



2025 Awards & Recognition

Product

Marketing

People

Company

2025

Product

Allure

Reader's Choice Awards - Best Viral Product

Product

e.l.f. Cosmetic Power Grip Primer

Allure

Best of Beauty Award

Product

e.l.f. SKIN Thirst Burst Drops

Allure

Best of Beauty Award

Product

e.l.f. Cosmetics Halo Glow Powder Filter

Allure

Best of Beauty Award

Product

e.l.f. Cosmetics Glow Reviver Lip Oil

Allure

Best of Beauty Award

Product

rhode Barrier Butter

Bustle

Bustle's Most Wanted Spring 2025 - Your Makeup’s New BFF

Product

e.l.f. Cosmetics Mint Melting Cooling Face Primer

Bustle

Bustle Beauty Awards

Product

e.l.f. Cosmetics Lash XTNDR Mascara

Bustle

Bustle Beauty Awards

Product

Keys Soulcare Deeply Replenishing Squalane Facial Oil

Bustle

Bustle Beauty Awards

Product

e.l.f. SKIN Suntouchable All Set for Sun SPF 45

Byrdie

Sweat Awards - Best Primer

Product

e.l.f. Cosmetics Power Grip Primer

Byrdie

Byrdie Beauty Awards

Product

e.l.f. Cosmetics Fine as Fleck Glitter Eyeshadow

Byrdie

The Byrdies - Best Under-\$35 Anti-Aging Product

Product

Naturium Multi-Peptide Advanced Serum

Clin d'oeil

Clin d'oeil Experts Choice Beauty Awards

Product

Suntouchable Whao Glow SPF 30

Cosmopolitan

Cosmo Holy Grail Beauty Awards

Product

e.l.f. Cosmetics Halo Glow Blush Beauty Wand

Cosmopolitan

Cosmopolitan’s 2025 Holy Grail Beauty Awards - "Best Exfoliating Body Wash"

Product

Naturium The Energizer Mandelic Acid Body Wash

Cosmopolitan

Cosmopolitan Beauty Readers' Choice Awards

Product

e.l.f. Cosmetics Halo Glow Liquid Filter

Cosmopolitan

Cosmopolitan Beauty Readers' Choice Awards

Product

e.l.f. Cosmetics Power Grip Primer

Cosmopolitan

Cosmopolition 2025 Acne Awards

Product

rhode Pineapple Refresh

Cosmopolitan UK

Cosmopolition 2025 Acne Awards

Product

e.l.f. Cosmetics Halo Glow Liquid Filter

Cosmopolitan UK

Summer Beauty Awards

Product

e.l.f. SKIN Suntouchable Invisi-Stick SPF50

Cosmopolitan

Summer Beauty Awards

Product

e.l.f. Cosmetics Power Grip Matte Primer

ELLE

ELLE First Class Beauty Awards - Hydration Treatments

Product

Naturium Dew-Glow Moisturizer SPF 50

ELLE

Future of Beauty Awards

Product

rhode Peptide Lip Shape

ELLE

ELLE 2025 Beauty Grand Prix: The Makeup Winners

Product

e.l.f. Halo Glow Powder Filter

2025 Product

Essence

Essence Best in Beauty Awards

ProductKeys Soulcare Let Me Glow Illuminating Priming Serum

Glamour

2025 Glamour Beauty All-Star Awards: Best Primer

ProductPoreless Putty Primer

Google

'Favorite Clear Mascaras - Best Overall

Producte.l.f. Cosmetics Clear Brow and Lash Mascara

Google

Holiday 100

Productrhode Glazing Milk

Google

Holiday 100

Producte.l.f. Cosmetics Glow Reviver Melting Lip Balm

Grazia UK

The Best CC Creams of 2025

Producte.l.f. Cosmetics Camo CC Cream

Harper's Bazaar

The 12 Best Drugstore Vitamin C Serums

ProductNaturium Vitamin C Complex Serum

Harper's Bazaar

The 2025 Skincare Awards - Best Body Care Products of 2025

ProductNaturium Urea 5% Body Serum

Harper's Bazaar

The 2025 Skincare Awards - Best Radiant Face Powder

Producte.l.f. Cosmetics Power Grip Matte Primer

Harper's Bazaar

The 2025 Skincare Awards - Best Matte Primer

Producte.l.f. Cosmetics Halo Glow Powder Filter

Heat World

Heat Summer Beauty Awards - "Best Body Cream"

