

U N C O M M O N B E A U T Y

Our Story

Founded by Kristin Cavallari in 2021, Uncommon Beauty started out with a simple mission — create a clean skincare line you can feel good about using every day. Starting out with the basics, we created a 5-step routine that can be used morning and night on all skin types. Then we started expanding into more specialized products that take skincare to a more personalized level. Uncommon Beauty is fully vegan, cruelty free, Leaping Bunny Certified, fragrance free, gluten free, silicone free, sulfate free, paraben free, petrolatum free, and phthalate free.

UNCOMMON CLEAN

The Uncommon Clean mission is to create clean, safe, and transparent skincare and fragrance products that you can feel confident using time and time again. While there's no finite definition of "clean skincare" or "clean

fragrance," we hold our formulas to extremely high standards — everything must be vegan, Leaping Bunny certified, gluten free, silicone free, sulfate free, paraben free, petrolatum free, and phthalate free. Additionally, all skincare is fragrance free, our eau de parfum is EWG verified, and we banned over 2,700 ingredients from our skincare and fragrance product formulations that do not align with our standards. We are also 100% transparent about every ingredient in our skincare and fragrance formulas — nothing's a secret here.

PR Mentions

WWD
WOMEN'S WEAR DAILY

POP CULTURE / NEW FASHION RELEASES

Kristin Cavallari Has 'Hard Feelings' Modeling in New Uncommon James Fragrance Campaign [PHOTOS]

By WWD STAFF JULY 30, 2024, 9:31AM



Kristin Cavallari releases first Uncommon James fragrance, Hard Feelings. COURTESY OF UNCOMMON JAMES


Kristin Cavallari's Uncommon James released its first fragrance, Hard Feelings, on Tuesday. Priced at \$72 for a 50-ml bottle, the fragrance will be available at uncommonjames.com and Uncommon James locations in Nashville, Chicago, Dallas and Charleston, S.C. See photos of the campaign below.

BuzzFeed

33 Skincare Products To Buy Because You And Your Face Deserve A Little Treat

Let's "face" it — your skin deserves the best.

24. Uncommon Beauty Enhanced Daily Foaming Powder Cleanser — it'll make traveling with your favorite skincare product a cinch. No need to stress about packing too much liquid in your carry on bag.



Uncommon Beauty is owned by Kristin Cavallari.


Promising review: "I love the duality of this cleanser...less water provides more of an exfoliant. More water provides a nice foam.. but either way my face feels clean and soft." —Missy B.

Get it from Uncommon Beauty for \$38.

InStyle

How I Get Dressed: Kristin Cavallari

She's coming clean about her new fragrance—Hard Feelings.




And now the stylish entrepreneur is adding another exciting product category to Uncommon James's roster: her first ever fragrance, Hard Feelings. The scent—which she describes as "sexy, moody, complex"—took over two years to develop. But what makes Hard Feelings unique is the radical transparency Cavallari offers to her customers by listing every ingredient on the product's packaging and brand website. "I was kind of shocked that not everyone discloses their ingredients to consumers, but I'm proud that we're spearheading this mission of product transparency," she says.

FULL SCOPE
FASHION RELATIONS

BYRDIE

Kristin Cavallari Says This Is the One Moisturizer That Doesn't Make Her Break Out

Plus, the \$300 mask she loves.




WHAT I PUT ON MY FACE

It's never good to judge a book by its cover, and it's even worse to judge someone based on their early 20s. Kristin Cavallari's foray into the public eye was during the mid-2000s on MTV reality shows *Laguna Beach* and *The Hills*, which followed her and her castmates as they frequented L.A.'s hottest nightclubs and got into the occasional screaming match. Fans of the show might remember Cavallari as a blunt villain-type who added spice to each episode—but she still had her tender moments that left fans rooting for her until the end of the series.

These days, Cavallari has traded Los Angeles for Nashville, where she lives with her family. Since her time on reality TV, the star has published three New York Times bestselling cookbooks—*True Roots*, *True Comfort* and *Truly Simple*—full of mindfully-crafted meals, and just relaunched *Uncommon Beauty*, which is all about minimalism, under her lifestyle brand *Uncommon James*.

