

REVLON



Elizabeth Arden

NEW YORK

Revlon® Welcomes Ciara as Global Brand Ambassador

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Multi-talented Entertainer and Model is the New Face of Revlon® Color Cosmetics

NEW YORK--(BUSINESS WIRE)--Oct. 19, 2016-- Revlon announces that Ciara, beloved entertainer, model and fashion icon, is joining the Revlon family as the newest Global Brand Ambassador. Ciara is a Grammy Award winning singer, songwriter, dancer and producer with over 23 million records sold and 16 million singles worldwide. Ciara believes that when you choose to love yourself first, you are more open to the love of others, which makes her the ideal match for Revlon's LOVE IS ON™ positioning.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161019005939/en/>



Revlon Global Brand Ambassador Ciara poses with Lala Anthony at the RevlonXCiara Launch Event in New York City/Refinery Hotel (Photo: Business Wire)

LOVE™ campaign help empower and inspire women around the world to be proactive in choosing and celebrating love. Founded in 1932 with revolutionary opaque nail enamel, Revlon today offers consumers in 130 countries and territories a range of superior mass market color cosmetics for the face, eye and its heritage lip and nail. The Revlon portfolio includes Revlon ColorStay®, Revlon PhotoReady®, Super Lustrous® and Revlon Ultra HD®.

"As a woman who exemplifies confidence and beauty, Ciara is a perfect Ambassador to represent Revlon," said Revlon President & CEO Mr. Fabian Garcia. "Ciara is a talented and accomplished artist, loving wife and mother and a model of female empowerment. We are proud to have her represent our brand as she personifies the meaning behind the CHOOSE LOVE™ campaign."

Born in Austin, Texas, Ciara is the only child of military parents and grew up traveling the world. After settling in Atlanta, she launched her music career in 2004 with her first hit single, "Goodies." In addition to being a daughter, mother, and wife, Ciara has a successful career across many platforms and markets. She is also a devoted philanthropist dedicated to improving the lives of children and empowering women across the globe.

"I've been a fan of the iconic Revlon brand my entire life," said Ciara. "In fact, my name comes from the Revlon Ciara™ fragrance. It was a gift given to my mother from my father, and she fell in love with the scent and the name. It's incredible to think that after all those years I would be joining the Revlon family as the newest Global Brand Ambassador."

Ciara will begin her role as Global Brand Ambassador, supporting Revlon color cosmetics and the brand's CHOOSE LOVE™ campaign, by promoting Revlon's new 2017 ColorStay™ Eye and Revlon Kiss™ Balm launches.

"I'm excited and grateful to join a long line of inspiring brand ambassadors before me and to help Revlon continue to encourage women to CHOOSE LOVE™," commented Ciara.

As the newest face for Revlon, Ciara will appear in multimedia campaigns across all media types, including digital, in-store and social media. Ciara's first beauty visual will appear October 22nd, with her campaign continuing to roll out in early November 2016.

For additional information on Revlon and to view behind-the-scenes content in the coming months from Ciara's campaigns, visit www.Revlon.com and follow @Revlon on Facebook, Twitter, Instagram, YouTube and RevlonSnaps on Snapchat.

About Revlon:

Revlon is a global cosmetics company regarded as an industry innovator and color expert. Revlon's LOVE IS ON® brand mission and CHOOSE

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Source: Revlon

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