



# tarte U: Pop-Up Day event

# About

- Founded in 1999 by Maureen Kelly-, Inspired by her own skin issues Kelly was motivated to create a beauty brand focused on health conscious beauty solutions
- High Performance Naturals- Tarte's products use all natural ingredients while focusing on quality and effectiveness, which appeals to health and eco conscious consumers
- Cruelty Free – Tarte cosmetics focuses on cruelty free practices and uses Eco friendly packaging





# The Big Idea

- Tarte U brings clean, cruelty free beauty products right to your college campus through eco friendly, creative vending carts called “Tarte Carts”
- Central Message – “ Beauty in a snap – clean, conscious and campus ready” This message aligns with Gen Z and their desire for quick and high-quality beauty solutions that will also align with their values as well as Tarte’s.
- Campaign Goals :
  - Boost brand visibility on college campuses
  - Educate students about Tarte’s ethical and sustainable practices
  - Increase online engagement
  - Encourage brand loyalty through sampling of the carts





# Press Release



NEWS RELEASE  
FOR IMMEDIATE RELEASE  
April 20, 2025  
Tarte PR Team

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## **Tarte Brings Clean Beauty Products to Lynn University with the Launch of Tarte U Pop- Up Day**

Boca Raton, Fla April 20 2025 – Tarte Cosmetics is a brand that prides itself on clean ingredients and cruelty free products. With their mission to break down beauty boundaries Tarte is taking their products directly to college campuses, starting with Lynn University, and with the exciting new launch of Tarte U Pop Up Day: Beauty on Demand. This Gen Z aimed on campus event will mark the start of Tartes newest initiative which is eco friendly vending carts. These carts will be stocked with Tartes most popular mini products designed for students busy on the go lifestyle and will be paired with Tarte makeup cases for easy ready at hand access.

The event will take place on Lynn University Campus at Christines park and will have a variety of exciting tents that students can interact with and have the chance to learn more about Tartes clean beauty line and about making eco friendly purchases. Attendees of the event will enjoy other experiences such as food trucks, a “Be Smart with Tarte” quiz corner, customizable Tote bag station, a Dj and photo op backdrop, and much more.

Through this event, Tarte aims to strengthen brand loyalty among Gen Z while educating them on the benefits of using cruelty free and high-performance products that use all natural ingredients such as Tarte. Join in on the fun April 30th at 11 AM on Lynn University campus.

# Advertisement

CLEAN BEAUTY

X

TARTE

## We Brought the Beauty to You

**TARTE IS COMING TO YOUR COLLEGE CAMPUS AND  
THEY'RE BRINGING ALL YOUR FAVS**

**APRIL 30, 2025 / 11 AM - 3 PM  
Lynn Univeristy @ Christines Park**

Get your makeup bags ready! Tarte is bringing its cruelty-free, clean beauty straight to you with its exclusive Tarte U Pop-Up Day! Come score freebies, enter giveaways and learn more about natural ingredients and sustainable beauty.

#BeSmartWithTarte



tarte Cosmetics

*Beauty on Demand*

# Instagram

tarte Cosmetics

*Beauty on Demand*

tarte

tarte Cosmetics



@tarte POV: you're late to class but stop for a lip gloss 🙄📢  
tarte cart is here on campus with all your clean beauty favs!

📍 Find a cart on campus & tag us for a chance to win a free  
grad glam makeover💅



#BeSmartWithTarte

tarte

tarte Cosmetics



@tarte Giveaway Alert 📢 !!! - tarte wants to give 2025 grads a free  
makeover! Here's how to enter..  
~Attend the PopUp Day event at Christines Park April 30<sup>th</sup> and  
enter the raffle at one of the purple tents💜  
~For an extra entry take a pic at the photo station and tag us on  
insta! Good luck 💋



#BeSmartWithTarte

# TIKTOK





# Pop-Up Day event

📍 Lynn Univeristy @ Christines Park

🕒 April 30th 11-3 PM

👤 Hosted by founder Maureen Kelly

## Event Highlights –

- launch of the Tarte Cart vending machines which will be stocked with travel size clean beauty products
- free samples and goodie bags at select tents for students who scan in with their ID
- Live DJ , themed tents, photo stations
- Food trucks , Graduation Glam Giveaway raffle
- Fun interactive quiz station about sustainability and cruelty free beauty ( Prizes included)

## Social Media Push –

- Students will be encouraged to post about the event with the hashtags #BeSmartWithTarte to boost engagement for the brand.
- Posting with the hashtag also gives the student one entry in the raffle







# WHY THIS MATTERS

- Pop Up Day is more than just a campus event, it is a strategic brand experience that is connecting with Gen Z and Tarte's core audience.
  - This event enables Tarte to :
- Increase product trial with free samples and interactive experiences
  - Educate students and Gen Z on sustainable values
    - Strengthen brand perception