

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK**

SOL DE JANEIRO USA, INC. and
SOL DE JANEIRO IP, INC.,

Plaintiffs,

v.

MCOBEAUTY PTY LTD, MCOBEAUTY,
INC., DBG HEALTH PTY LTD,
VIDACORP PTY LTD,

Defendants.

Case No. 24-cv-_____

JURY TRIAL DEMANDED

VERIFIED COMPLAINT AND JURY DEMAND

Plaintiffs Sol de Janeiro USA, Inc. and Sol de Janeiro IP, Inc. (together “Plaintiffs” or “Sol de Janeiro”) for their complaint against Defendants MCoBeauty Pty Ltd, MCoBeauty, Inc., DBG Health Pty Ltd, and VidaCorp Pty Ltd (together “Defendants” or “MCoBeauty”), state and allege as follows:

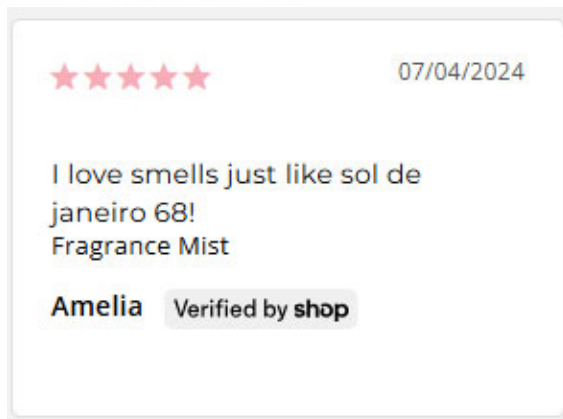
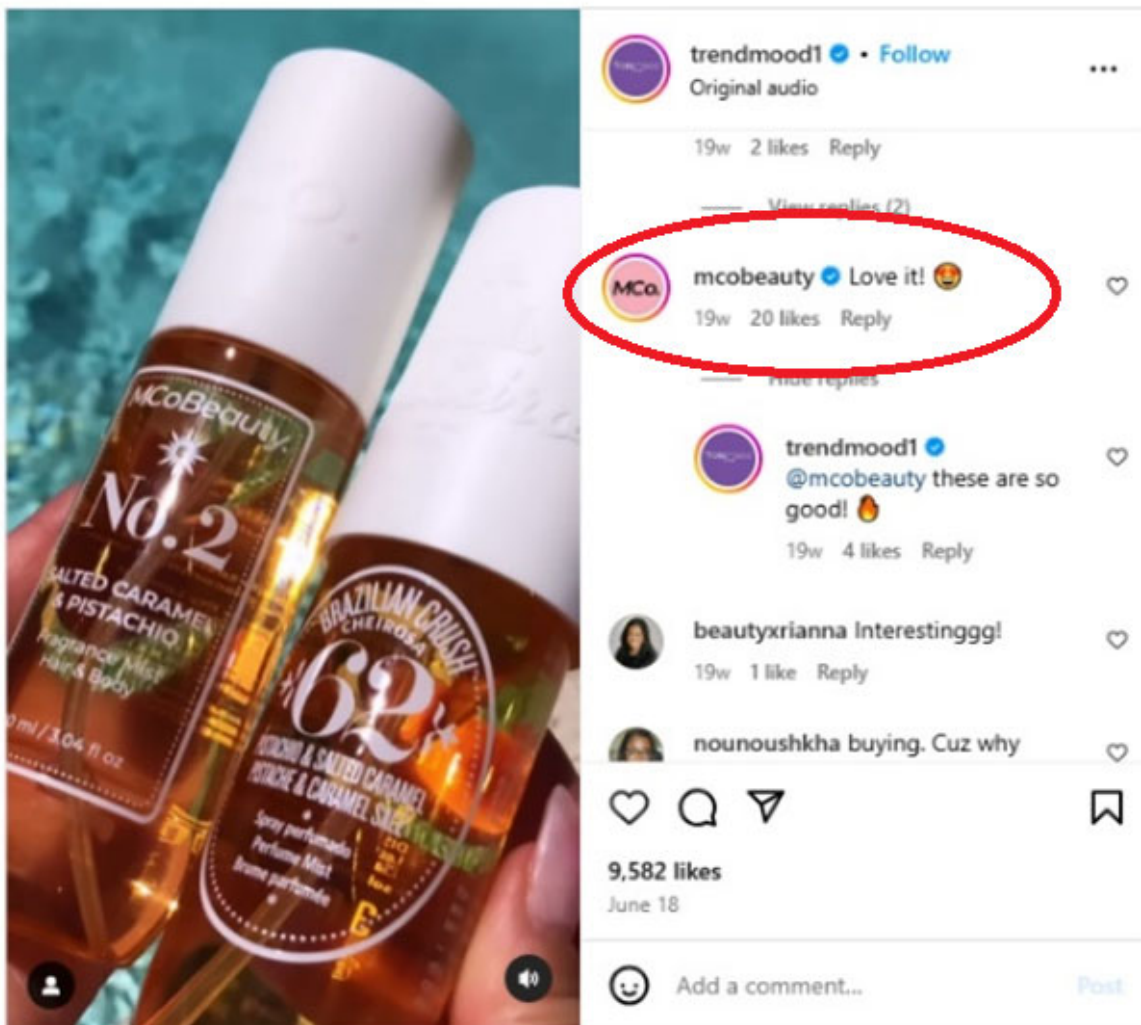
INTRODUCTION