Cavallari has certainly changed since she first hit our screens—but the thing that hasn't wavered one bit? It's her near-constant glowing skin. We had to know her secrets, so we sat down with Cavallari to get the scoop. Ahead, exactly what Kristin Cavallari puts on her face.




marie claire

Beauty Around the Clock: Kristin Cavallari

The Uncommon Beauty founder on the hair oil that saved her from breakage, tarot card reader TIKTOK, and the retinol alternative that got her off Retin-A.


Morning Maintenance



Uncommon Beauty Enhanced Pineapple Peptide Nectar \$62 at Uncommon Beauty

Uncommon Beauty Enhanced Daily Water Cream \$62 at Uncommon Beauty

P.M. Routine

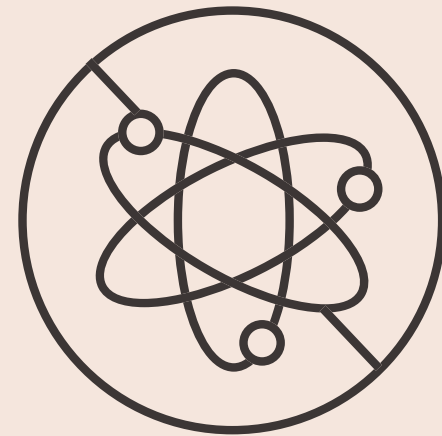


Uncommon Beauty Enhanced Daily Foaming Powder Cleanser \$38 at Uncommon Beauty

Uncommon Beauty Retinol Alternative \$64 at Uncommon Beauty



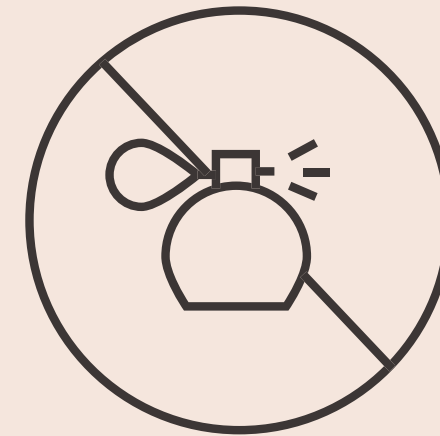
VEGAN



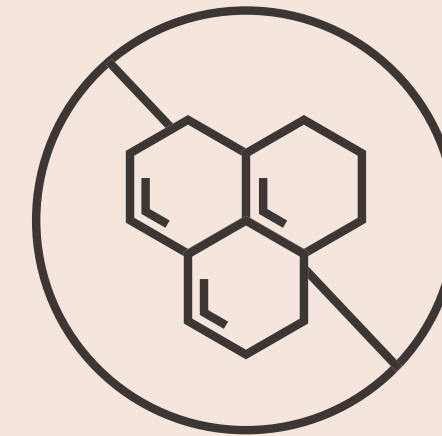
SULFATE FREE



GLUTEN FREE



FRAGRANCE FREE



PHTHALATE FREE



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PETA CERTIFIED

Product Presentation

Micellar Water

\$20



Our Micellar Water is a two-in-one gentle cleanser and makeup remover. Made from clean and minimal ingredients, it helps to remove dirt and oil from the skin for a fresh, clean complexion.

- Removes dirt and oil from the skin
- Leaves your skin with a fresh, clean complexion
- AM/PM
- All skin types
- Two-in-one gentle cleanser and makeup remover

