



# WHAT IF

elf **X**

SALT & STRAW®

?

A CONCEPTUAL BEAUTY COLLABORATION





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**BEAUTY + DESSERT \***

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**\* THE IDEA**

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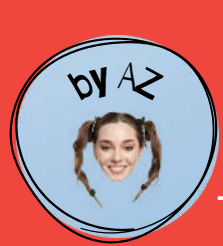
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**\* WHY THIS FLAVOR**

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**WHY IT WORKS \***





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# BEAUTY + DESSERT

## e.l.f. = massive beauty audience

- 10B+ TikTok views
- Millions of digital-first consumers

## Salt & Straw = physical discovery

- 50+ retail locations across the U.S
- A cult dessert brand known for creative flavors

At the same time brand collaborations are becoming one of the most powerful ways to create cultural attention

Unexpected partnerships  
→ drive conversation  
→ generate social content  
→ reach new audiences

## OPPORTUNITY:

**CONNECT A DIGITAL BEAUTY COMMUNITY WITH A PHYSICAL DESSERT EXPERIENCE**





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# THE IDEA

## E.L.F.ING STARDUST :

A collaboration inspired by ice cream culture

- One product
- One exclusive flavor
- One limited drop

The ice cream and the lip oil **share the same flavor identity**

A dessert and a beauty product go together





e.l.f.ing Stardust

Salt & Straw



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# FLAVOR

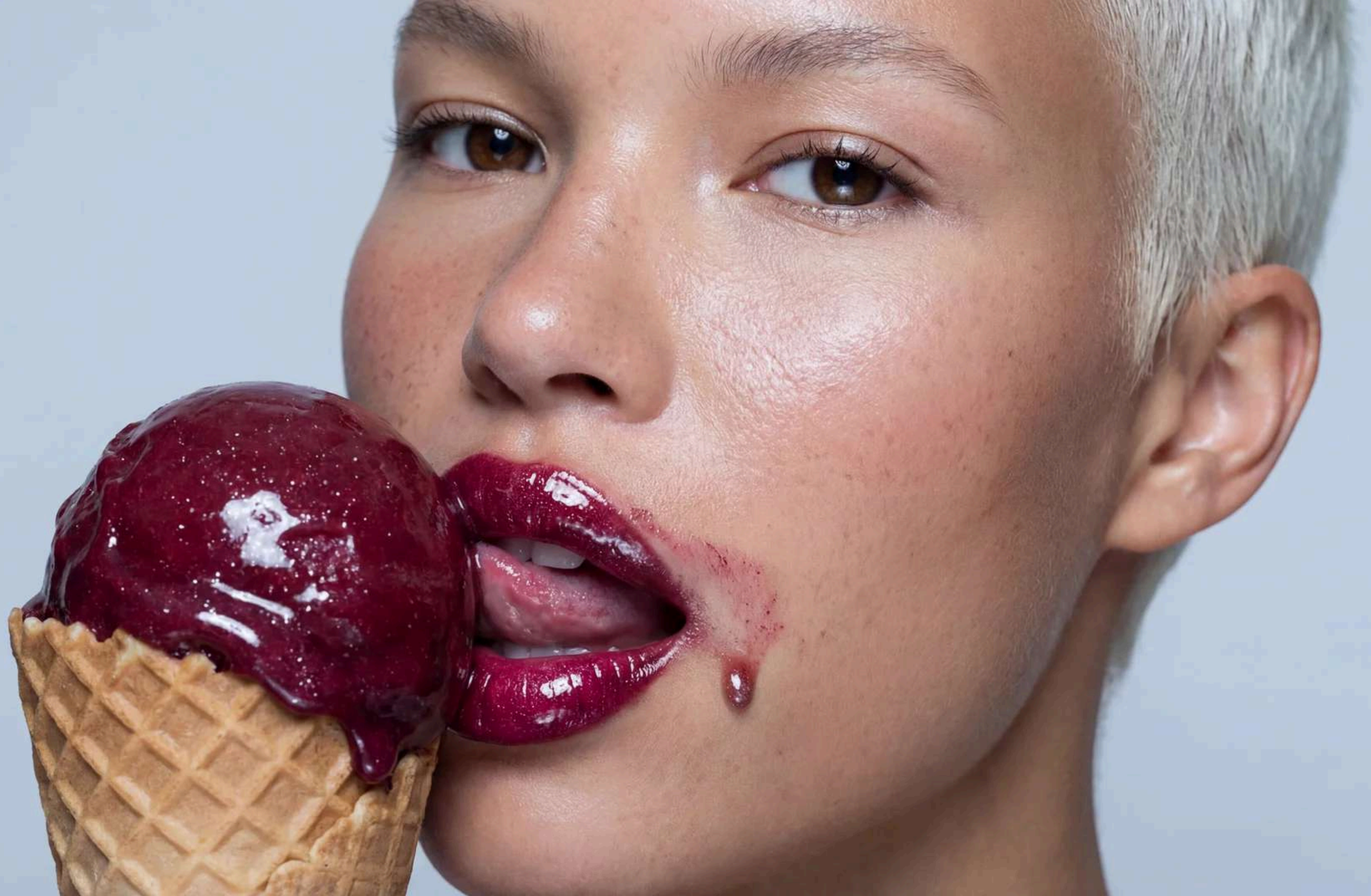
## E.L.F.ING STARDUST

A deep berry ice cream made with **raspberry + blackberry + hibiscuss + silver shimmer**

Creates a rich burgundy-purple scoop with soft pink swirls

