

Through its high quality content and careful curation, Cocoa Swatches is the only brand that offers the latest makeup swatches on underrepresented complexions, beauty inspo from the real world to the runway, tailored informative tutorials, and an authentic community.

COLLECTIVE

82.5K

"It's a challenge for black women to find products that are fairly marketed towards them and their array of skin tones and it's even difficult for models to get their makeup done properly because artists aren't fully stocked with the right products or trained in how to style natural hair. But one beauty blogger is taking a step forward in changing that." - TEENVOCLE

MOBILE APP

- > 50K total downloads
- opened 11.3M times
- > 250 downloads/day
- downloaded in over 10 countries
- push notifications available

PARTNERSHIPS

COVER FX

BLACK RADIANCE by Jove your shade of beauty

ESSENCE

PRESS

allure BuzzFeed RACKED

