

A close-up, high-resolution photograph of two Black women's faces. They are positioned side-by-side, with their heads tilted slightly towards each other. The lighting is soft and directional, highlighting the texture of their skin, their eyes, and their lips. The overall mood is intimate and serene.

SUMMER FRIDAYS

Sheer Stories

SHADE SIX

SHADE EIGHT

ISSUE # 1

Sheer Stories

ISSUE #1

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SUMMER FRIDAYS

summerfridays.com



To Our Community,

You have been such an important part of creating our new launch — Sheer Skin Tint.

We wanted to give you the next natural step in your morning routine; sheer, flexible coverage, with skincare benefits ideal for everyday use. The formulation process was lengthy and intentional, and we wanted our community to be a key part of the process.

Once we had our final formula in a series of shades, we sent it to *you* — a select group of our friends and loyalists — for your honest feedback. We were able to make changes based on your direct input, and we feel so honored to create products with such a loyal, thoughtful community.

Sheer Skin Tint was formulated first-and-foremost with key skincare ingredients, including Tiger Grass, Glycerin and Hyaluronic Acid. The formula provides skincare benefits, while delivering light, sheer coverage. We think of this product as *skincare-meets-makeup*, which makes it even more ideal for everyday use. Sheer Skin Tint pairs beautifully with our other morning routine products, particularly following our ShadeDrops SPF 30.

We cannot wait for Sheer Skin Tint to become part of your daily routine. We know you're going to love this product as much as we do! Thank you for always trusting us and creating alongside us. We are forever grateful for your support.

XO,

MARIANNA HEWITT & LAUREN IRELAND

SHADE 5 & SHADE 4

CO-FOUNDERS OF SUMMER FRIDAYS



a natural
finish in
10 *flexible*
shades

Sheer Skin Tint

This *lightweight* skin tint adds a touch of sheer flexible color — providing a more even, healthy appearance while infusing skin with light hydration.

Its *weightless*, fluid formula layers beautifully for sheer-to-light coverage with a natural finish in 10 *flexible* shades.



HOW TO USE SHEER SKIN TINT

Shake well before using. *Smooth* over skin in the AM after your daily skincare and SPF products are dry. *Lightweight* formula can be layered if more coverage is desired. Personalize application by using a *brush, blender* or *fingers*.



RILEY IN SHADE 2

Key Ingredients in Sheer Skin Tint

TIGER GRASS

This antioxidant-rich ingredient helps *soothe* the skin and reduce the look of redness.

HUMECTANT BLEND

A hydrating duo of glycerin and hyaluronic acid help plump fine lines and *support* a healthy moisture barrier.

RICH EMOLLIENTS

Our *lightweight* mix of squalane, vitamin E, safflower and avocado oils lock in *hydration* and provide an easy, even application.

Tiger Grass Humectant Blend Rich Emollients



“it feels weightless all while evening out my skin tone and giving me the perfect no makeup makeup look.”





Sierra



Shade 6



“it is the perfect combination of *your skin* but better”

@GIANNABANKSS

SHADE 5

“Feeling good *in my skin* is all about expansiveness”

There's a lot of important discourse around how representation informs our definition of beauty, but when I reflect on my journey toward feeling good in my skin, I realize many of my earliest idols did, in fact, look like me. As a child, I watched Brandy dazzle as Moesha, and I have fond memories singing along to Aaliyah's "Are You That Somebody" in the backseat of the car. I admired the entire Magnificent Seven gymnastics team at the 1996 Olympics, but Dominique Dawes mattered most to me. Those women carried themselves with an irresistible swagger that made me eager to step into my own one day.

