



LIVE
YOUR
LOOK

Milk
MAKEUP



Who is Milk Makeup?

About Us

We are a cutting-edge beauty brand that redefines cosmetics with its bold, vegan, and cruelty-free products. Born in New York City, we celebrate self-expression, diversity, and clean beauty. Our innovative, easy-to-use makeup and skincare essentials empower individuals to express their unique style while prioritizing skin health and sustainability.





How We Started



History

We were founded in 2016, emerging as a groundbreaking beauty brand disrupting the industry with our distinctive ethos and innovative products. We are the brainchild of Mazdack Rassi, Zanna Roberts Rassi, Georgie Greville, and Dianna Ruth, set out to redefine beauty norms and cater to a new generation of consumers seeking clean, cruelty-free products.

Conceived within the creative hub of Milk Studios in New York City, we are known for our connections to fashion, music, and art. This location influenced our edgy, urban aesthetic and commitment to self-expression.

Our vegan and eco-conscious approach to beauty resonates with consumers seeking both quality cosmetics and social responsibility. The minimalist packaging and focus on natural ingredients further fuels our popularity.

Since our creation, we have expanded our range to include a wide variety of cosmetics and skincare products, challenging traditional beauty norms and embracing individuality.

Why We Are Here

The background of the image features four Milk Makeup products arranged on a clear acrylic stand against a soft pink and purple gradient background. From left to right, there is a small jar of concealer with a gold lid, a tall tube of primer with a white cap, a small jar of cream blush with a light blue lid, and a tall tube of liquid blush with a white cap. The Milk Makeup logo is visible on each product.



With our clean, cruelty-free,
and inclusive approach,
championing self-
expression, and embracing
diversity.

We are a transformative
force in the beauty
industry, redefining
standards.





Milk

