

FOR IMMEDIATE RELEASE

Power Up Your Glow: Urban Hydration Joins Forces with Marvel Studios' The Marvels to Promote New Algae Product

Urban Hydration's newest skincare collection coming to Walgreens and Ulta Beauty stores nationwide.

[City, Date] - Urban Hydration, a leading skincare and haircare brand committed to promoting self-care and sustainability, is proud to announce its exciting collaboration with Marvel Studios. This moment illuminates Urban Hydration's newest, groundbreaking Algae Skincare Collection, inspired by the upcoming film *The Marvels*, set to hit theaters on November 10.

Urban Hydration and Marvel Studios' *The Marvels* signify a powerful connection that taps into both beauty and pop culture while fostering a message of inclusivity and self-expression. This remarkable collaboration celebrates the essence of individuality and empowers fans to embrace their unique selves, just like the bold and dynamic trio from the film.

The Algae Skincare Collection introduces a skincare revolution, harnessing algae's extraordinary benefits as a core ingredient. Algae is renowned for its exceptional nourishing and revitalizing properties, making it the perfect addition to Urban Hydration's lineup of eco-friendly and all-natural products. The Algae Skincare Collection also offers a wide range of skincare solutions to fight against acne in teenagers and young adults, as approximately 85 percent of people between 12 and 24 years of age experience at least minor acne. The collection includes an Algae Face Wash, an Algae Moisturizer, and an Algae Mask Stick. The "powered up" formula helps reduce the appearance of dark spots, hyperpigmentation, and acne scars, attracts water to the skin's surface to combat acne, and helps to reduce visible redness and inflammation by targeting clogged pores.

"We are beyond excited to team up with Marvel Studios' *The Marvels* and introduce our Algae Skincare Collection to the world," said Psyche Terry, Founder and CEO of Urban Hydration. "Our mission has always been to create products that promote healthy, glowing skin while caring for our planet. With this collaboration, we're achieving that goal and channeling the spirit of Marvel's superheroes to inspire everyone to embrace their inner strength and beauty."

For the duration of the promotional window, Urban Hydration's Algae Skin Care collection will feature an exclusive retail display adorned with dazzling imagery from the film, creating a visually captivating experience for fans and beauty enthusiasts alike.

"As *The Marvels* prepare to hit the big screen, we sought out partners like Urban Hydration that could truly embrace the film's themes of empowerment, adventure, and pure fun. This team-up is all about celebrating the unique identities of *The Marvels* and our Marvel fans," says Lylle Breier, SVP of Global Marketing Partnerships at The Walt Disney Company.

The Algae Skincare Collection by Urban Hydration, in collaboration with Marvel Studios' *The Marvels*, is set to hit Urban Hydration online site, Walgreens, and Ulta Beauty stores at the same time as the highly anticipated film and just in time for the holiday season. As anticipation builds for the film's release on **November 10**, fans can now pre-order the collection on the Urban Hydration website.

For more information about Urban Hydration and the Algae Skincare Collection in collaboration with Marvel Studios' The Marvels, please visit www.urbanhydration.com.

About Urban Hydration:

Urban Hydration is a leading beauty and wellness brand committed to promoting self-care and sustainability. With a focus on all-natural ingredients and eco-friendly packaging, Urban Hydration aims to provide high-quality skincare and haircare solutions while nurturing a sense of self-love and empowerment.

About Marvel Studios' The Marvels:

Carol Danvers, aka Captain Marvel, has reclaimed her identity from the tyrannical Kree and taken revenge on the Supreme Intelligence. But unintended consequences see Carol shouldering the burden of a destabilized universe. When her duties send her to an anomalous wormhole linked to a Kree revolutionary, her powers become entangled with that of Jersey City super-fan Kamala Khan, aka Ms. Marvel, and Carol's estranged niece, now S.A.B.E.R. astronaut Captain Monica Rambeau. Together, this unlikely trio must team up and learn to work in concert to save the universe as "The Marvels."

Marvel Studios' "The Marvels" stars Brie Larson, Teyonah Parris, Iman Vellani, Zawe Ashton, Gary Lewis, Seo-Jun Park, Zenobia Shroff, Mohan Kapur, Saagar Shaikh, and Samuel L. Jackson. Nia DaCosta directs, with Kevin Feige producing. Louis D'Esposito, Victoria Alonso, Mary Livanos, Jonathan Schwartz, and Matthew Jenkins serve as executive producers. The screenplay is by Nia DaCosta, Megan McDonnell, and Elissa Karasik. Marvel Studios' "The Marvels" opens in U.S. theaters on November 10.

Press Contact:

Tene Nicole Creative Agency

Nikkia McClain

nikkia @tenenicole.com

646-244-2140