KEY INGREDIENTS

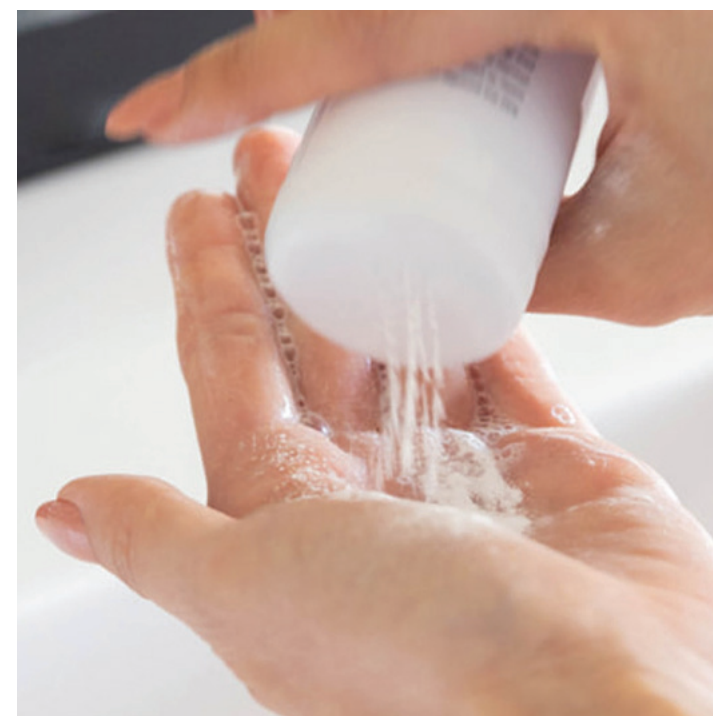
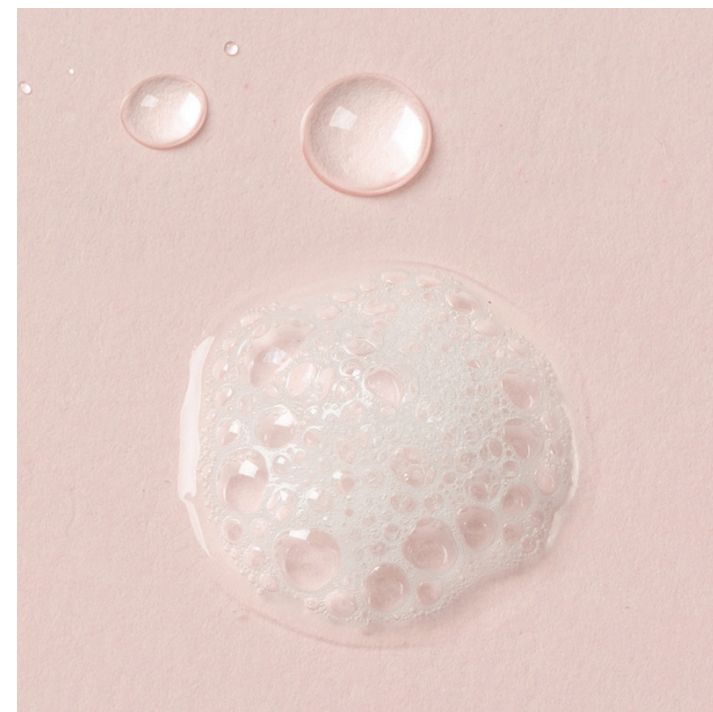
Glycerin is a humectant that helps draw in and absorb moisture

Saponaria Officinalis Leaf/Root Extract acts as an emollient for the skin, helping retain moisture



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Enhanced Daily Foaming Powder Cleanser \$38



Our Enhanced Daily Foaming Powder Cleanser goes beyond your normal face wash. We're putting you in charge of consistency so you can give your skin exactly what it needs — a gentle or exfoliating cleanse.

- Deep and thorough cleanser
- AM/PM
- Cleansing and exfoliating
- All skin types (ideal for normal to oily skin)

KEY INGREDIENTS

Bamboo Extract soothes, hydrates, and exfoliates skin

Coconut Fruit Powder leaves skin smooth and hydrated



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Jelly Cleanser

\$32



Our Jelly Cleanser is the gentle daily face cleanser your skincare routine needs. This fragrance free, mild cleanser washes away impurities and excess oil, while soothing and conditioning your skin at the same time.

- Cleanses and conditions skin
- AM/PM
- All skin types
- Mild cleanser

KEY INGREDIENTS

Fruit Extract Blends improves moisturization and help skin's natural exfoliation process. Reveals newer, smoother skin and gives the appearance of minimized pore

Aloe Vera Gel soothes skin



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Microderm Instant Glow Exfoliator

\$42



Our Microderm Instant Glow Exfoliator is your one way ticket to glowing-goddess status. The mousse-like texture melts into your skin for a deep cleanse, while also exfoliating to uncover a refreshed, hydrated, glowy look.

