

What is Rare Beauty about?

Rare Beauty is a makeup line just recently created and launched by Selena Gomez. Rare Beauty is all about **breaking down beauty standards**. The makeup she created is not to cover who you are, but to make you feel good about who you are naturally. *You are rare*. This is so important, especially in today's society where the media makes young woman feel like there is only **ONE** beauty standard... but **EVERYONE** is beautiful in their own way.

What is Their Mission..

According to Gomez, *Rare Beauty's* mission is to help everyone celebrate their uniqueness. **To redefine Beauty**. They want everyone to learn self-acceptance. Which is so important because the person you should love the most is yourself. *We empower our Rare Beauty community to challenge beauty norms by shaping positive conversations about self-acceptance and mental health. It is so important to feel good about yourself because that helps you feel good about life itself.*

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