This is an action for false advertising, trade dress infringement, and unfair competition against MCoBeauty based on MCoBeauty’s false claims and misuse of Sol de Janeiro’s fragrances, packaging, and goodwill to advertise and sell MCoBeauty’s own products. Sol de Janeiro’s fragrances — specifically the Sol de Janeiro Cheirosa Perfume Mists 40, 48, 59, 62, 68, 71, and 87 (together, the “Sol de Janeiro Cheirosa Perfume Mists”) — are sold to millions worldwide to critical acclaim. Sol de Janeiro’s millions of followers on social media recognize the alluring smells and distinctive packaging of Sol de Janeiro’s fragrances as some of the finest mist fragrances on the market today.

To seize on the popularity of Sol de Janeiro's Cheirosa Perfume Mists — MCoBeauty created cheap knockoffs — MCoBeauty Fragrance Mists No. 1, No. 2, No. 3, and No. 4, which MCoBeauty sells in the U.S. (together the "Infringing Products"). The Infringing Products attempt to mimic popular Sol de Janeiro fragrances:



To sell its knockoff fragrances, MCoBeauty publishes, endorses, sponsors, hosts, and/or supports on MCoBeauty's website and on social media statements that MCoBeauty's fragrances are copies or duplicates of four of Sol de Janeiro's popular line of Cheirosa Perfume Mists:



¹ User review excerpts found at <https://us.mcobeauty.com>.

In a video published by MCoBeauty on MCoBeauty's YouTube channel,² MCoBeauty states that MCoBeauty Fragrance Mist No. 1 "smells exactly" like Sol de Janeiro's Cheirosa Perfume Mist 68.

These statements are false. MCoBeauty's Infringing Products are not the same as Sol de Janeiro's products, including that they (a) are not produced with the same ingredients used by Sol de Janeiro; (b) there are olfactory differences as the Infringing Products do not present the same fragrances or smell "exactly" like Sol de Janeiro's products; and (c) there are intensity differences as the Infringing Products lose their smell more quickly than Sol de Janeiro fragrances. MCoBeauty has refused to correct its false statements. Instead, MCoBeauty is capitalizing further on the opportunity created by these false statements by imitating Sol de Janeiro's registered mark to package and sell MCoBeauty's products in a way that is likely to cause confusion or mistake, or to deceive consumers.

MCoBeauty's misconduct violates Section 43 of the Lanham Act by false advertising and trade dress infringement, and constitutes unfair competition under New York state law.

PARTIES

1. Plaintiff Sol de Janeiro USA, Inc. is a Delaware corporation having a place of business at 60 East 42nd Street, 19th Floor, New York, NY 10065.

2. Plaintiff Sol de Janeiro IP, Inc. is a corporation organized under the laws of Delaware with a principal place of business at 60 East 42nd Street, 19th Floor, New York, NY 10065.

