Selma Blair and GUIDE BEAUTY Partner to Advance a Culture of Inclusion in Beauty
Blair Joins as Chief Creative Officer of the Inclusive Beauty Brand Focusing on Universally Designed Makeup Products for All

NEWS RELEASE BY GUIDE Beauty

NEW YORK, NY | June 09, 2022 09:00 AM, Eastern

GUIDE Beauty, a collection of makeup tools and products that has reimagined the way we apply makeup, is thrilled to announce Selma Blair as their Chief Creative Officer. Internationally acclaimed actress, author, advocate, and style and beauty icon, Blair will join GUIDE as a partner and take a leadership role in product and brand development for the multi-award-winning company. Combining forces with GUIDE's Founder Terri Bryant, Blair will help the brand to accelerate its mission to expand inclusivity in the world of beauty through thoughtful, universally-designed products for everyone.

"We are proud to welcome Selma to the family," says Bryant, Founder of GUIDE Beauty. "Her devotion to creative expression and advocacy for all people fits perfectly with GUIDE Beauty's mission and practice of Universal Design - when we design with all people in mind, we create the best products for everyone. From the novice to somebody who has challenges with movement or strength and even the professional makeup artist on set, GUIDE's products enhance the lives of makeup users everywhere."

Terri Bryant & Selma Blair
In the prime of her career as a makeup artist and beauty educator, Bryant started to notice stiffness in her shoulder and a loss of dexterity in her hands. Makeup artistry that had been second nature was becoming a real struggle due to the inaccessibility of products that suited her needs. She was eventually diagnosed with Parkinson’s. Empowered by knowledge and a life-long love of makeup, she partnered with human factors designers and clean chemists to create a better and easier way and a new, more inclusive approach for the beauty industry with products designed for the broadest universe of makeup users.

“As a professional makeup artist, I felt a natural ability that most of my friends, family, and clients did not share,” continues Bryant. “When that ability shifted due to the onset of Parkinson’s Disease it became so clear that my needs, like so many, had not been considered in the design and development of the products I had always used, so I decided it was time to create them.”

“When I first held the GUIDE Wand, I immediately felt more confident than I ever had with a traditional pencil liner and found myself looking forward to doing my own makeup for the first time in a long time,” says Blair, who revealed her diagnosis of Multiple Sclerosis in 2018. “Upon meeting Terri, we bonded instantly over our mutual love of makeup and its ability to transform a face and a day. I’m thrilled to join her and GUIDE to create and advocate for a more inclusive world of beauty.”

GUIDE Beauty today also introduces its **new makeup brush collection** utilizing its patented GUIDE Ring to steady the hand and make application smooth and easy as well as its first **eyeshadow palette** that has been designed with Blair to showcase beautiful, easy-to-wear neutrals for everyday or a special red-carpet moment.

In addition to the new launches, GUIDE’s debut collection, which launched in early 2020 and revolutionized ability-inclusivity in beauty, includes **Lash Wrap Mascara** and **Brow Moment Brow Gel**, both featuring the GUIDE Ring, and the award-winning **GUIDE Eyeliner Duo**. The Eyeliner Duo has become the hero SKU among customers, influencers, and media, receiving *Allure*’s Best of Beauty Breakthrough, *ELLE*’s Future of Beauty, *O, The Oprah Magazine*’s O-Ward, and * Essence*’s Best in Black Beauty, among other prestigious awards. The GUIDE Wand eyeliner applicator is celebrated for its unique, forward-thinking, ergonomically and universally-designed shape paired with the GUIDE Line pressed-cream eyeliner to make looks like tightlining, waterline application, and even winged liner a cinch. All GUIDE Beauty formulas are cruelty-free, 100% vegan, and formulated without known toxins or harsh ingredients.

Blair, Bryant, and the GUIDE Beauty team are currently developing additional universally-designed makeup products to improve the lives of makeup users and are committed to advocating for inclusive and empowering beauty for all.

For more information, please visit [www.guidebeauty.com](http://www.guidebeauty.com) and [@guidebeautycosmetics](https://twitter.com@guidebeautycosmetics) on social media platforms.
About GUIDE BEAUTY

GUIDE BEAUTY is a collection of makeup tools and products that has reimagined the way we apply makeup. Achieve a new level of skill and confidence with makeup that literally GUIDES your hand to better application. In the prime of her career as a makeup artist and beauty educator, GUIDE Beauty founder Terri Bryant started to notice stiffness in her shoulder and a loss of dexterity in her hands. Makeup artistry that had been second nature was becoming a real struggle due to the inaccessibility of products that suited her needs. She was eventually diagnosed with Parkinson's. Empowered by knowledge and a life-long love of makeup, Terri partnered with human factors designers and clean chemists to create a better and easier way and a new, more inclusive approach for the industry. The result is an award-winning and patented collection of truly innovative and unique makeup tools and clean, vegan formulations that debuted in early 2020 and revolutionized ability-inclusivity in beauty. The addition of Selma Blair as Chief Creative Officer, who revealed her diagnosis with Multiple Sclerosis in 2018, will allow the company to accelerate its product development and mission to make beauty better and easier for all. GUIDE's new makeup brush collection, which launched in the summer of 2022, features its patented GUIDE Ring to steady the hand and make application smooth and easy as well as its first eyeshadow palette that was designed with Blair. GUIDE Beauty offers a truly fresh approach to makeup that puts artistry into your hands and creates empowering beauty for all.

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