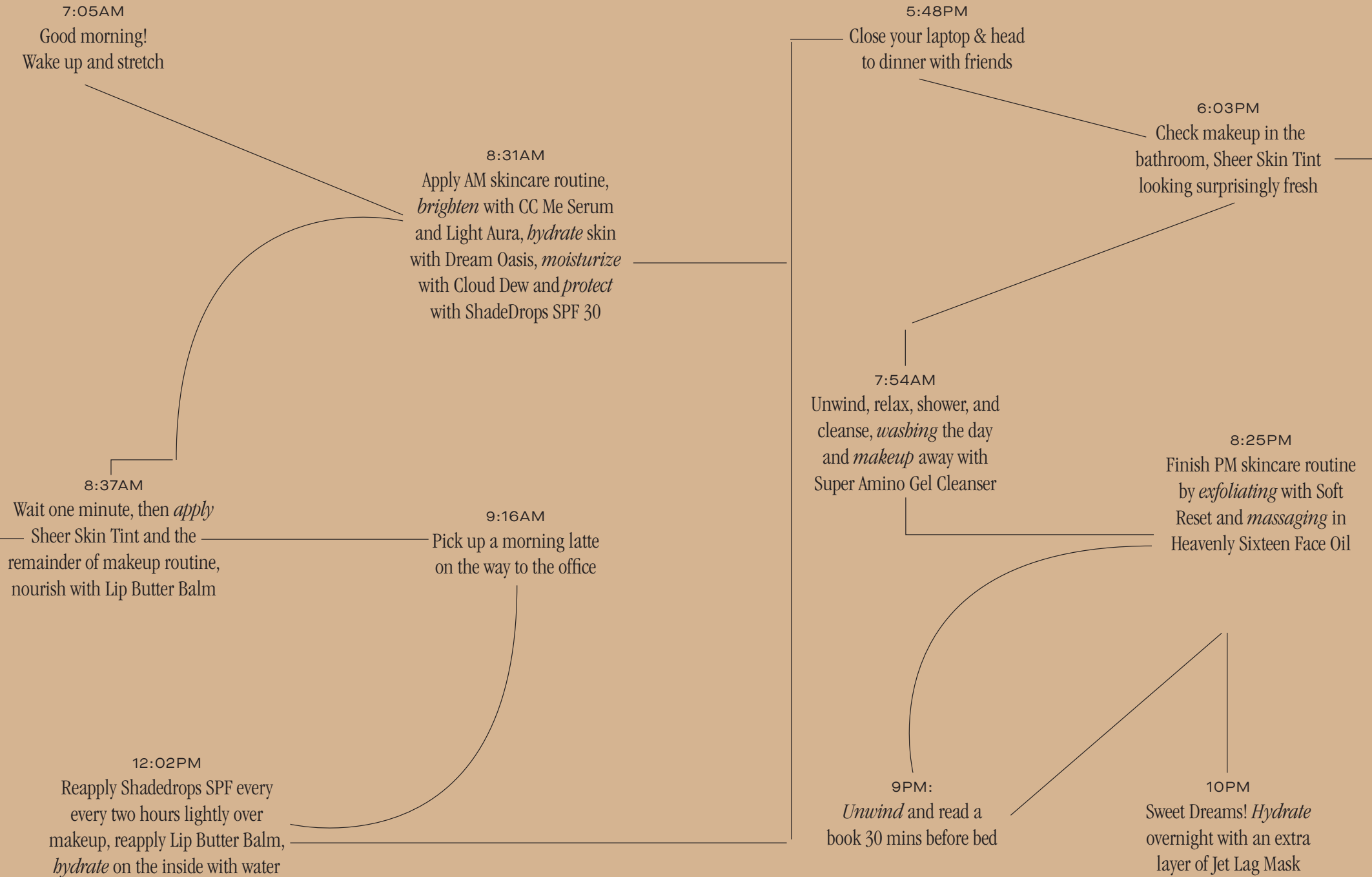
As I got older, though, I learned the rest of the world was reluctant to celebrate black women the way I did, that our confidence was often misread as a threat. Feeling good in my skin became a challenge: I was allowed to *embrace* my intelligence, athleticism, or beauty, but never simultaneously. At times I felt completely overlooked, but at others, I was hypervisible. Those extremities robbed me of the chance to just be.

I wish I could say society has changed since, but the truth is that I did. I set myself *free* when I stopped searching for validation from outside forces and recentered my own. Now, *feeling good in my skin is all about expansiveness*: settling into an airplane window seat before taking off on a new adventure, hunching over and out of breath after a tough workout, swinging in a hammock with a good book, delighting in the way bright colors pop against my skin. The path here was not smooth, and I don't always get it right. But all the more reason to celebrate my skin — the mind and body it holds — whenever I do. My life depends on it.

WRITTEN BY TAMERRA GRIFFIN | SHADE 8



SHADE 8



Jey



Shade 5





SHADE 7

“My favorite thing about Sheer Skin Tint is that it goes on feeling smooth and light and stays that way all day.”

“It goes on feeling smooth

and light and stays that way all day”

@ROTIBROWN

“The thing I love most about Sheer Skin Tint is how lightweight it is. I have a lot of trouble wearing makeup in warmer weather because it always makes my skin feel so tight and sticky when I’ve had it on for more than a few hours.”





Khasnaa



Shade 8



SHADE 7

“Natural is a *celebration* of who you are”

I learned everything I needed to know about beauty from dancing. The entire sport, from the technique to the tutus, is designed to make the most intricate things appear effortless. From the endless pirouettes to the slicked-back buns to the flesh-colored tights, the ultimate goal is beauty, ease, and grace.

