

Glossier.

THE TEAM AT INTO THE GLOSS, INC. LAUNCHES GLOSSIER, THE FIRST DIGITAL BEAUTY BRAND

Glossier sets out to define beauty for the Millennial generation

(NEW YORK, October 6, 2014) Into The Gloss, Inc. today announced the launch of Glossier, a content driven, vertically integrated beauty brand that fundamentally redefines the way customers can interact with and understand beauty.

“Over the past four years running Into The Gloss, I saw the need for a beauty brand that speaks to its consumers directly, offering them a chance to engage beyond the traditional touch points of purchase, use and mass marketing. That’s what we’ve created with Glossier—a beauty brand that we want to be friends with,” said Emily Weiss, Founder and CEO, Glossier. “We offer a uniquely immersive brand experience that culminates in our pre-curated collection of products developed for our customers by us, and delivered to them from us.”

Glossier’s ability to listen to and speak directly with its customers sets it apart from others in the industry, allowing Glossier to leverage customer feedback to continually innovate and develop relevant products. In addition, Glossier’s content-rich environment and Into The Gloss’ platform, provide an ongoing conversation that customers can enjoy and engage with on a daily basis.

Glossier is launching with the Glossier Phase 1 Set, which is skincare as makeup. The Glossier Phase 1 Set includes Soothing Face Mist, Priming Moisturizer, Perfecting Skin Tint and Balm Dotcom, all of which are designed to work together to perfect (not conceal!) skin. The products range from \$12 to \$26, and the set can be purchased for \$80. More skincare and cosmetic products will be added to the line in the coming months. Glossier products will be sold directly via Glossier.com, where customers can also find editorial content on the g.IRL (Glossier in real life) blog.



ABOUT GLOSSIER

Glossier is a beauty brand you want to be friends with. Brought to you by the team at Into The Gloss, Inc., Glossier provides a radical new way to engage with beauty and creates products that are inspired by real life. They are designed to be fun and personal, never pretentious. Glossier is sold in the U.S. directly via Glossier.com

Into The Gloss is a website dedicated to beauty. Founded in 2010 by Emily Weiss, ITG features interviews with models, makeup artists and the strong women she admires about the products they use and why. The site has a cult following of dedicated readers from all over the world, now totaling more than 750,000 unique monthly visitors. ITG is run by an editorial team based in New York. For more information visit IntoTheGloss.com

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