



# TikTok Falls Drunk in Love as Drunk Elephant Launches Channel

Drunk Elephant is excited to announce that the biocompatible skincare brand is launching a TikTok channel.

Founder Tiffany Masterson is launching @DrunkElephant on TikTok to cultivate another space where the Drunk Elephant community can grow, communicate, and share their experiences. More than 30 million #drunkelephant tags are currently circulating on the app, demonstrating that users are already talking about the brand. Tiffany has always used social media to connect directly with her customers, and TikTok presents a new channel where she can engage with fans all over the world and share her ingredient-elimination philosophy.

Drunk Elephant launched in the United States in 2013 with six products. Today, the brand is sold in 23 countries and has achieved cult status through a fan base that grew largely via word of mouth and organic social media content from influencers and consumers alike. From the beginning, Tiffany used social media as a way to connect directly with consumers, growing the brand's Instagram channel from 245,000 followers in 2018 to 1,100,000 today. With TikTok, the brand can spread the Drunk Elephant philosophy to new areas of the internet and the world.

"I am so excited to be launching our very own TikTok channel. I can't wait to engage with new followers and continue to connect with our current followers. I've learned so much from our Instagram community over the years, and I'm sure this will be no different, since TikTok allows fans from all over the world to share skincare routines, their favorite products, and tips and tricks," says Masterson. "My hope is for our TikTok channel to be a place for people to really connect with each other and get a glimpse of the Drunk life."

**Drunk Elephant launches on TikTok on August 16.** Fans can follow along at @DrunkElephant to learn about the Drunk Elephant philosophy, discover skincare routines, and connect with Tiffany and the brand's passionate community.

@DRUNKELEPHANT

#DRUNKINLOVE



## THE DRUNK ELEPHANT DIFFERENCE

We are committed to using only ingredients that either directly benefit the health of the skin or support the integrity of our formulations. We never take into account whether something is synthetic or natural, instead choosing ingredients based on biocompatibility. That's why we focus on healthy pH levels, formulations the skin recognizes, small molecular structure that's easily absorbed, and effective active ingredients that also support and maintain the skin's acid mantle. But what we leave out of our products is just as important as what we put into them, so you will never find what we call the Suspicious 6™ (essential oils, drying

alcohols, silicones, chemical sunscreens, fragrances/dyes, SLS) in our line. We believe that these six ubiquitous ingredients are at the root of almost every skin issue, and when they're removed entirely from your routine—that is, when you take a Drunk Break™—skin can reset and return to its healthiest, most balanced state. This ingredient-elimination diet benefits all skin types and inspired the #barewithus Instagram movement, a collection of bare-faced selfies that chronicles the Drunk Elephant journeys of people who have found not only healthier skin but more importantly, healthier self-confidence.