² MCoBeauty, "@lauren lord tries our brand NEW Fragrance Mist in the scent No.1 💖", available at <https://www.youtube.com/watch?v=Ep47L7cgqFw&t=5s> (last visited November 14, 2024).

3. Defendant MCoBeauty Pty Ltd is an Australian corporation having a regular and established place of business at Level 9, 10 Bridge Street, Sydney NSW 2000, Australia and a U.S. Head Office at 50 Rockefeller Plaza, Level 12, Suite A, New York, NY 10020.

4. Defendant MCoBeauty, Inc. is a Delaware corporation having a regular and established place of business at 50 Rockefeller Plaza, Level 12, Suite A, New York, NY 10020.

5. Defendant DBG Healthy Pty Ltd is an Australian corporation having a regular and established place of business at 50 Rockefeller Plaza, Level 12, Suite A, New York, NY 10020.

6. Defendant VidaCorp Pty Ltd is an Australian corporation having a regular and established place of business at 50 Rockefeller Plaza, Level 12, Suite A, New York, NY 10020.

JURISDICTION AND VENUE

7. This Court has personal jurisdiction over MCoBeauty because it operates in the State of New York and/or the wrongful acts committed by MCoBeauty occurred in and are causing injury in the State of New York.

8. Venue is proper in this judicial district pursuant to 28 U.S.C. §§ 1391(b) and (c) in that, upon information and belief, the MCoBeauty entities are subject to personal jurisdiction in the State of New York and/or the wrongful acts committed by the MCoBeauty entities occurred in and are causing injury in the State of New York. Defendants MCoBeauty, Inc., DBG Healthy Pty Ltd, and Defendant VidaCorp Pty Ltd reside in New York, and each of the MCoBeauty entities has an established place of business at 50 Rockefeller Plaza, Level 12, Suite A, New York, NY 10020.

9. This Court has subject matter jurisdiction over this action pursuant to 15 U.S.C. §§ 1121 and 1125, 28 U.S.C. §§ 1331 and 1338(a) and (b), and because this Complaint raises claims arising under federal law, specifically, the Lanham Act.

10. This Court has subject matter jurisdiction over Plaintiff's related state law claims pursuant to 28 U.S.C. § 1367.

FACTS

I. Sol de Janeiro's Fragrance Products

11. Founded in 2015, Sol de Janeiro is a leading distributor and retailer of premium quality skin, hair, and body care products (the "Sol de Janeiro Products").

12. Sol de Janeiro is renowned for its premium range of cosmetic products.

13. Sol de Janeiro has a global reputation for the Sol de Janeiro Products and the SOL DE JANEIRO brand, gaining attention and popularity through many social media and distribution channels.

14. Sol de Janeiro Products are vegan friendly, cruelty free, sulphate free, phthalate free and paraben free and are inspired by an authentic Brazilian philosophy of self-love and joy.

15. Sol de Janeiro Products are known for their luscious textures, effective formulations, and transportive, gourmand fragrances.

16. Since 2020, Sol de Janeiro has sold over 100 million units of beauty and cosmetic products in the U.S. and worldwide, consisting of fragrances, skin care products, and other beauty products, generating hundreds of millions of dollars in revenue. In 2023, Sol de Janeiro had a 174% sales increase, with over \$450 million in revenue, during the six month period ending on September 30, 2023. In the third quarter of 2023, U.S. sales alone grew by over 19%.

17. Since 2020, Sol de Janeiro has made substantial investments each year in advertising and promoting the Sol de Janeiro Products in the United States.

18. Sol de Janeiro has won several awards including the Latina Beauty Award in 2015 and Best Overall Product at the TRBusiness Travel Awards 2023 and was nominated in two

categories at the 2024 Fragrance Foundation Awards: Fragrance of the Year (Popular) and Consumer Choice (Women's Popular). Sol de Janeiro was also honored as one of WWD Beauty Inc.'s 2024 Most Powerful Beauty Brands. Sol de Janeiro was named Sephora's biggest-ever seller in body care in 2023.

