

REVLON



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NEW YORK

Revlon Launches CHOOSE LOVE Campaign

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Next Phase of Groundbreaking LOVE IS ON Brand Mission

New Campaign Encourages Women to Act to Make Love Happen

NEW YORK--(BUSINESS WIRE)--Feb. 1, 2016-- Revlon, the iconic global cosmetics company, today unveils its CHOOSE LOVE campaign, the next phase of its LOVE IS ON brand mission. CHOOSE LOVE invites women around the world to believe in love, to let go of doubts and take a chance to make love happen.

To introduce the global campaign, Revlon global brand ambassadors appear in TV spots that celebrate making bold moves toward love: Olivia Wilde is depicted making the first flirtatious move; Halle Berry is shown keeping the romance alive; and Alejandra Espinoza is seen declaring her love. This is the first time all three brand ambassadors have been featured together in a global advertising campaign. The ads are complemented by an accompanying digital and print campaign offering inspiration to help women select the best Revlon products for them.

"At Revlon, we have been thrilled with the response of women around the world who have eagerly embraced our LOVE IS ON mission -- and there is great excitement as we get ready to unveil our next big step, the CHOOSE LOVE campaign," said Lorenzo Delpani, CEO of Revlon. "We believe that by inspiring people to CHOOSE LOVE, we can spark a global movement around the positivity of love."

With CHOOSE LOVE, Revlon is asking women to be proactive in choosing and celebrating love. The hope is to empower women to recognize the infinite possibilities for love and more boldly seize upon those opportunities each and every day.

Join the CHOOSE LOVE Movement

Starting today, Revlon invites women around the world to show how they CHOOSE LOVE by uploading photos of themselves blowing kisses and tagging someone special to 'pass it on' using the new #CHOOSELOVE hashtag. Select consumers could even find themselves featured on Revlon's website and/or social pages.

CHOOSE LOVE television spots begin airing in global markets today, with print ads appearing in February books, as well as online and in-store.

Take a chance. #CHOOSELOVE

For more information about Revlon LOVE IS ON and CHOOSE LOVE visit: www.revlon.com, YouTube, Facebook, Twitter and Instagram @Revlon.

About Revlon:

Revlon is a global cosmetics, hair color, hair care and hair treatments, beauty tools, men's grooming products, anti-perspirant deodorants, fragrances, skincare, and other beauty care products company, which operates in three segments, the consumer division ("Consumer"), the professional division ("Professional") and Other. CEO Lorenzo Delpani's vision is to establish Revlon as the quintessential and most innovative beauty company in the world by offering products that make consumers feel attractive and beautiful. Revlon believes that its global brand name recognition, product quality, R&D, innovation and marketing experience have enabled it to create leading global consumer and professional brands. Revlon's Consumer segment global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, SinfulColors® color cosmetics, Pure Ice® color cosmetics, Revlon ColorSilk® hair color, Revlon® Beauty Tools, Charlie® fragrances, and Mitchum® anti-perspirant deodorants. Revlon's Professional segment global brand portfolio includes: Revlon Professional®, CND®, including CND's Shellac® brand 14+ day nail color and Vinylux® weekly nail polish, and American Crew® men's grooming products. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com, www.mitchum.com, www.revlonprofessional.com, www.americancrew.com and www.cnd.com.

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