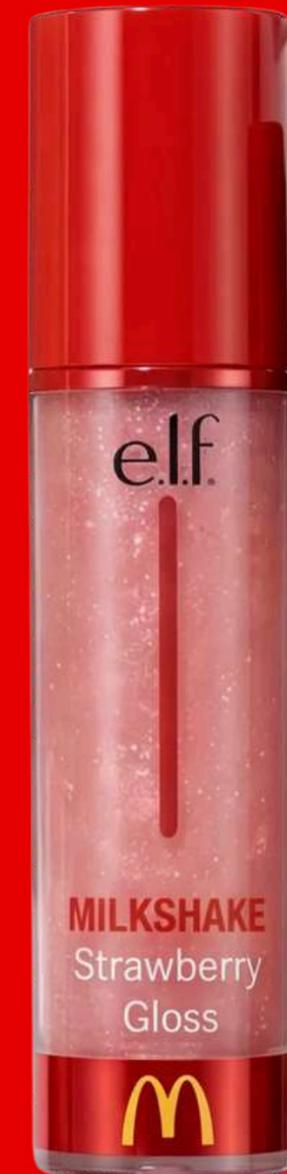
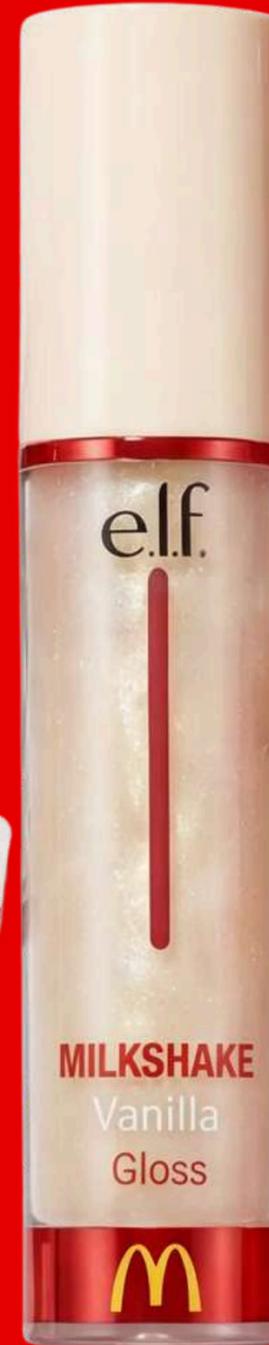




BY AZ

WHAT IF

elf x ?



A CONCEPTUAL BEAUTY COLLABORATION



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THE IDEA & WHY IT WORKS

Transform McDonald's most recognizable menu items into beauty and lifestyle products that feel wearable, collectible, and culturally relevant.

McDonald's reaches ~**69 million** customers every day, giving the collaboration massive global visibility beyond traditional beauty retail.

e.l.f. is a **Gen Z-driven beauty brand**, built on social-first launches, fast trend adoption, and accessible pricing.

By translating iconic food visuals and forms into beauty products and accessories, the collaboration creates new entry points into beauty, drives impulse discovery, and is designed for social virality and cultural scale.





THE FULL LINE-UP

BLUSHES

- Golden Fries Blush
- Apple Pie Blush

GLOSSES

- Vanilla Milkshake Gloss
- Strawberry Milkshake Gloss
- Chocolate Milkshake Gloss





AVAILABLE ACROSS ALL E.L.F. RETAIL CHANNELS.

02/12/2026

GLOSS LINE

MILKSHAKE GLOSS COLLECTION

Inspired by classic milkshake flavors, these glosses are designed for everyday wear.

- High-shine, non-sticky formula
- Sheer, buildable color
- Clean, familiar e.l.f. packaging with subtle McDonald's accents
- Milkshakes smell and taste





STRAWBERRY

CHOCOLATE

VANILLA



VANILLA — CREAMY NUDE
STRAWBERRY — FRESH PINK
CHOCOLATE — WARM BROWN





GOLDEN FRIES BLUSH



APPLE PIE BLUSH



VANILLA — CREAMY NUDE
STRAWBERRY — FRESH PINK
CHOCOLATE — WARM BROWN



BLUSH LINE

GOLDEN FRIES BLUSH

- Warm golden-peach flush
- Natural, sun-kissed effect



APPLE PIE BLUSH

- Rosy-peach tone
- Soft, comfort-inspired warmth





e.l.f.





HERO PRODUCT

VANILLA SOFT SERVE GLOSS

Inspired by McDonald's iconic vanilla soft serve, this gloss acts as the cultural centerpiece of the collaboration.

- Creamy vanilla shade with subtle shimmer
- Sculptural soft-serve-inspired cap
- Removable bag charm
- Designed as a collectible beauty object
- The same smell as vanilla ice-cream in Mcdond's





AVAILABLE ONLY AT MCDONALD'S LOCATIONS

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VANILLA SOFT SERVE GLOSS



CREAMY







elf.

SOFT
SERVE
EXCLUSIVE





POP-UP EVENT

EVENT CONCEPT

A physical pop-up built around one central visual moment — a giant Big Mac-shaped cake as the main centerpiece of the space.

The pop-up combines McDonald's food culture with e.l.f.'s playful beauty approach,

WHAT HAPPENS AT THE POP-UP

- A large-scale Big Mac Cake installation as the main photo and social moment
- Real McDonald's food served during the event
- e.l.f. x McDonald's beauty collection displayed and tested on-site
- Guests experience food and beauty at the same time, in one space



LOCATIONS & CITIES

The pop-up launches in key cities where both brands are culturally strong:

- New York
- Los Angeles
- Miami



e.l.f.







WILL YOU TRY THIS?



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A CONCEPTUAL BEAUTY COLLABORATION