

# ADDISON RAE DEBUTS FIRST FRAGRANCE: AF COLLECTION BY ADDISON RAE

ADDISON RAE  
FRAGRANCE

DESIGNED TO MAKE YOU SMELL GOOD AND HELP YOU  
FEEL GOOD TOO.

NEWS RELEASE BY ADDISON RAE FRAGRANCE

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Today, Addison Rae announced her first trio of fragrances, **AF COLLECTION BY ADDISON RAE**. All three scents were designed to make her growing community not only smell good, but feel good. The trio of playful, multi-functional scents are aligned with supporting both inner and outer beauty: all are clean, water-based, and backed by science.

**CHILL AF, HAPPY AF, and HYPED AF**, will be available exclusively on [addisonraefragrance.com](https://addisonraefragrance.com) and shoppable through TikTok and Instagram for \$40 (30ml each).

“Scent is so personal and can have such a powerful impact on our mood that I wanted to create a new way to experience scent; one that’s more thoughtful, supports your emotional wellbeing, and feels good on your skin. It’s what you deserve” – **Addison Rae**



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## **CLEAN AND KIND.**

The clean, green-chemistry, water-based formulas are a game-changer in the industry that results in a multi-functional fragrance collection. The clinically proven formulas – comprised of sustainably sourced ingredients, provide many wearable benefits from mood enhancement to hydration and assurance that all are alcohol-free and cruelty-free.

## **MOOD ENHANCING.**

**CHILL AF, HAPPY AF, and HYPED AF** are created with ingredients that are proven to boost overall mood. Smell triggers an emotional response and the place in our brain that registers scent also processes feelings, moods, and emotions, making the connection between scent and feelings very powerful. Each fragrance in the AF collection contains a unique blend of clinically tested ingredients that have emotive responses, proving their mood-boosting properties.

## **WATER BASED.**

This unique alcohol-free formula delivers a surprisingly hydrating mist that delivers long-lasting scent on skin. The formula also ensures it goes on super smooth and leaves skin glowing. An added benefit, given the hydration properties, it can even be used to scent your hair!

## **FIRST-TO-MARKET PACKAGE INNOVATION.**

The ergonomic bottles utilize heat-sensitive technology, changing color when reacting to temperature giving an all-around, multi-sensory experience.

“We are thrilled that our partnership with Addison resulted in a trio of scents that push the boundaries of what’s possible while capturing her joyous exuberance and focus on clean beauty. The first-to-market combination of innovation and playfulness within the formula and packaging perfectly captures Addison’s positive energy,” says Lori Mariano, Managing Partner at Hampton Beauty. “Our shared vision to develop a collection that speaks to a generation of consumers that want the products they purchase to look good and make you feel even better was a focus and having the collection available to shop on TikTok was always a top priority given Addison’s engaged community.”

 Addison Rae Fragrance: Happy AF, Hyped AF, Chill AF, 30ml each / \$40 each

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#### **HAPPY AF**

A DAILY DOSE OF EUPHORIA

For times when you need a little pick-me-up, HAPPY AF is the scent for all-day positive vibes. Perfect for any plans—this floral and fruity blend of pink lychee, red grapefruit, and dewy peony hits different when paired with a smile.

NOTES: Pink lychee, red grapefruit, peony, violet leaves, agave nectar, rose & crystallized musk.

OCCASIONS: Vacays & beach days, first dates, watching the sunset.

BENEFITS: Joy-enhancing, long-lasting scent, boosts skin hydration, gentle for sensitive skin.

CLEAN FORMULA: Alcohol-free, vegan, cruelty-free, paraben-free.

#### **HYPED AF**

A DAILY DOSE OF ENERGY

Think bright, zesty citrus meets clean white woods; HYPED AF is the energy you want to radiate, bottled. Maybe you missed a few hours' sleep? Or have a deadline approaching? This magic blend of blood orange, pineapple flower, and musk prepares you to take on whatever life throws at you.

NOTES: Mandarin, blood orange, pomelo, nectarine blossom, white woods, & clean musk.

OCCASIONS: Dance parties, game night, leg day.

BENEFITS: Energy-enhancing, long-lasting scent, boosts skin hydration, gentle for sensitive skin.

CLEAN FORMULA: Alcohol-free, vegan, cruelty-free, paraben-free.

## **CHILL AF**

### A DAILY DOSE OF CALM

A moment of zen; CHILL AF is the scent to wear on a date but also to meet the parents. This dreamy blend of pear blossom, chamomile tea, and soothing sandalwood helps forget where the stress came in the first place. Cool, calm, collected.

NOTES: Pear blossom, apple, red lemongrass, chamomile tea, lily of the valley, sandalwood & milky musk.

OCCASIONS: Movie nights, long drives, digital detoxes. BENEFITS: Chill-enhancing, long-lasting scent, boosts skin hydration, gentle for sensitive skin.

CLEAN FORMULA: Alcohol-free, vegan, cruelty free, paraben-free.

## **About Addison Rae**

In just one year, Addison Rae has become one of the biggest stars in the world. Named the top-earning creator on TikTok by Forbes Magazine, Rae's infectious personality, Louisiana charm, and overwhelming positivity have led her to be one of the most sought-after talent of her generation. Since November of 2019, she has amassed over 100 million followers across social media. Rae is currently the second most-followed individual on TikTok with over 5.5B likes and 85.2M followers. Her impressive reach goes beyond TikTok with over 40.1M followers on Instagram, 4.7M subscribers on YouTube and 4.8M followers on Twitter.

In 2019 she became co-founder of the clean makeup company ITEM Beauty, was named a global ambassador for American Eagle, and launched a podcast for Spotify with her mom titled "That Was Fun."

In March 2021, Addison released her debut single "Obsessed". Addison co-wrote the single, which was produced by a dream team of chart-topping producers, Benny Blanco, Blake Slatkin and Ryan McMahon.

In August 2021, Rae made her film debut in Netflix's HE'S ALL THAT. The film debuted at #1 in 78 countries and saw over 55 million households watch the film at least once in the first month on Netflix.

## **About Hampton Beauty**

The Hampton Beauty team of highly experienced beauty industry experts bring a wealth of knowledge across all beauty categories, creative innovation, and business strategy.

The company was founded to influence a new era of global beauty business development. Whether it's fragrance, color cosmetics, or skin and body care, their strategic resources worldwide deliver the latest in product & package design and technology that breaks traditional barriers with high quality, bespoke products that engage consumers and inspire social conversation.

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## Company Website

<https://addisonraefragrance.com>

## Tags

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