19. As a result of the widespread promotion and popularity of its products, its high number of social media followers, and substantial sales in the United States, Sol de Janeiro has generated significant goodwill among American consumers for its brand and premium products.

20. Sol de Janeiro's bestselling products include the Cheirosa Body Mists Products, shown below:



21. The Cheirosa Body Mists Products are a range of hair and body fragrance mist products, originally inspired by the scents of Sol de Janeiro's successful and well-known Brazilian Bum Bum product.

22. The Cheirosa Body Mists Products bear a unique and distinctive look that is recognized by consumers as indicating the source of these products as Sol de Janeiro.

23. The look of the Sol de Janeiro products pictured above in paragraph 20 is distinctive, non-functional, and uniquely and solely associated with Sol de Janeiro.

24. Sol de Janeiro owns trade dress rights in the combination of its unique bottle, cap, and label, including its unique use and selection of elements, text, and graphics.

25. Specifically, the Sol de Janeiro trade dress includes the combination of the following elements:

- a. An elongated translucent bottle with an elongated opaque white cap;
- b. The elongated, opaque, cylindrical white cap has stylized wording in the same white color embossed on the cap;
- c. The elongated opaque white cap includes a diamond or rhombus shape with letters or words inside the shape;
- d. The geometric shape outline on the elongated, translucent bottle (below the cap) which stretches from one side to the other of the bottle when viewed from the front;
- e. Inside the oval on the elongated bottle at the top of the oval are the stylized words “Sol de Janeiro” or “Brazilian Crush” in white font;
- f. Inside the oval on the elongated bottle below the text and approximately in the center of the oval are numbers in script font in larger font size than the words above it and below it;
- g. The smaller text below the numbers is also in white font and contains a description of the fragrance profile;
- h. No writing, font or graphic elements appear on the bottle underneath or otherwise outside of the label; and
- i. A different colored translucent bottle is used for each different fragrance.

26. The elements described in paragraph 25 collectively are the “Sol de Janeiro Trade Dress.”

27. The Sol de Janeiro Trade Dress was designed by Sol de Janeiro to convey a natural elegance and to embody the identity of the Sol de Janeiro brand.

28. In addition, Sol de Janeiro owns numerous registered and applied-for trademarks worldwide in classes 3 and 35.

29. Sol de Janeiro owns the trademark (U.S. App. No. 98/288,365) for:



30. Sol de Janeiro owns the trademark (U.S. App. No. 98/413,927) for:



31. Sol de Janeiro owns the trademark (U.S. App. No. 98/414,013) for:



32. These elements and trademarks described above not only informed Sol de Janeiro's design of the Sol de Janeiro Products' packaging, but also its color, which Sol de Janeiro deliberately chose to lend a bright, warm, and cheerful tone to the products.

33. The Sol de Janeiro word and design trademarks, including but not limited to those identified in paragraphs 29 through 31 above, and the Sol de Janeiro Trade Dress are collectively referred to as the "Sol de Janeiro Marks." Sol de Janeiro IP, Inc. has provided Sol de Janeiro USA, Inc. the right and permission to use the Sol de Janeiro Marks in connection with the promotion, marketing, advertising, and sale of the Sol de Janeiro products in the United States.

34. Sol de Janeiro has invested significantly in promoting and advertising the Sol de Janeiro Marks.

35. The Sol de Janeiro Marks have been extensively featured in the press in trade and general publications, in digital and social media, and on Sol de Janeiro's highly frequented website and social channels.

36. The Sol de Janeiro Products are promoted and sold at many premium retailers, including Sephora and Ulta Beauty, and online retailers, including Amazon.com and Asos.com, and through Sol de Janeiro's website, www.soldejaneiro.com.

37. The Sol de Janeiro Products, Sol de Janeiro Marks, and Sol de Janeiro Trade Dress are featured prominently across the world through social media, including on Sol de Janeiro's TikTok account, which has 33.3 million likes and over 2.3 million followers, and Sol de Janeiro's Instagram account, which has over 2.3 million followers.

38. As a result of their widespread use, the Sol de Janeiro Marks have achieved significant public recognition and renown and, as a result, become identified in the minds of consumers exclusively with the Sol de Janeiro Products.