ProductNaturium The Glow Getter Multi-Oil Body Butter

Hello Beautfiul

Melanin Beauty Awards 2025: Best Skincare Staples - Serums

ProductKeys Soulcare Let Me Glow Illuminating Priming Serum

Hello Beautfiul

Melanin Beauty Awards 2025: Best Moisturizers, SPF's & Body Oils

ProductKeys Soulcare Firm Belief Smoothing Peptide Cream,

Hello Beautfiul

Melanin Beauty Awards 2025: Best Moisturizers, SPF's & Body Oils

ProductKeys Soulcare Comforting Balm with Camellia Seed Oil

Hello Beautfiul

Melanin Beauty Awards 2025: Makeup Must-Haves

ProductWell People Poutlove Peptide Lip Balm

Hello! Canada

Beauty Awards

Producte.l.f. Cosmetics Power Grip Matte Primer

Her Campus

College Beauty Awards

Producte.l.f. Cosmetics Hydrating Camo Concealer

Her Campus

College Beauty Awards

Producte.l.f. Cosmetics Brow Laminating Gel

Her Campus

College Beauty Awards

ProductNaturium The Glow Getter Multi-Oil Hydrating Body Wash

Her Campus

College Beauty Awards

Productrhode Glazing Milk

InStyle

InStyle's 2025 Red Carpet Beauty Awards - Best Primer

Producte.l.f. Cosmetics Power Grip Primer

InStyle

InStyle's 2025 Red Carpet Beauty Awards

ProductCynthia Erivo’s e.l.f. look (Power Grip Primer)