- Deep exfoliating cleanse that targets pores
- AM/PM
- All skin types
- Use after cleansing and before serums and moisturizers

KEY INGREDIENTS

Jojoba Esters moisturizes and provides antioxidant benefits

Shea Butter provides intense moisture, while softening skin

Walnut Shell Powder



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Koji Pads

\$52



Say hello to the ultimate skin perfecter and illuminator – Koji Pads. This unique daily pad gives your skin everything it needs. It evens the appearance of skin tone, brightens, nourishes, reduces the appearance of blemishes, and more. Each jar contains 40 pads.

- Evens skin tone and reduces the appearance of blemishes
- AM/PM
- All skin types
- Use after cleansing and before serums and moisturizer

KEY INGREDIENTS

Kojic Acid helps bring a glow to the skin

Witch Hazel cleanses, conditions, rids skin of excess oil, reduces the appearance of blemishes, evenly tones, visibly firms skin, and gives the appearance of minimized pores



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Intense Hydrating Mask

\$58



Our Intense Hydrating Mask is practically a glass of water for your face. This fluffy mask moisturizes, softens, smooths, conditions, and reduces the appearance of fine lines and imperfections.

- Gives softer, smoother and moisturized skin
- PM
- All skin types (ideal for normal to dry skin)
- Use after cleansing and before serums and moisturizers

KEY INGREDIENTS

Glycerin helps attract and retain moisture while softening skin

Vegan Squalene is rich in antioxidants, helps reduce the appearance of fine lines and imperfections, and conditions skin



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Glycolic Pads

\$38



Our Glycolic Pads are the easy one-step facial pad you've been waiting for. This skincare pad gently exfoliates for smoother, brighter-looking skin – but that's not all. It also helps sweep away dead skin cells, giving you the appearance of minimized pores. Each jar contains 40 pads.

- Minimizes pores and remove dead skin cells
- PM
- All skin types
- Use after cleansing and before serums and moisturizers
- These are stronger than the Koji Pads and gentler than the Weekly Peel Pads

KEY INGREDIENTS

Salicylic Acid helps remove dead skin cells and minimize the appearance of pores

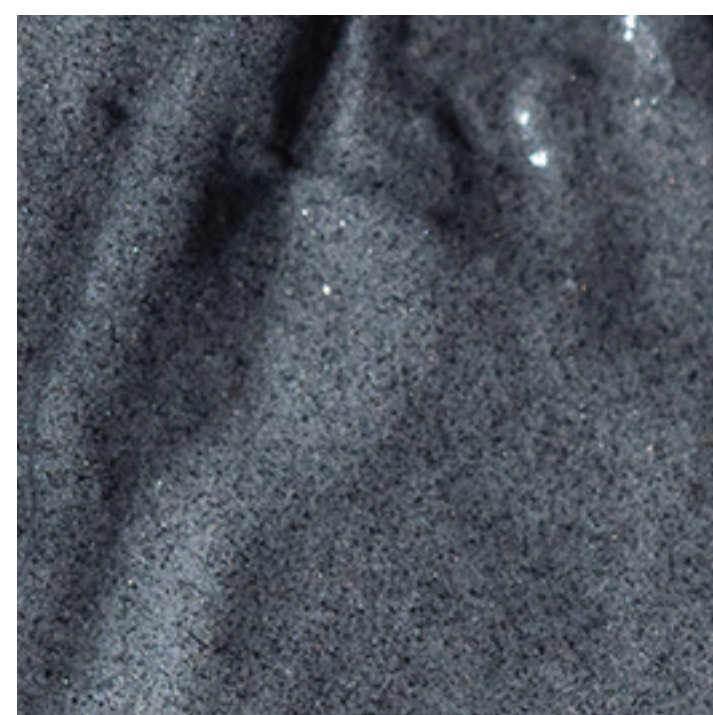
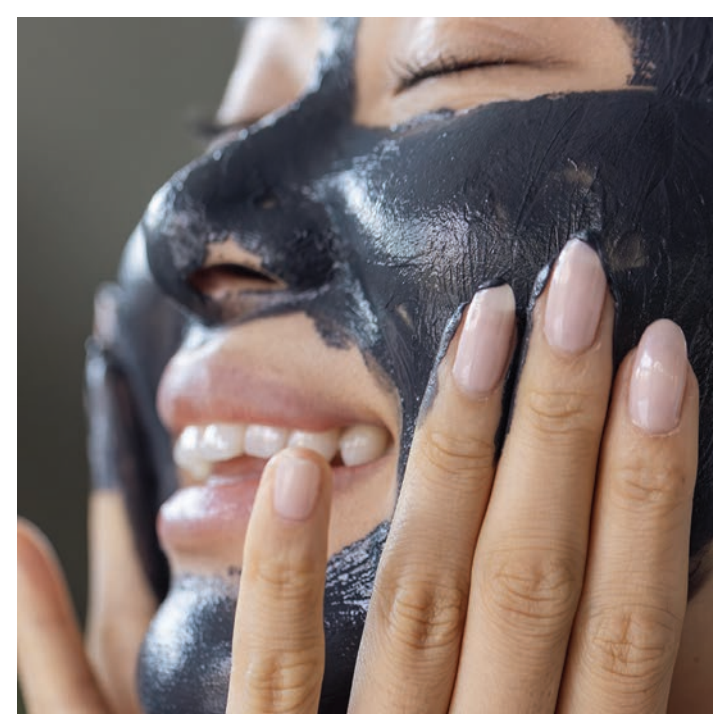
Glycolic Acid exfoliates, uncovers brighter skin, and minimizes the appearance of fine lines and wrinkles