39. The Sol de Janeiro Trade Dress has substantial value and is a symbol of Sol de Janeiro's goodwill.

II. MCoBeauty's Business Model Relies on the Goodwill and Success of Sol de Janeiro

40. MCoBeauty is an Australian-based beauty brand that focuses on creating cheap knockoff beauty products.

41. As part of its marketing strategy, MCoBeauty posts pictures and videos encouraging the purchases of its products.

42. MCoBeauty also recruits third parties as "ambassadors" to encourage the purchases of its products.

43. On its website, MCoBeauty states that "Internationally recognised celebrities, influential TV personalities and award-winning makeup artists have all become ambassadors for the brand supporting the luxe for less product offering."³

44. MCoBeauty advertises, manufactures, distributes, sells, and/or ships, without Sol de Janeiro's consent, a range of body and hair fragrance products that falsely claim to be duplicates or copies of the genuine Sol de Janeiro Products.

45. MCoBeauty's Infringing Products are the MCoBeauty Fragrance Mists No. 1, No. 2, No. 3, and No. 4.

46. MCoBeauty sells certain of the Infringing Products throughout the United States through its website⁴ and in the State of New York at popular retailers, such as Krogers and Walgreens.

³ MCoBeauty, *About MCoBeauty*, <https://us.mcobeauty.com/pages/about-mcobeauty> (last visited on Nov. 14, 2024).

⁴ MCoBeauty, *Shipping & Returns*, <https://us.mcobeauty.com/pages/shipping-returns> (last visited on Nov. 14, 2024) ("MCoBeauty currently ships United States Wide").

47. MCoBeauty intended MCoBeauty Fragrance Mist No. 1 to duplicate Sol de Janeiro Cheirosa Perfume Mist 40.

48. MCoBeauty intended MCoBeauty Fragrance Mist No. 2 to duplicate Sol de Janeiro Cheirosa Perfume 62 Mist.

49. MCoBeauty intended MCoBeauty Fragrance Mist No. 3 to duplicate Sol de Janeiro Cheirosa 68 Perfume Mist.

50. MCoBeauty intended MCoBeauty Fragrance Mist No. 4 to duplicate Sol de Janeiro Cheirosa 71 Perfume Mist.

51. The Infringing Products are not in fact duplicates or copies of the Sol de Janeiro Products because, among other reasons, the Infringing Products (a) are not the same as the Sol de Janeiro Products; (b) have olfactory differences; and (c) intensity differences.

A. MCoBeauty Falsely Advertises The Infringing Products

52. MCoBeauty is falsely advertising the Infringing Products with literally false statements that MCoBeauty Fragrance Mist No. 1, No. 2, No. 3, and No. 4 are duplicates or copies of the Sol de Janeiro Products and/or that they “smell exactly” alike.

i. The MCoBeauty YouTube Advertisement

53. For instance, since February 2024, MCoBeauty has been advertising on its YouTube Channel a video advertisement for MCoBeauty Fragrance Mist No. 1 (the “MCoBeauty Video Ad”). The MCoBeauty Video Ad has over 8,000 views and 123 “likes” on MCoBeauty’s YouTube Channel as of November 4, 2024. The MCoBeauty Video Ad features testimonial endorsements by a social media influencer who uses the handle “@lauren lord” on social media.

54. The MCoBeauty Video Ad features a side-by-side comparison of MCoBeauty Fragrance Mist No. 1 and Sol de Janeiro Cheirosa Perfume Mist 40:



55. The MCoBeauty Video Ad posted by MCoBeauty features the influencer stating that MCoBeauty Fragrance Mist No. 1 “smells exactly” like Sol de Janeiro Cheirosa Perfume Mist 40.

56. The MCoBeauty Video Ad posted by MCoBeauty features the influencer stating that MCoBeauty Fragrance Mist No. 1 “lasts most, if not all day long” and can “hold better than” Sol de Janeiro Cheirosa Perfume Mist 40.

