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Finley Hamilton
VP Communications
fhamilton@pbandlove.com
898-767-5454
@pbandloveCO



Bliss Beauty CEO responds to Skin Glow Toner reviews

SEATTLE, April 1 - *Bliss Beauty CEO Aspen Gregora responded to criticism surrounding the brand's unreleased Skin Glow Toner after the influencers testing the product experienced skin breakouts.*

At Bliss Beauty, your trust and safety are the first thing we consider before releasing any product. We've heard your concerns about the quality of our upcoming toner. As a dedicated cruelty-free skin-care brand, your experiences are vital to us, and we're addressing them head-on.

First, we'd like to acknowledge that the toner has not been released yet. Our Skin Glow Toner is still in its testing phase, which we provided to media influencers to review. After our influencer team applied Skin Glow, some reported breakouts after usage. We want to extend our sincere apologies to anyone who experienced any discomfort as a result.

The safety and satisfaction of our customers are our top priorities. Upon receiving these reports, we immediately halted distribution and production of Skin Glow and launched a thorough investigation into its formula. Our team of skin experts is diligently working to identify and eradicate any potential allergens or irritants that may have contributed to the breakouts.

While this is not the reaction we wanted Skin Glow Toner to cause, we want to reassure our loyal customers that all of our products undergo rigorous testing to ensure safety before they are released for public consumption. However, it's clear that our standards fell short in this instance. Moving forward, we are taking this as a learning opportunity to strengthen our process and protocols.

When I began Bliss Beauty in 2018, I aimed to create a brand people could trust, with products consistently free of chemicals. We'll continue to keep our customers informed as we update the Skin Glow formula. Thank you for your understanding, patience and continued support.

About Bliss Beauty

Skin is the largest organ in the body, so you shouldn't have to guess what products you're putting on it. Aspen Gregora founded Bliss Beauty in 2018 to eliminate the myth that good skin care has to be complicated by providing affordable, cruelty-free products to the Seattle area. Now, six years later, Bliss Beauty products can be found in most retail stores nationwide. Bliss Beauty strives to provide both honest answers and honest products for what your skin really needs. Visit us online at [blissbeauty.com](https://www.blissbeauty.com) or follow us on Instagram @blissbeautyseattle to keep up to date with our new product releases and recommendations from our skin experts.