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Clay Mask

\$48



Decompress like it's your day job with our Clay Mask. Featuring charcoal powder, this face mask hydrates, cleanses, and purifies skin by drawing out excess oil and absorbing impurities.

- Hydrates, cleanses and purifies skin
- AM/PM
- All skin types (ideal for normal to oily skin)
- Use after cleansing and before serums and moisturizers

KEY INGREDIENTS

Charcoal Powder draws out excess oil and absorbs impurities

Silt increases skin moisture



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Weekly Peel Pads

\$52



Our Weekly Peel Pads are a spa-inspired addition to your weekly routine. These facial pads work to reduce the look of blemishes, improve the appearance of skin tone, and remove dead cells and excess oil. Each jar contains 40 pads

- Removes dead cells and excess oil
- PM
- All skin types (ideal for normal to oily)
- Use after cleansing and before serums and moisturizers
- Stronger than Koji and Glycolic Pads

KEY INGREDIENTS

Salicylic Acid exfoliates to remove dead cells, leaving skin smooth and elastic

Witch Hazel removes excess oil, reduces the look of blemishes, cleanses and conditions skin, and gives the appearance of minimized pores



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Eye Masks

\$38



Self-care is made simple with our Eye Masks. Not only do these under eye masks protect, soften, and smooth skin, but they also plump the look of skin for a youthful glow. Each jar contains 30 sets of our Eye Masks.

- Hydrating and anti-aging
- AM/PM
- All skin types
- Use after cleanser and other rinse-off products

KEY INGREDIENTS

Glycerin helps soften and smooth the skin while also plumping the look of skin for a youthful glow

Allantoin hydrates the skin while also calming and soothing sensitive areas



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Enhanced Pineapple Peptide Nectar

\$62



Our Enhanced Pineapple Peptide Nectar is a hydrating, antioxidant-rich serum packed with vitamin C that brightens your skin while actively combatting the signs of aging.

- Brightening and anti-aging
- AM/PM
- All skin types
- Pairs well with Glycolic/Weekly Peel Pads

KEY INGREDIENTS

Pineapple Extract works to minimize the appearance of fine lines

Vitamin C



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Retinol Alternative

\$54



Our Retinol Alternative allows you to enjoy all the same retinol benefits that combat signs of aging, while being gentler on your skin.