The ice cream is also finished with **edible silver shimmer**, so tiny sparkles remain on the lips after each bite — creating the same glossy, luminous effect as the **lip oil**







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# WHY THIS FLAVOR

## E.L.F.ING STARDUST

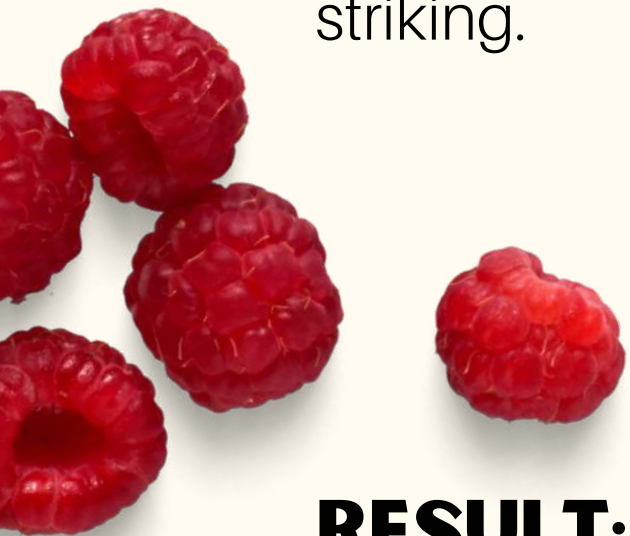
The deep berry tone contrasts beautifully with the **clean white branding of e.l.f. Cosmetics**, making the color visually striking.

Raspberry, blackberry, and hibiscus are all ingredients known for their **natural staining pigments**, which creates a subtle lip-tint effect

The edible shimmer mirrors the glossy finish of the lip oil, turning a simple dessert moment into a playful beauty moment.

## RESULT:

A flavor designed to visually transform the lips — just like the product





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# WHY IT WORKS

## BEAUTY × FOOD CULTURE

### Two cult brands, one shared audience

e.l.f. brings millions of beauty lovers, Salt & Straw brings destination dessert fans

### Perfect social moment

Color-changing lips + ice cream texture = built-in TikTok and Instagram content

### Sensory concept people want to try

A flavor you can taste and wear creates a memorable brand experience

### Food × Beauty is highly shareable

Unexpected category crossovers consistently drive viral content

### Limited drop creates urgency

Small collaboration launches sell out faster and generate hype

### Retail meets experience

Salt & Straw locations turn the product into a physical activation





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# WILL YOU TRY THIS?



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A CONCEPTUAL BEAUTY COLLABORATION