

FOR IMMEDIATE RELEASE

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Too Faced Cosmetics Donates \$100,000 to RedRover Animal Charity
Clover Launch Inspired By Founders Love for Animals

Sacramento, CA – [Too Faced Cosmetics](http://TooFacedCosmetics.com) has donated \$100,000 to RedRover for their natural disaster response program, RedRover Responders, in celebration of the makeup brand's newest Clover launch. Too Faced has created a limited-edition vegan material, cruelty-free "Clover Makeup Bag" and "Melted Clover" cruelty-free, vegan matte lipstick, both sold exclusively on TooFaced.com.

Too Faced Founders Jerrod Blandino and Jeremy Johnson started the company 20 years ago while working behind the makeup counter. Their combined creativity and innovation launched the first-ever glitter eyeshadow, lip plumper and 24-hour crease proof eyeshadow primer. Not only are they known for their groundbreaking products, but also for their passion for animals. This special Clover line is inspired by the love for their Chihuahua fur baby Clover, who comes to the office with them every day.

RedRover President and CEO Nicole Forsyth said, "We are thrilled that Too Faced chose RedRover as a beneficiary for their special Clover launch! Too Faced is a truly iconic cruelty-free makeup brand, and we are so thankful for their generous donation to help us care for more animal victims of natural disasters."

The special long-wearing, ultra-matte Melted Clover lipstick in a dusty rose shade will retail for \$21 and the Clover Makeup Bag retails at \$20.



Since 1987, RedRover has focused on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance and humane education. RedRover's sound fiscal management practices and commitment to accountability and transparency have earned high ratings from Charity Navigator, Great Nonprofits, Consumer Reports and the Better Business Bureau. Find more information about how RedRover is building a more compassionate future at www.RedRover.org.

About Too Faced Cosmetics

Twenty years ago, Jerrod Blandino and Jeremy Johnson began their careers working behind the makeup counter. They quickly realized that for their clients, just a few minutes in the makeup chair transformed and empowered them. They saw first-hand that makeup is so much more than a little color on your face – it's an instant mood booster, a best friend, and a powerful ally. Their vision was to create a makeup line that celebrated individuality and brought fun back into the cosmetics industry! Too Faced instantly became a beauty game-changer, inventing one of the world's first glitter eye shadows, a plumping gloss, 24-hour crease-proof shadow primer, and the number one-selling prestige mascara in America – Better Than Sex. Today, Too Faced is a beauty industry leader, creating innovative, cruelty-free cosmetics that girls and guys love to wear and reminding you that life is better lived with a wink.

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