tarteâ„¢ cosmetics and Dunkinâ€™Â® Kick Off â€œGuava Girl Summerâ€ With the Ultimate Lip Collection Inspired by Dunkinâ€™Â® Refreshers

The new collab brings bold color and juicy flavor to the beauty aisle—available on tarte.com, @tartecosmetics TikTok Shop, and at Ulta Beauty

New York, NY, June 16, 2025 – It's official: Guava Girl Summer just got a refreshing glow-up. **tarte™ cosmetics** and **Dunkin'** are teaming up to drop the collab your lips have been craving—a limited-edition lineup of juicy lip must-haves inspired by the vibrant flavors of Dunkin' Refreshers.

The collection fuses **tarte™'s viral maracuja juicy® lip formulas**—one of which sells every **six seconds globally**—with the bold, fruit-forward vibes of summer's most iconic drink: **Dunkin' Refreshers**. The result? A swipeable lineup of **high-shine, high-impact lip essentials** that taste as good as they look.

But what really sets this drop apart? **The accessories.**

Each lippe comes topped with a **limited-edition collector's tarte™ x Dunkin' cap**—a must-have for beauty lovers and brand collectors alike. And because no it-girl moment is complete without a little extra flair, **free-with-purchase keychain charms** bring the fun full-circle. Think: a mini **Dunkin' cup charm** and **donut charm**—designed to clip onto your keys, purse and more.

- **NEW maracuja juicy® lip tint**: A transfer-proof tint that gives the look of lip blushing in a click in two guava-inspired shades, lolli & ice pop
- **maracuja juicy® shimmer glass lip plump in rosy mauve**: High-gloss shimmer meets plumper-looking lips with a free mini Dunkin' cup keychain charm
- **maracuja juicy® lip melt mask in icing**: baby-pink daytime balm + overnight lip mask topped with a mini free Dunkin' donut keychain charm

"I've always been a Dunkin' girl, so teaming up to bring that refreshingly juicy energy to your lips is an absolute dream come true," said Maureen Kelly, founder and CEO of tarte cosmetics. "What's better than a Dunkin' Refresher and a maracuja juicy lip to match!? I can't wait for you to try my newest obsessions."

Dunkin' Refreshers are also making a splash this season with all medium flavors available for $3*. The lineup includes the new Pink Spritz – a fruit-forward blend of guava, orange and passion fruit flavors – along with other fan-favorites like Tropical Guava, Strawberry Dragonfruit and Mango Pineapple.

With customizable bases like Green Tea, Lemonade, Sparkling Water, Water, Black Tea, or Oatmilk, there are more ways than ever to personalize a Refresher. Mix and match flavors, coordinate colors and get ready to gloss and sip all summer long with the juiciest collab of the season.

To celebrate the launch, tarte™ and Dunkin' are hitting the road #trippinwithtarte style for a nationwide series of VIP launch parties, kicking off in NYC on Tuesday, June 24. The road trip will continue to Miami, Nashville, Dallas, and Los Angeles, with exclusive giveaways offering a few lucky fans in each city the chance to join the fun. Stay tuned to tarte™'s social channels for details and how to enter.

The **tarte™ x Dunkin' collection** launches on **June 16** on **tarte.com**, followed by **June 22** on **Ulta.com**, and will be available in **Ulta Beauty stores starting June 29**. Each product in the limited-edition lineup will retail for **$27**.

To celebrate, **exclusive TikTok Shop bundles** will launch on **June 16** as part of a limited-time **buy one, get one FREE offer.** Each bundle retails for $27 and features:

- A **maracuja juicy lip tint & oil duo** in your choice of **lolli/rose** or **ice pop/honeysuckle**
- A **maracuja juicy lip plump & melt duo** featuring **r*osy mauve shimmer glass* with a Dunkin' coffee cup charm** and ***icing* with a donut charm**

**Participation may vary. Limited Time Offer. Available to All Guests through June 24, 2025. Exclusively Available to Dunkin' Rewards Members beginning June 25, 2025. Terms apply.*

About tarte cosmetics™

tarte™ is the pioneer of high-performance naturals™ & one of the fastest growing cosmetic companies in the U.S. In 1999,

founder & CEO Maureen Kelly set out to create a cruelty-free line of easy-to-use, life-proof products packed with good-for-you ingredients that deliver real results without compromise. tartelettes™ around the world – including beauty editors, makeup artists, content creators & celebrities alike – obsess over the full assortment of award-winning, highly-pigmented, & longwearing cosmetics. Each item is developed without the icky, bad stuff (like parabens, mineral oil, phthalates, & more) & with the best naturally-derived ingredients Mother Nature has to offer. The brand is 85% vegan & proud to be the #1 concealer brand in the US. tarte™ is committed to sharing its passion for skinvigorating™ ingredients with the world: it has in-store presence in over 20 countries & online at tarte.com, shipping to over 50 countries worldwide!

About Dunkin'

Dunkin', founded in 1950, is the largest coffee and donuts brand in the United States, with more than 14,000 restaurants in nearly 40 global markets. Dunkin' is part of the Inspire Brands family of restaurants. For more information, visit DunkinDonuts.com and InspireBrands.com.