However, the thing I disliked the most was the makeup. Our eyeshadow was so wet and heavy I could barely open my eyelids, lipstick that made me feel overdone, and foundation so heavy I couldn't recognize myself in the mirror. We put in so much sweat and effort, attending practice after practice. My smallest desire was to just feel like myself when it all paid off on stage.

I wanted my beauty look to reflect how I felt about dancing. Similar to leaping across the stage, my products should be *weightless*. Similar to our high kicks, makeup should be *flexible*. Similar to our tights, foundation should be *sheer*, giving skin space to breathe. Similar to our stamina, makeup should last while we dance all day.

Natural makeup is stageworthy because natural is a celebration of who you are.

WRITTEN BY HANNAH HARRIS | SHADE 7



SUMMER
FRIDAYS®
SHEER SKIN TINT
ÉCLAT ET TRANSPARENCE
Light Coverage | Crème Légère
30 ml | 1 fl. oz. liq. US

SKIN TINT HAS REALLY
ENHANCED THE NATURAL
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Christina



Shade 3





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SUMMER FRIDAYS.

SHEER SKIN TINT
ÉCLAT ET TRANSPARENCE

Light Coverage | Crème Légère

30 ml | 1.1 oz liq US



Behind the Scenes



Mia

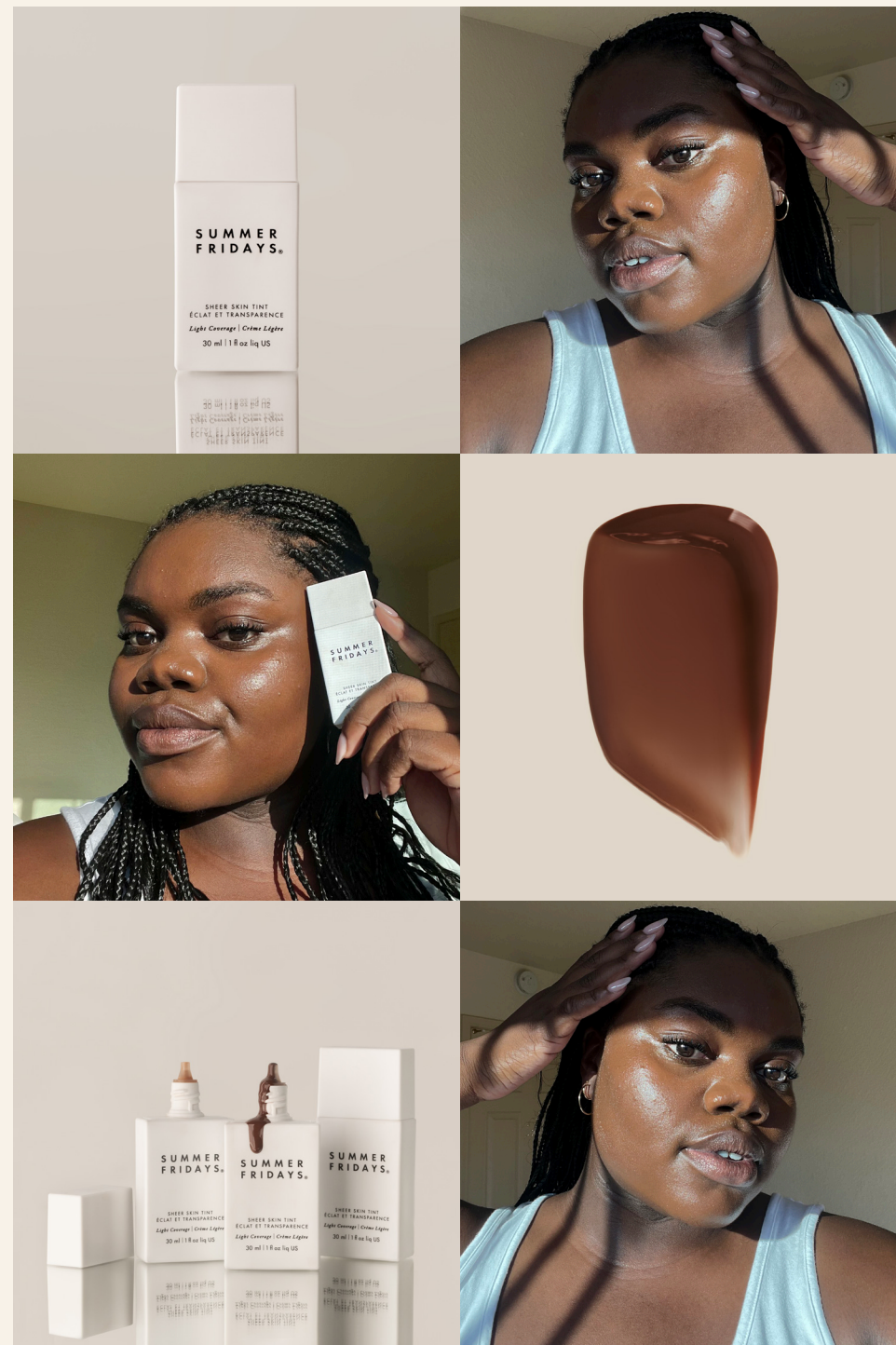


Shade 2



“My skin
glows
whenever I
put it on”

