



INFLUENCER ALIX EARLE LAUNCHES REALE ACTIVES TO REDEFINE ACNE SKINCARE

Earle to launch skincare brand that prioritizes confidence and transparency on March 31, 2026

Social media influencer [Alix Earle](#) has officially revealed her skincare brand, [Reale Actives](#). The brand launches publicly on March 31, 2026, at 9 a.m. Consumers can shop the products on the [Reale Actives website](#).

After growing up with acne and finding no results, Earle launched Reale Actives to make acne care “fun, sexy and understandable.” The launch comes amid growing conversations about skin positivity and authenticity, positioning Reale Actives as both a beauty product and a movement centered on confidence.

Reale Actives

Who is Alix Earle?

Alix Earle is an [American TikTok superstar](#), investor, host of the podcast [Hot Mess with Alix Earle](#) and now a founder and business owner of [Reale Actives](#).

Earle grew up in New Jersey and rose to fame in 2020 as a University of Miami student, posting relatable “[Get Ready With Me](#)” videos on TikTok. Since then, she’s had numerous brand deals, is an investor in [Poppi](#) and [SipMARGS](#), hosts a philanthropy initiative, “[Serving in Heels](#)” to feed vulnerable Miami communities and even has her own scholarship at the University of Miami for business students: [the Alix Earle Scholarship](#).

In 2023, she launched a podcast, *Hot Mess with Alix Earle*. The podcast is available on [Spotify](#) and [Apple Podcasts](#). In 2025, she competed on season 34 of [Dancing with the Stars](#) and was named to the [TIME100 Creators list](#). Reale Actives is her latest business endeavor.

What is Reale Actives?

Reale Actives is a new standard for acne-prone skin; a simple but effective routine developed by board-certified dermatologists. These products are designed to be a routine for reale [real] life because “reale you is perfect you.”



Product and Experience Details

Reale Actives is launching with four products:

1. Get Bare Makeup Melting Cleansing Balm (\$29 USD)
2. Pore Power Exfoliating LHA + BHA Gel Cleanser (\$28 USD)
3. Go Deep 8% Mandelic Acid Serum Concentrate (\$39 USD)
4. Dew More Barrier-Boosting Moisturizer (\$36 USD)

Every product is...

- **Dermatologist Developed** with the most efficacious ingredients.
- **Clinically Proven** to deliver very visible results.
- **Built for Breakouts** tested & approved for acne-prone skin
- **A Simple Routine** to navigate the overwhelm of acne care

Six key ingredients:

1. Mandelic Acid
2. Synactin AC
3. Capryloyl Salicylic Acid
4. Centella Asiatica Extract

5. Quad-Ceramide Complex
6. Willowbark Extract



Discover more information [here](#).

Why it Matters

“Growing up, I always dreamed to see campaign images and models with REAL skin,” [Earle said](#). “A big part of the reason we have insecurities around our skin is because we’re constantly being fed ‘perfected’ images on social media.”

About [85%](#) of people aged 12 to 24 experience acne. While Earle is no longer in this age range, she has always been very open about her [acne journey](#). This authenticity is Earle’s biggest selling point. By combining clinical skincare with influencer-driven storytelling, Reale Actives aligns with the growing demand for authenticity in the beauty industry.

Multimedia Integration

Social media is a driving force for Reale Actives. Below are a few of their posts:

[The First Hint](#): Earle made a new Instagram account and posted this puzzle-piece billboard. Over the next few days, it would slowly fill in to reveal the secrets behind it.

[The Reveal](#): This is the official reveal video for Reale Actives. It showcases visuals, Alix Earle and the product lineup. The caption details Earle’s journey of creating the brand.

[The Product Lineup](#): This post introduced the product lineup created in partnership with Dr. Kiran Mian.

[Reale Skin](#): The first model post of the brand showcases reale [real] models with reale [real] skin

[Dr. Kiran Mian](#): This post introduces Dr. Kiran Mian and all she has done for Earle and the development of Real Actives.

[Alix Earle x The Empire State Building](#): Earle collabs with the Empire State Building for the launch of Reale Actives.

Launch Day GRWM: Alix Earle shows her launch day GRWM using her new Real Actives products.

Social Media Components

Below are social media components to be used for the promotion of Reale Actives:

Hashtags:

#RealeActives

#RealeLife

#AcneConfidence

#RealeYouIsPerfectYou

Please use these hashtags when promoting Reale Actives.

Short, Shareable Summary:

Influencer Alix Earle launches Reale Actives—a skincare line for acne-prone skin. This line is designed to make acne care more real, accessible and boost skin confidence. The line launches to the public on March 31, 2026. #RealeActives #RealeYouIsPerfectYou

X (Twitter) Post:

Built for breakouts. Made for everyone.

Meet Reale Actives by Alix Earle—a new standard for acne-prone skin.

See reale results beginning March 31, 2026.

LinkedIn:

Alix Earle is doing what all influencers-turned-entrepreneurs should do.

Meet Reale Actives—a skincare line for acne-prone skin. After struggling with acne her whole life, Earle decided to do something about it. She worked with her dermatologist, Dr. Kiran Mian, to create a clinically proven, simple routine. This launch reflects a shift towards authenticity in the beauty industry—a skill Earle has mastered over the years.

Instagram Post:



Caption:

Reale skin. Reale confidence.

Introducing Reale Activities, skincare that embraces every part of your journey.

#RealeActives #RealeLife #AcneConfidence #RealeYouIsPerfectYou

Links and Resources

Learn more about Reale Activities and shop the collection at <https://realeactivities.com/>.

Follow along with Alix's life [here](#).

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Strategy Reflection

When beginning this assignment, I was, truthfully, very lost about what it was asking me to do. In the end, I think I figured it out. If I didn't, I apologize. Regardless, I'm very happy with how it turned out and had a lot of fun with it.

To improve scanability and readability, I structured this release using short paragraphs, clear section headings and subheadings and bullet points. Instead of long, dense blocks of text, each section is broken up so readers can easily skim and still understand the main message, which is repeated often throughout. I also prioritized direct language in the lead to immediately communicate the key details (who, what, where, when and why), which is important for digital audiences who tend to have shorter attention spans.

My release was also designed with social sharing in mind. I included platform-specific social media posts that reflect the tone and style of Instagram, X (Twitter), and LinkedIn. Each post uses concise, engaging language and relevant hashtags to increase visibility, encourage interaction and drive promotion. The short summary further condenses the message into a highly shareable format, aligning with how information is often distributed online. I also included numerous links embedded throughout the release to provide additional information.

My use of multimedia was determined by how much information I wanted to provide. I wanted this release to feel interactive for audiences, and I know that when I read a website article or scroll through social media, I always enjoy exploring related links. In the actual multimedia section, I wanted to provide media that Reale Actives has used to promote the brand.

Finally, I ensured the story was newsworthy by focusing on both the product launch and its broader cultural relevance. While Reale Actives is a new skincare brand, its story connects with broader trends, such as the rise of influencer-led businesses and the growing emphasis on authenticity and skin positivity in the beauty industry. This makes the release not only informative but also relevant to current conversations, increasing its potential appeal to media outlets and audiences.

In terms of media release, I see this release predominantly on websites and other media outlets. I would use the social media mockups and examples I included when releasing this to social media. When writing this, I wrote it as if it were something I would read on an online website.