InStyle

InStyle Best Beauty Buys Awards - Best Liquid Bronzer

Producte.l.f. SKIN Bronzing Drops

InStyle

Best Beauty Buys

Producte.l.f. Cosmetics Power Grip Primer

2025

Product

InStyle

Best Beauty Buys

Product e.l.f. Cosmetics Camo Liquid Blush

InStyle

InStyle Readers’ Choice Awards

Product e.l.f. Cosmetics' 16HR Camo Concealer

InStyle

InStyle Readers’ Choice Awards

Product Naturium The Glow Getter Multi–Oil Hydrating Body Wash

InStyle Mexico

PS Beauty Awards - Best Primer

Product e.l.f. Cosmetics Power Grip Matte Primer

InStyle Mexico

Beauty Awards

Product e.l.f. Cosmetics Camo Liquid Blush

Marie Claire

2025 Marie Claire Makeup Awards

Product e.l.f. Cosmetics Camo Liquid Bronzer and Contour

Marie Claire

Marie Claire US Skin Awards

Product e.l.f. SKIN Bright Icon Vitamin C + E + Ferulic Serum

Marie Claire

Marie Claire US Skin Awards

Product Naturium Multi–Peptide Rich Cream

NewBeauty

2025 NewBeauty Awards - Best CC Cream

Product e.l.f. Cosmetics Camo Hydrating CC Cream

NewBeauty

2025 NewBeauty Awards - Best Setting Spray

Product e.l.f. Cosmetics Power Grip Dewy Setting Spray

NewBeauty

NEW Beauty: Best Skincare Masks

Product Naturium AHA Exfoliating Mask 10%

NewBeauty

2025 NewBeauty Awards - Best Exfoliating Mask

Product Naturium AHA Exfoliating Mask 10%

NIQ

Breakthrough Innovation Awards 2025

Product e.l.f. Cosmetics Glow Reviver Lip Oil

Nykaa

Best in Beauty Awards

Product e.l.f. Cosmetics Power Grip Primer

Nykaa

Best in Beauty Awards

Product e.l.f. Cosmetics Halo Glow Liquid Filter

Nylon

Beauty Hit List

Product Naturium The Energizer Mandelic Acid Body Wash

Nylon

Beauty Hit List

Product e.l.f. Cosmetics Brow Laminating Gel

Oprah Daily

Oprah Daily Editor’s Choice - Best Budget Primer

Product e.l.f. Cosmetics Poreless Face Primer

Parade

Better Than Ever Beauty Awards - Best Highlighter

Product e.l.f. Cosmetics Halo Glow Liquid Filter

PEOPLE

Best Beauty Launches of January 2025

Product e.l.f. SKIN Suntouchable Invisi–Stick SPF 50

PEOPLE

2025 People Beauty Awards

Product e.l.f. SKIN’s Bright Icon Vitamin C + E + Ferulic

PEOPLE

2025 People Beauty Awards

Product e.l.f. Cosmetics Glow Reviver Melting Lip Balm

PEOPLE

2025 People Beauty Awards

Product Naturium The Calmer Ceramide Body Wash

Women's Health

2025 Women Health Awards

Product 2025 Women’s Health Award

2025

Product

People en Español

People en Español's Star Product Spring 2025 Awards

ProductWell People's Lush Lip Tinted Oil

People en Español

People en Español's Star Product Spring 2025 Awards

ProductKeys Soulcare Mind-Clearing Body Polish

People en Español

People en Español's Star Product Spring 2025 Awards

Producte.l.f. Cosmetics Power Grip Matte Primer

Pop Sugar

PS Beauty Awards - Best Primer

Producte.l.f. Cosmetics Power Grip Matte Primer

Pop Sugar

PS Beauty Awards - Best Body Oil

ProductNaturium Glow Getter Body Oil

Pure Beauty

2025 NewBeauty Awards - Best CC Cream

ProductPure Beauty Global Awards – Best Lip Product

Shape

2025 NewBeauty Awards - Best Setting Spray

ProductShape Skin Awards – Best Setting Spray

Shape

2025 NewBeauty Awards - Best Exfoliating Mask

Product2025 Shape Skin Awards – "Best Body Serum"

Shape

Stylist Best Beauty Awards 2025: BEST EYESHADOW

ProductSHAPE Beauty Awards – Best Tinted Face Sunscreen

Sheerluxe

SheerLuxe Beauty Icons: 25 Under £25 - "Best Body Butter"

ProductNaturium The Glow Getter Multi-Oil Body Butter

The Beauty Awards (Canada)

Best New Beauty Product

Producte.l.f. Cosmetics Power Grip Matte Primer

The Sun UK

Fabulous Beauty Award

Producte.l.f. Cosmetics Camo Liquid Bronze & Contour

The Sun UK

Fabulous Beauty Award

Producte.l.f. Cosmetics Glow Reviver Lip Oil Glimmer

The Sun UK

The Sun TESTED: Best Foundations for Mature Skin

Producte.l.f Soft Glam Satin Foundation

The Zoe Report

The 2025 TZR Beauty Groundbreaker Awards

Producte.l.f. Cosmetics Power Grip Dewy Setting Spray

The Zoe Report

The 2025 TZR Beauty Groundbreaker Awards - Best Face Oil

ProductKeys Soulcare's Deeply Replenishing Squalane Facial Oil

The Zoe Report

The 2025 TZR Beauty Groundbreaker Awards - Best Clarifying Face Mask

Product2025 Women’s Health Award

TheSkimm

Good for You Awards 2025 - "Best Body Wash"

ProductNaturium The Glow Getter Multi-Oil Body Wash

TODAY

Shop TODAY Beauty Awards

Producte.l.f. Cosmetics Sheer Slick Lipstick

TODAY

Shop TODAY Beauty Awards

Producte.l.f. SKIN Bright Icon Vitamin C + E + Ferulic Serum

TODAY

Shop TODAY Beauty Awards

ProductNaturium Urea 5% Body Serum

TODAY

Shop TODAY Beauty Awards

Producte.l.f. Cosmetics Brow Laminating Gel

TODAY

2025 Shop Today Awards

ProductNaturium Phyto-Glow Lip Mask

TODAY

Shop TODAY Beauty Awards - "Best Value Lip Mask"