@MENZABOLAMBA



SHADE 8



Kenna



Shade 1



SHADE 3

SHADE 4

“Barely-there coverage that makes me feel polished on minimal makeup days”



SHADE 9

Nya



Shade 10





SHADE 2

“Sheer Skin Tint doesn’t hide my skin, but it enhances it and gives the perfect ‘my skin but better’ look. I love how this product helps add radiance to my complexion. It makes me feel really beautiful.”

“it makes me feel very
confident in my own skin”

@_MAYABAR

“I’ve been reaching for Sheer Skin Tint everyday recently because it makes me feel very confident in my own skin. I usually go for the natural makeup look and love products that enhance my natural beauty, and the Sheer Skin Tint does just that.”





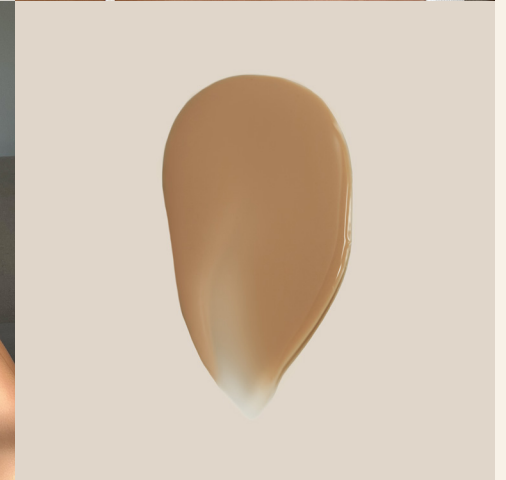
Torin



Shade 6

“It wears
beautifully
on my skin
day long.”

@DEANADUKA



SHADE 4

Riley



Shade 2



Podcast Picks *by* Marianna & Lauren

Our Co-founders Marianna and Lauren, share ten of their favorite Podcasts to listen to while you self-care, do your skincare routine, get ready or move your body.

1. LIFE WITH MARIANNA
with Marianna Hewitt
2. ANYTHING GOES
with Emma Chamberlain
3. ON PURPOSE
with Jay Shetty
4. GLOSS ANGELES
with Kirbie Johnson and Sara Tan
5. THE ART OF BEING WELL
with Dr. Will Cole
6. MOVE WITH HEART
with Melissa Wood-Tepperberg
7. BREAKING BEAUTY
with Carlene Higgins and Jill Dunn
8. BEING BUMO
with Sara Schn and Chriselle Lim
9. OPRAH'S SUPER SOUL
with Oprah Winfrey
10. LIPSTICK ON THE RIM
with Molly Sims



Sanjana



Shade 7



“it makes
me feel so
comfortable
in my skin”

@CARISSAVIANCA

SHADE 4

Akasha



Shade 9



Self-Care Book Club *by* Seen Library

To celebrate our 10 shades, we've partnered with Jordan-Risa Santos of Seen Library to curate our Self-Care Book Club – 10 books about beauty that range from industry secrets to beauty standards.

Seen Library is an online space encouraging less time spent looking down at our phones and more towards the pages of a book

For more visit seenlibrary.com and follow
@jordanrisa @seenlibrary

1. BEAUTY SICK by Renee Engeln
2. GREAT SKIN by Ingeborg van Lotringen
3. TRICK MIRROR by Jia Tolentino
4. IF I HAD YOUR FACE by Frances Cha
5. BLOWING MY WAY TO THE TOP by Jen Atkin
6. DON'T TOUCH MY HAIR by Emma Dabiri
7. EVERYBODY (ELSE) IS PERFECT by Gabrielle Korn
8. EASY BEAUTY by Chloé Cooper Jones
9. THE BEAUTY MYTH by Naomi Wolf
10. HUNGER by Roxane Gay



Logan



Shade 4

Self-Care Rituals

self-care routines
sunny LA days
dreamy playlists
iced coffees
hydrated skin
positive energy
beach days
bubble baths
lighting candles
long walks
daily journaling
do not disturb
slow mornings
summer Fridays



SHADE 2

SHADE 6

“It’s super lightweight and easy to apply. I love how it *feels on my skin* and perfectly blends in with Cloud Dew + ShadeDrops. Such a great addition to my natural skincare routine.”

Sheer Skin Tint

