

Kristin Davis Partners with IT Cosmetics to Promote Skin Care

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IT Cosmetics has announced its first-ever celebrity partnership, enlisting Emmy-nominated actress and producer Kristin Davis to promote its SPF CC+ Foundation franchise. Known for her iconic role as Charlotte York in *Sex and the City* and its revival *And Just Like That...*, Davis has captivated audiences across generations. Beyond her acting career, she is recognized for her humanitarian work and advocacy, further solidifying her as a beloved and inspiring figure worldwide.

In her new role, Davis will spotlight IT Cosmetics' commitment to celebrating real skin confidence and glowing, healthy skin. The collaboration centers around the brand's CC+ Nude Glow Foundation, a multitasking product that combines skincare benefits with buildable coverage. Formulated with SPF 40, niacinamide, hyaluronic acid, and green tea extract, the foundation aims to address mature skin concerns, correct imperfections, and provide an instant glow.

As part of the "The Glow Comes Naturally" campaign, Davis opens up about her personal skin journey, including struggles with rosacea and changing skin concerns over the years. She emphasizes the importance of embracing one's natural beauty and feeling confident in one's own skin. "As a long-time fan of IT Cosmetics, I'm excited to be joining this campaign to help empower women, like myself, to be their most confident selves, even when their skin isn't looking its best," said Davis.

Maude Brunschwig, IT Cosmetics Global Brand President, highlighted Davis's authenticity as a key factor in the partnership. "What makes Kristin such a powerful partner for IT Cosmetics is her authenticity. She doesn't just represent the brand—she lives it. From discovering our CC+ Cream during her own skin struggles, like her rosacea, to becoming a devoted advocate of our formulas, Kristin's journey mirrors what so many of our consumers experience," Brunschwig said.

This collaboration marks a significant milestone for IT Cosmetics as it continues to expand its reach and promote inclusivity in the beauty industry. By partnering with a respected figure like Kristin Davis, the brand aims to inspire individuals to embrace their natural beauty and feel confident in their skin.

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