ProductPhyto-Glow Lip Mask

2025

Product

TODAY

Best Beauty Products

Product e.l.f. SKIN’s Bright Icon Vitamin C + E + Ferulic

TODAY

Best Beauty Products

Product Naturium Urea 5% Body Serum

TODAY

Best Beauty Products

Product Naturium Phyto-Glow Lip Mask

TODAY

Best Beauty Products

Product e.l.f. Cosmetics Sheer Slick Lipstick

TODAY

Best Beauty Products

Product e.l.f. Cosmetics Brow Laminating Gel

TZR

Best New Beauty - Best New Face Oil

Product e.l.f. SKIN PLZ Clarify Face Oil

US Magazine

Favorite Clear Mascaras - Best Overall

Product e.l.f. Cosmetics Clear Brow and Lash Mascara

Vita Daily

Best Serum - The Beauty {Bracket} Awards

Product Bright Icon Vitamin C + E + Ferulic Serum

Well + Good

WG Beauty Awards - Best Mineral Sunscreen

Product Well People Daygleamer Mineral Sunscreen Serum Broad Spectrum SPF 34

Well + Good

WG Beauty Awards - Best Bronzer

Product e.l.f. Cosmetics Camo Liquid Bronzer and Contour

Wirecutter

Wirecutter’s Skin-Care Essentials - Best Vitamin C Serums

Product Naturium Vitamin C Complex Serum

Wirecutter

Wirecutter’s Best Drugstore Makeup and Skin Care - Elegant Cream Eye Shadow

Product e.l.f. Cosmetics No Budge Eye Shadow Stick

Women's Health

The 2025 Women's Health Beauty Awards - "Best Body Serum"

Product Naturium Urea 5% Body Serum

WWD

WWD Editor’s Choice Awards - "Best Tinted SPF"

Product Naturium Dew-Glow Tinted Moisturizer SPF 50

You Beauty

You Beauty Awards - Best Primer

Product e.l.f. Cosmetics Power Grip Primer

2025

Marketing

AMA

Excellence in Marketing Awards - Best Cause Marketing

Marketing So Many Dicks

ANDY Awards

ANDY Awards - Idea - Gold

Marketing So Many Dicks

ANDY Awards

ANDY Awards - Bravery - Gold

Marketing So Many Dicks

ANDY Awards

Brave Brands

Marketing So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

Diversity, Equity, Inclusion & Belonging: Best Use of Data

Marketing So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

Diversity, Equity, Inclusion & Belonging: Corporate Social Responsibility

Marketing So Many Dicks (e.l.f. x OBERLAND)

Cannes

Cannes Lions - Creative Data, Use of Humor: Silver

Marketing So Many Dicks

Clio

Clio Awards - Creativity/Storytelling: Silver

Marketing So Many Dicks

Digiday

Media Buying & Planning Awards - Media Plan of the Year

Marketing Change the Board Game

Digiday

Media Buying & Planning Awards - Media Campaign of the Year

Marketing Change the Board Game

Digiday

Content Marketing Awards - Best Agency/Client Collaboration

Marketing e.l.f. x Movers and Shakers

Digiday

Content Marketing Awards - Best Use of Shoppable Content

Marketing Mount Rushmore Pimple Patch

Digiday

Digiday Awards - Media Plan of The Year

Marketing So Many Dicks (e.l.f. x Billups)

Digiday

Digiday Awards - Campaign of the Year

Marketing So Many Dicks (e.l.f. x Billups)

Global Influencer Marketing Awards

Best Retail & E-commerce Campaign

Marketing Mikayla x e.l.f: CEO for the Day

OAAA

OBIE Awards - Buzzworthy & Transit - Gold

Marketing So Many Dicks

PRovoke

The 2025 Innovation SABRE Awards North America

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Reggie

Reggie Awards - Creativity & Innovation - Gold

Marketing Cosmetic Criminals

Roblox

Roblox Innovation Awards - Best Use of Immersive Marketing

Marketing e.l.f. UP!

SABRE

SABRE Awards - Sponsorships

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Women's Health

2025 Women Health Awards

Marketing 2025 Women’s Health Award

Women's Health

2025 Women Health Awards

Marketing 2025 Women’s Health Award

2025

Marketing

AMA

Excellence in Marketing Awards - Best Cause Marketing

Marketing So Many Dicks

ANDY Awards

ANDY Awards - Idea - Gold

Marketing So Many Dicks

ANDY Awards

ANDY Awards - Bravery - Gold

Marketing So Many Dicks

ANDY Awards

Brave Brands

Marketing So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

Diversity, Equity, Inclusion & Belonging: Best Use of Data

Marketing So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

Diversity, Equity, Inclusion & Belonging: Corporate Social Responsibility

Marketing So Many Dicks (e.l.f. x OBERLAND)

