

## Dollar General Introduces Believe Beauty Skincare Line



Dollar General is excited to announce the new Believe Beauty skincare line, aimed at providing clean beauty without compromise. All priced at \$5 or less, customers can experience a refreshing selection of products for each stage of skincare including cleansers masks and moisturizers for normal, dry and oily skin types.

Composed of 11 products, Believe Beauty skin products are vegan and cruelty-free with no animal testing, as well as free of parabens, phthalates, mineral oil, petroleum, triclosan and animal products. Products are expected to be available at more than 17,400 Dollar General neighborhood stores and online beginning late July 2021.

“Following our customers’ positive reception of our Believe Beauty brand that first launched in 2019, we are excited to introduce new skincare products that encompass both the quality and affordability customers trust from Believe,” shared Amanda Wilson, Dollar General’s senior buyer of beauty care. “Our clean, on-trend packaging coupled with a line of high-quality products help bring customers a skincare line they can believe in.”

### **Discover the Believe Beauty – Skin products:**





**3-In-1 Cleansing Wipes:** The most versatile wipes in your bathroom. Each wipe is gentle on skin while providing the benefits of a cleanser, toner, and serum in one. Infused with hyaluronic acid and papaya extract, these ultra-soft wipes will leave skin feeling hydrated, soft, and smooth for fresh skin. Use these when you're on the go in the morning, post-workout for a refresh, or at the end of the night to streamline your skincare routine. \$4.



**Daily Gel Cleanser:** The perfect start or end to your day, this daily cleanser is gentle enough for morning and night. The jelly texture works into skin with ease and care, while coconut extract and vitamin E help hydrate and leave skin feeling soft. \$4.



**Hydrating Gel-Cream:** This daily moisturizer is the best of both worlds, with the lightweight texture and absorption of a gel and the moisture of a cream. Hydrating squalane and nourishing rosehip oil leaves skin feeling balanced, supple, and refreshed. \$5.

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**Moisture Crème:** This rich as butter cream offers moisture to reduce dryness in its tracks while leaving no greasy residue. A blend of Japanese camellia seed oil and vitamin E nourish and soothe dry skin for a soft finish and healthy-looking glow. \$5.



**Hydrating Overnight Mask:** This lightweight mask sinks in like a dream leaving a fresh finish that's never sticky. While you sleep, macadamia oil and chamomile extract help condition and calm skin so you wake up feeling refreshed. \$4.

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**Exfoliating Pads:** These one-swipe exfoliating pads are the answer to your skin woes. The green tea water infused pads offer hydration while the powerful combination of glycolic acid and salicylic acid helps to improve the look of texture, tone, and blemishes. \$4.50.



**Exfoliating In-Shower Face Mask:** A must have for your shower; this mask will reveal more radiant and smoother looking skin. Apricot seed powder and white peony extract offer gentle exfoliation while making dull skin look and feel better than before. \$4.

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**Face Toning Mist:** This alcohol-free versatile toning mist is the perfect way to refresh skin in the morning, set makeup, or renew throughout the day. Witch hazel and aloe vera work together to help soothe the skin, while lotus extract provides a boost of radiance. \$3.50.



**Hydrating Sheet Mask:** This fiber sheet mask fits the contours of your face for improved delivery of ingredients. A combination of aloe vera and bamboo extract help calm and leave skin hydrated. \$2.

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**Brightening Sheet Mask:** This fiber sheet mask fits the contours of your face for improved delivery of ingredients. Hibiscus extract and vitamin B condition and smooth to reveal a healthy-looking glow making it perfect for when you need a little extra pep in your step. \$2.



**Jade Facial Roller:** Treat yourself with this decadent tool on its own or as the perfect addition to any moisturizer, treatment, or mask. \$5.

Learn more and shop the Believe Beauty Skin line online [here](#).

### **Save More on Believe**

Dollar General's commitment to helping customers save money can be further demonstrated with additional savings on the Believe line through the DG Digital Coupon program, providing customers with an easy-to-use platform to access the coupons.