



L'ORÉAL PARIS AND CAMILA CABELLO UNVEIL NEW MAKEUP COLLABORATION: HAVANA
Inspired By Camila's Passion for Her Hometown and Signature Look

Singer-songwriter Camila Cabello's love of her hometown of Havana is no longer solely immortalized in her words, it is now the name and inspiration behind a new L'Oréal Paris limited-edition makeup collection, available for a limited time only. Designed through a close collaboration between Camila and L'Oréal Paris, the 14-piece line includes natural-looking, universally-appealing shades and vibrant packaging, a tribute to the natural beauty she grew up surrounded by in her beloved home city of Havana.

"I am extremely proud and excited about the Havana collection," says Camila Cabello. "I wanted to create products that not only I would personally wear, but that would work well across various skin tones. For me, looking and feeling my best helps fuel my confidence and I hope to inspire other people to feel the same."

"Camila is such an inspiration and empowering role model to women everywhere. She's defied expectations, has broken records, uses her voice to advocate for important causes and truly embodies our brand mission of championing worth," says Tim Coolican, President at L'Oréal Paris USA. "L'Oréal Paris is thrilled to bring Camila's vision for her own makeup collection to life for the first time."

The Havana makeup collection is inspired by Camila's tenacious spirit and innate optimism. It embodies her everyday approach to makeup – effortless and glowing – with a playful mix of wearable colors suitable for all skin tones. The collection includes:

- **The Havana Sun-Lit Bronzer:** A liquid bronzer available in two shades for dewy, bronzed skin,
- **Havana Gotta Give Brow:** A liquid brow product available in three shades for natural-looking brows
- **Havana Flash Liner:** A black felt-tip marker-like eyeliner for easy and precise application
- **Havana Lip Dew:** Lip glosses in four juicy hues
- **Havana Eye Shadow:** Creamy eye shadows available in four shades for a natural or sultry look.

Cabello joined the L'Oréal Paris family as a spokeswoman in July 2017 and encapsulates the true spirit of the brand by creating dreams that are bigger than our fears by valuing a sense of worth. Since then, she has participated in the brand's annual US Women of Worth celebration and most recently, was featured in the Elvive Haircare (Hair Expertise in Canada) "Comeback" campaign. Havana marks her debut product collaboration with the brand.

The limited-edition Havana collection is available beginning July 15 exclusively at Ulta.com. It will be available at select online Canadian retailers as of the end of August and in select Canadian stores mid-September. Prices range from \$12.99 to \$20.99.