

You're Invited: Fresh Face Lands on Melrose

Fresh Face, our first line of skin-first makeup, launches nationwide on National No Makeup Day, Monday, April 26.

Before it hits shelves, we want you to try it first.

EXPLORE THE POP-UP



What's Happening Inside?

The Tester Bar

Every shade, out on the counter. Swatch and try as much as you want.

The Bare Bar

A quick cleanse, mist and SPF, then you're out the door bare.

Fresh Face Touch-Up

A 15-minute look with an e.l.f. artist.

Shop It First

Take the line home two days before it hits stores.

Free Gifts

Every visitor leaves with one. Post with #LessIsElf for a second gift.

Fresh Face Keychain



Fresh Face Scrunchie



(Free gifts available while supplies last)

Your Pop-Up Guide

Apr 24 & 25: Early access weekend. Beat the launch-day crowd and shop first.

Apr 26: National No Makeup Day. The first 200 guests get a limited-edition tote.

Touch-up booking opens here

We're opening 300 online spots across all three days, so grab yours early. Half of each day's touch-ups are saved for walk-ins.

Scan to Book Your Spot ⬇️

Less Is e.l.f.
FRESH FACE

For the Fresh List

Show this email at the pop-up to pick up a bonus mini. Just our way of saying thanks for being here first.

See you on Melrose!
Team e.l.f.

@elfcosmetics