- Diminishes the appearance of wrinkles and firms skin
- PM
- All skin types
- Use as a serum before moisturizer

KEY INGREDIENTS

Bakuchiol diminishes the appearance of fine lines and wrinkles, visibly evens skin tone, visibly plumps skin, and brightens

Argan Oil hydrates, moisturizes, nourishes, visibly evens skin tone, and helps diminish fine lines and wrinkles

Niacinamide is a form of vitamin B3 that can help improve skin texture and provide anti-aging properties



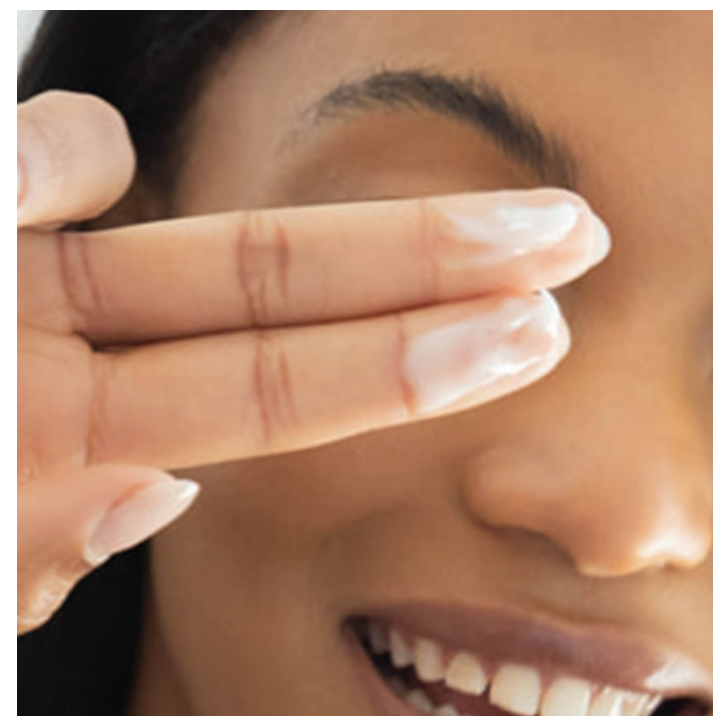
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Enhanced Daily Water Cream

\$52



Our Enhanced Daily Water Cream is your new can't-live-without moisturizer. Filled with nourishing ingredients that support a healthy skin barrier for everyday breathable wear.

- Breathable moisturizer
- AM/PM
- All Skin Types
- Pairs well with Bronzing Drops

KEY INGREDIENTS

Freshwater Green Algae Extract helps calm skin and evens skin tone

Rice Extracts soothes, hydrates, protects, and helps combat signs of aging

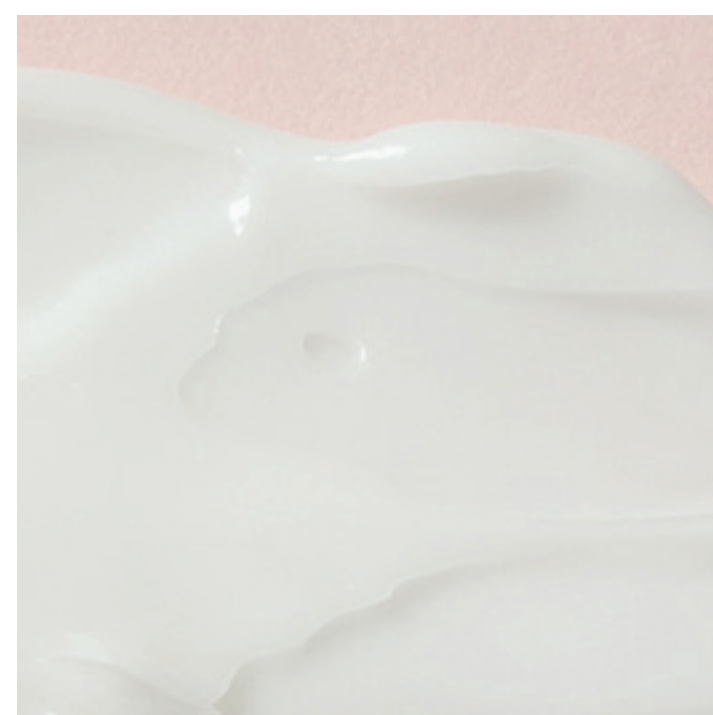


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Enhanced Triple Effect Eye Cream \$52



With a blend of unique super ingredients, our Enhanced Triple Effect Eye Cream is the under-eye miracle worker you've been searching for.

