



Rea.deeming Beauty, Inc.
HOME OF
the original beautyblender®

Beautyblender Founder Rea Ann Silva's experience spans a 20-year journey as one of the most sought-after Hollywood makeup artists in the industry. As the creative force behind beautyblender, she single-handedly changed the beauty game. The one-of-a-kind edgeless makeup sponge ensured her clients looked impeccable on camera in high-definition. The category-creator quickly won countless beauty awards and is now beloved by both makeup aficionados and newbies as the go-to tool for achieving a perfectly blended complexion. Today, beautyblender continues to drive innovation with products that require minimal effort yet offer maximum results.

Message to purchasers on eBay

In addition to the above type of "beautyblender" counterfeits, there are counterfeit products which imitate logo or packaging of genuine beautyblender products, with different product content. For those products, many sellers post photos of genuine beautyblender products, making consumers believe they are purchasing genuine products.

Beautyblender will not guarantee the authenticity of products purchased on eBay and/or authenticate any items. If you would like to purchase genuine Beautyblender products, please make your purchase through safe avenues such as our direct online shops and authorized retailers on and off-line.

Message to sellers on eBay

In order to protect brand reputation and the interests of consumers, Beautyblender takes a very stringent attitude vis-à-vis third parties who have infringed our intellectual property rights (trademarks, copyright and registered designs, dealing with counterfeit Beautyblender products either on or off-line).

Beautyblender constantly monitors "Beautyblender" counterfeit product sales on eBay through the Verified Rights Owners (VeRO) program. If counterfeits are found, Beautyblender takes appropriate steps including civil/ criminal proceedings against infringers, working closely with local authorities such as customs and police services around the world.

We also recommend you never procure your Beautyblender products for eBay sale from unreliable sources and that you always check the authenticity of Beautyblender products you are about to purchase.

If you have any further questions after reviewing the above, you may contact us at Counterfeits@beautyblender.com