Cannes

Cannes Lions - Creative Data, Use of Humor: Silver

Marketing So Many Dicks

Clio

Clio Awards - Creativity/Storytelling: Silver

Marketing So Many Dicks

Digiday

Media Buying & Planning Awards - Media Plan of the Year

Marketing Change the Board Game

Digiday

Media Buying & Planning Awards - Media Campaign of the Year

Marketing Change the Board Game

Digiday

Content Marketing Awards - Best Agency/Client Collaboration

Marketing e.l.f. x Movers and Shakers

Digiday

Content Marketing Awards - Best Use of Shoppable Content

Marketing Mount Rushmore Pimple Patch

Digiday

Digiday Awards - Media Plan of The Year

Marketing So Many Dicks (e.l.f. x Billups)

Digiday

Digiday Awards - Campaign of the Year

Marketing So Many Dicks (e.l.f. x Billups)

Global Influencer Marketing Awards

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OBIE Awards - Buzzworthy & Transit - Gold

Marketing So Many Dicks

PRovoke

The 2025 Innovation SABRE Awards North America

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Reggie

Reggie Awards - Creativity & Innovation - Gold

Marketing Cosmetic Criminals

Roblox

Roblox Innovation Awards - Best Use of Immersive Marketing

Marketing e.l.f. UP!

SABRE

SABRE Awards - Sponsorships

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

Shorty Awards - Multi-Platform Campaign: Winner

Marketing Judge Beauty

Shorty Awards

Shorty Awards - Website/App: Gold

Marketing elfbeauty.com

2025

Marketing

Shorty Awards

Shorty Awards - Beauty: Silver

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

Shorty Awards - Beauty: Bronze

Marketing Judge Beauty

Shorty Awards

Shorty Awards - Event & Experiential: Bronze

Marketing Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

Shorty Awards - Storytelling: Silver

Marketing Dupe That!

