

e.l.f. Beauty's statement to TINA.org

“Over the past 15 years, e.l.f. has built a loyal family of makeup enthusiasts through our mission to create great products that are affordable and thoughtfully designed. We are always listening to feedback from our community and recently addressed a concern regarding the design of our face primers. The air pump we use for our primers works like a push up pop — pushing up every bit of product so you don’t have to cut open a package to get that last drop. We sell our face primers in two sizes, each marked on the front package, and we believe that these products offer incredible value and quality – which is always what we strive to do. We pride ourselves on listening to our consumers and are grateful for the support of our incredible e.l.f. community.”