. The set is formulated with the proprietary nutrient delivery system (NDS) and vitamin therapy, prebiotic ferments, copper peptides, and plant stem cells, designed to improve scalp health and reinforce hair structure for strength, shine, and resilience.

DIBS Beauty: Double Standard Primer and Mascara Duo (\$31) is a dual-ended brush and has two formulas, delivering length and volume. One side of the mascara features a Better Together brush and fiber, which uses a tapered elastomer and bristle combination brush paired with a brown conditioning tubing primer to separate and elongate the lashes. Side two features a Makes Waves Volume Brush, a bristle brush paired with a volumizing black mascara for depth and drama.

Waske: Face and Body Strips for At-Home Waxing (\$7.99) are a sensorial, no-heat hair removal solution that is designed for the face and body. Each 20-piece box features ready-to-use wax strips. The SKU is available in three scents: Lemon, Peach, and Cherry. The strips feature a flexible design that grips fine hairs without irritation, while post-wax wipes soothe skin after use.

Peach & Lily: MiniProtein Exosome Bioactive Ampoule (\$53) is an ultra-concentrated, biotech-powered formula designed to target visible signs of aging from prevention to reversal. The product is formulated with the proprietary MicroMimic Tri-Signal Concentrate. The ampoule combines 63% MiniProtein Complex (micronized rice-derived peptides), 10+ million vegan exosomes from *Centella asiatica*, and patented phyto growth factors to visibly boost elasticity, smooth wrinkles, and restore radiance.

Dermalogica: Neurotouch Symmetry (\$138) is a neuroscience-powered facial oil designed to enhance facial symmetry while nurturing the skin-mind connection. Powered by a biomimetic botanical blend featuring CoQ10, adaptogens, and bioengineered *Bacillus Ferment*, the serum lifts, energizes, and restores skin affected by stress and fatigue. An aromachology complex with coriander seed oil supports emotional well-being by boosting mood-regulating beta endorphins and oxytocin.

MUMUK: Regenerative Complex Cell Renewal Serum (\$96) is a vegan, bioengineered formula that works into consumers' daily routines for anti-aging results. The SKU is powered by synthetic human EGF (sh-EGF), palmitoyl tripeptide-5, and argireline (dubbed "botox in a bottle"). The serum accelerates skin repair, boosts collagen, and smooths fine lines over time. Fermentation+ probiotic complex strengthens the skin barrier, while bakuchiol, prickly pear oil, and vitamin E support texture and resilience.

Sweed Beauty: The Hair Serum (\$95) is the highly anticipated haircare extension of the brand's viral, sellout Lash Serum, reimagined to support visibly fuller, stronger hair and beards. The SKU is formulated with biotin, peptides, vegan keratin, and pumpkin seed extract. This clean, non-greasy treatment nourishes the scalp and revives thinning edges with a mess-free roll-on applicator, and is infused with pea sprout extract and hyaluronic acid to restore shine, boost growth, and strengthen strands from root to tip.

MMSkincare: Glow Guard Correct + Protect SPF 50+ Eye Cream (\$82) is a dermatologist-developed, tinted mineral SPF designed to protect, soothe, and brighten the delicate under-eye area. The multitasking formula features 6.5% zinc oxide and 6.4% titanium dioxide for broad-spectrum UVA/UVB protection, while a peptide blend, hyaluronic acid, and antioxidant-rich Edelweiss and kelp extracts help depuff, hydrate, and smooth fine lines. The SKU has a universal tint that conceals dark circles and a cooling applicator for instant refreshment.

NARS: The Multiple (\$39) returns with a reimagined, next-gen formula that honors its '90s roots while pushing modern minimalism forward. First launched in 1996 by François Nars,

this iconic multiuse stick was born backstage and designed to simplify beauty. The SKU is available in 12 versatile shades: Sex Appeal (soft peach), Dazed (powdery beige), Behave (soft pink), Orgasm Crave (peachy pink with gold pearl), Dolce Vita (dusty rose), Bad Habit (pop pink), Swing (cool light pink), Trance (violet orchid), Fierce (crimson berry), Sinful (brick red), Fling (watermelon pink), and Hot Take (apricot). The Multiple features a buildable cream-to-powder texture that blurs and perfects with a soft-focus finish.

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