- Reduces the appearance of dark circles, puffiness and wrinkles
- AM/PM
- All skin types
- After serums, before moisturizers

KEY INGREDIENTS

Argireline helps minimize the appearance of wrinkles

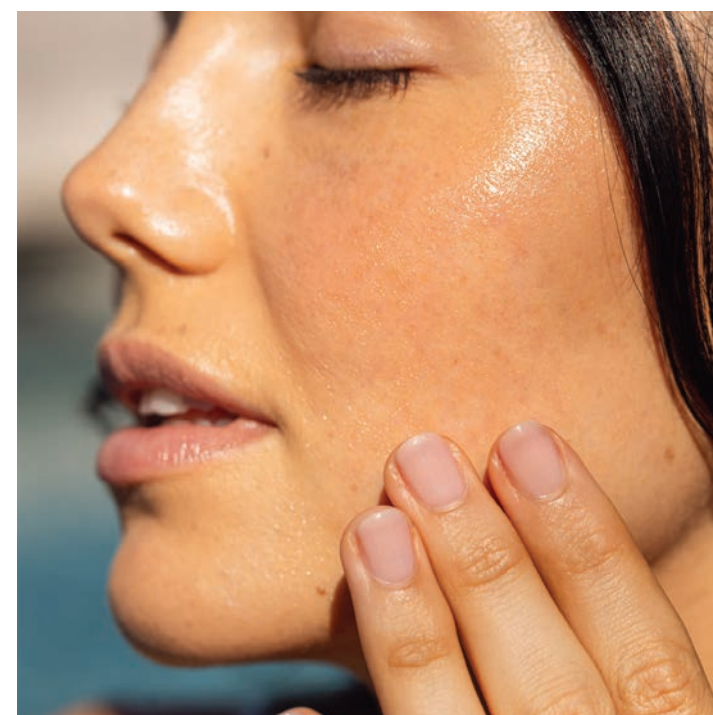
Hyaluronic Acid moisturizes skin



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Face Oil

\$48



Our vegan Face Oil is filled with rich nutrients and antioxidants that will leave your skin with a radiant glow. There's nothing this Face Oil doesn't do for you – it moisturizes, conditions, soothes, protects, and visibly plumps skin.

- Moisturizes, protects and plumps skin
- AM/PM (oily skin recommended at night)
- All skin types (ideal for normal to dry skin)
- Use as a moisturizer or pair with gua sha for a facial massage

KEY INGREDIENTS

Sunflower Seed Oil protects skin

Grape Seed Oil visibly plumps and helps skin retain moisture



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Bronzing Drops

\$32



Our Bronzing Drops give you a sunkissed, post-vacation look without even catching a flight.

- All skin types
- Pairs well with moisturizer or foundation
- Use before makeup

KEY INGREDIENTS

Apple Extract is high in antioxidants and works to protect your skin from environmental aggressors

Glycerin helps hydrate and soften skin



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Body Oil

\$38



Take your bodycare to the next level with our clean Body Oil. Not only will it give your skin a healthy glow, but it's created with a special oil blend that nourishes and hydrates the skin. This vegan body oil replenishes moisture while protecting, smoothing, balancing, and calming stressed, sensitive skin.

- Moisturizes skin
- AM/PM
- All skin types

KEY INGREDIENTS

Oil Blend (Sunflower, Coconut, Jojoba, Sesame, Olive, Rice Bran, Carrot, and Seabuckthorn oils) nourishes, moisturizes, softens, hydrates, and calms skin

Pure Extract of Ginger Roots protects, soothes, and calms stressed skin



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Hard Feelings Eau de Parfum

\$72



Hard Feelings is an alluring aroma that opens with top notes of pink pepper and bergamot. It flows into a heart blend of rose, hibiscus, incense, and tobacco. At the base, atlas cedarwood, sandalwood, and upcycled orcanox leave a lasting impression that is complex and sensual.

- Vegan
- Cruelty free
- Gluten free
- Paraben free
- Petrolatum free
- Phthalate free
- No colorants
- No titanium dioxide

SCENT NOTES

Top Pink Pepper, Bergamot

Heart Rose, Hibiscus, Incense, Tobacco

Base Atlas Cedarwood, Sandalwood, Upcycled Orcanox



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