The Drum

The Drum Awards for Marketing Americas - Disruption

Marketing So Many Dicks

The Drum

The Drum Awards for Marketing Americas

Marketing So Many Dicks

The Drum

The Drum Awards for Marketing Americas - Social Purpose

Marketing So Many Dicks

The Effie Awards

2025 Women Health Awards

Marketing 2025 Women’s Health Award

The Effie Awards

2025 Women Health Awards

Marketing Cosmetic Criminals

The One Show

The One Show Awards - Branded Entertainment Innovation: Merit Award

Marketing That Should Be A Tubi Movie

The One Show

The One Show Awards - Creative Use of Data Storytelling: Merit Award

Marketing So Many Dicks

The One Show

The One Show Awards - Fusion Pencil

Marketing So Many Dicks

W3

W3 Awards - Website Features-Best Visual Appeal - Aesthetics, Gold

Marketing elfbeauty.com

Webby

Webby Awards - People's Choice: Websites and Mobile Sites

Marketing elfbeauty.com

Webby

Webby Awards - Webby Winner: Advertising, Media & PR

Marketing Judge Beauty

2025

People

Ad Age

Leading Women Awards

People Mandy Fields

Adweek

Marketing Vanguard Awards

People Kory Marchisotto

AMA

Marketing Hall of Fame - Purpose Driven Marketing

People Kory Marchisotto

Ascend

2025 Women Health Awards

People Tarang Amin

Business of Fashion

BoF 500

People Hailey Bieber

Campaign

CMO 50

People Kory Marchisotto

Glossy

2025 Glossy Beauty and Wellness Awards: Beauty CEO of the Year

People Tarang Amin

Glossy

2025 Glossy Beauty and Wellness Awards: Beauty Marketer of the Year

People Lauren Ratner

Glossy

The Glossy 50

People Hailey Bieber

Ipsy

Ipsy Beauty Awards - Force of Beauty Award

People Laurie Lam

Modern Retail

People Who Shaped Retail in 2025

People Mandy Fields

NACD

D100 Honoree

People Tarang Amin

NRF

Retail Leaders

People Kory Marchisotto

Recharge Group Iconic Women Awards

2025 Financial Trailblazer Award

People Mandy Fields

The Drum

Rebel 50

People Kory Marchisotto

WCD

Visionary Honor

People Tarang Amin

Women We Admire

The Top Women Chief Financial Officers of 2025

People Mandy Fields

WSJ

Innovators

People Hailey Bieber

WWD

115 Newsmakers

People Tarang Amin

WWD

115 Newsmakers

People Hailey Bieber

WWD

30 Most Impactful Women Under 30 Across Beauty and Wellness

People Hailey Bieber

2025

Company

AMA

Excellence in Marketing Awards - Next Big Thing

Companye.l.f. Beauty

Authenticity

Authenticity 500 Index - e.l.f. Cosmetics #190

Companye.l.f. Cosmetics

Bazaarvoice Summit 2025

Bazaar Global Awards - The Creator Economy Trailblazer Award

Companye.l.f. Cosmetics

Beano Brain

100 Coolest Brands US - #91

Companye.l.f. Cosmetics

Consumer Edge

2025 Breakout Beauty Brands

Companye.l.f. Beauty/rhode

Cosmopolitan

Cosmopolitan Beauty Readers' Choice Awards - Best Celebrity Skincare Brand

Companyrhode

Fast Company

Fast Company Most Innovative Companies - Beauty

Companye.l.f. Beauty

Fast Company

Fast Company Most Innovative Companies - Teamwork

Companye.l.f. Beauty/OBERLAND

Forbes

Best Brands for Social Impact - #27

Companye.l.f. Beauty

Fortune

Best Workplaces in the Bay Area - #9

Companye.l.f. Beauty

Fortune

Best Medium Workplace - #41

Companye.l.f. Beauty

Fortune

Best Workplaces in Manufacturing & Production

Companye.l.f. Beauty

Fortune

Best Workplaces for Women - #9

Companye.l.f. Beauty

Fortune

Fortune Best Workplaces for Parents™ 2025

Companyrhode

Glossy

2025 Glossy Beauty and Wellness Awards: Beauty Brand of the Year

Companyrhode

Great Place to Work

Certified Great Place to Work

Companye.l.f. Beauty

NEW Beauty 100

NB What's Next in Beauty 2025: Skin

CompanyNaturium

NewBeauty

NewBeauty 100 Awards

Companyrhode

NewBeauty

NewBeauty 100 Awards

CompanyNaturium

Newsweek

The Most Trusted Brands in the U.S. 2025

Companye.l.f. Beauty

Newsweek

America's Best Loyalty Programs 2025

Companye.l.f. Beauty Squad

Newsweek

UK’s Most Loved Workplaces

Companye.l.f. Beauty

2025

Company

Newsweek

America's Most Loved Brands 2025

Companye.l.f. Beauty

Newsweek

America's Most Trustworthy Companies

Companye.l.f. Beauty

Newsweek

Global Most Loved Workplaces - #98

Companye.l.f. Beauty

Newsweek

America’s Greatest Companies - #2

Companye.l.f. Beauty

Numerator

Brands to Watch in 2025 - Fastest Growing “Big” Brands of 2024: #5

Companye.l.f. Cosmetics

PRweek

Best Places to Work

Companye.l.f. Beauty Corporate Comms/PR Team

SeeMe

SeeMe Inclusivity Index for Beauty - #1

Companye.l.f. Beauty

The Conference Board

ESG Leadership Awards

Companye.l.f. Beauty

The Conference Board

Corporate Responsibility Awards

Companye.l.f. Beauty

The Sun UK

Fabulous Beauty Awards - Best Celebrity Brand

Companyrhode

TIME

TIME100 Most Influential Companies

Companye.l.f. Beauty

TIME

World’s Best Brands - #3

Companye.l.f. Beauty

TIME

America's Growth Leaders - #42

Companye.l.f. Beauty

US News

U.S. News Best Companies to Work For 2025-2026

Companye.l.f. Beauty

USA TODAY

America's Best Customer Service

Companye.l.f. Cosmetics

USA TODAY

America's Best Stores 2025

Companye.l.f. Beauty

USA TODAY

America’s Best Customer Service 2026

Companye.l.f. Cosmetics

WWD

Most Powerful Beauty Brands

Companye.l.f. Cosmetics

WWD

Most Powerful Beauty Brands

Companyrhode

WWD

WWD Beauty Awards 2025

Companye.l.f. Beauty x rhode

WXN

Gail Award - Workplace Impact

Companye.l.f. Beauty