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Hailey Bieber’s Skincare Brand, Rhode Beauty is Officially Here

**Freshest beauty mogul Bieber announces skincare line will launch in 2022.**

**[Los Angeles, California]**: In November 2021, Hailey Bieber confirmed her newest endeavor is here, a skincare brand called “Rhode” that will launch in 2022. Rhode skin will offer a value-based skincare collection that incorporates overarching quality.

“I know what I want to give to people,” Visionary Hailey Bieber, says. “The whole ethos of my brand is access to really good quality products that are really affordable. I just don’t see why a $200 cream has to be the answer to good skin.” According to *WSJ Magazine*.

The assortment will include products to present consumers with that “Glazed Donut Skin” which means a dewy appearance with luster that can be seen from a mile away. The technique includes layering products for the flawless glossy finish, as Bieber is continually preaching.

The world- famous model commenced this venture in 2019, filing a trademark for “Bieber Beauty”, which was denied. In April 2020 Bieber filed a request for “Hailey Rhode Beauty”, which was discarded in May 2021. According to fresh research on **FEBRUARY 2ND**, “Rhode” is trademarked, and that is here to stay with Hailey’s confirmation.

Rhode will be available in the year 2022. Presently, the best place to get up-to-date information is at the brands **Instagram**, @rhode.

**About Rhode**

Rhode is a new skincare brand providing affordable product solutions to consumers. It is launching in 2022 and will be available on e-commerce. For more information, get in touch with Hailey Bieber’s team [here](https://www.thehandbook.com/celebrity/hailey-baldwin/).