57. The statements in the MCoBeauty Video Ad posted by MCoBeauty, as described in paragraphs 55 and 56, are literally false because MCoBeauty Fragrance Mist No. 1 does not (i) “smell[] exactly” like Sol de Janeiro Cheirosa Perfume Mist 40; (ii) “last[] most” or “all day long;” and (iii) “hold better than” Sol de Janeiro Cheirosa Perfume Mist 40.

58. Exhibit A is a true and correct copy of the full transcript and caption of the MCoBeauty Video Ad.

59. The MCoBeauty Video Ad constitutes false advertising by MCoBeauty because, among other reasons, the Infringing Products, including but not limited to MCoBeauty Fragrance Mist No. 1 (a) are not produced with the same materials; (b) do not present the exact same fragrances; and (c) their fragrances dissipate more quickly than the Sol de Janeiro Products' fragrances.

ii. The MCoBeauty Trendmood Post

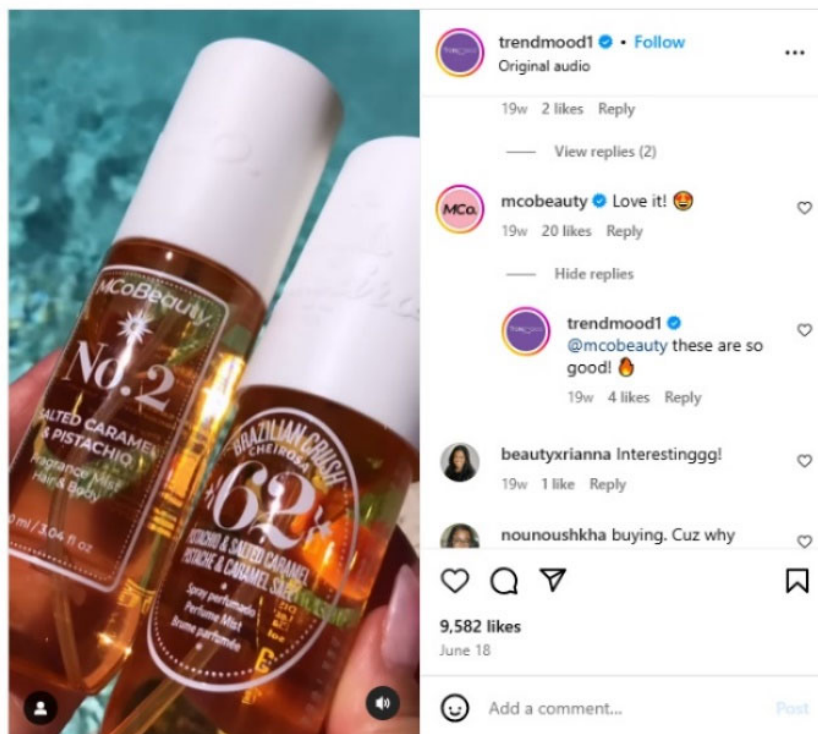
60. As another example, on or around June 18, 2024, MCoBeauty endorsed, sponsored, supported, authorized, or ratified an Instagram post by popular U.S.-based beauty influencer, Sophie Shab, operating under the Instagram handle, @trendmood1 (“@trendmood1”).

61. MCoBeauty has an affiliation, connection, or association with @trendmood1 as @trendmood1 is an influencer, ambassador for and/or collaborator with MCoBeauty.

62. The June 18, 2024 Instagram post by @trendmood1 makes false and misleading claims, including that the Infringing Products are copies of, or similar to, the Sol de Janeiro Products and the “scents last all day” (the “MCoBeauty Trendmood Post”).

63. The MCoBeauty Trendmood Post had 9,581 “likes,” 353 comments, and 1,083 shares as of October 31, 2024.

64. The MCoBeauty Trendmood Post features side-by-side comparisons of the Infringing Products and the Sol de Janeiro Products, as shown below:



65. Exhibit B is a true and correct copy of the MCoBeauty Trendmood Post.

66. The MCoBeauty Trendmood Post's side-by-side comparisons clearly show MCoBeauty's intentional near-copying of the Sol De Janeiro Trade Dress as the similarities are striking and undeniable, as shown below:



67. Exhibit C is a true and correct copy of the full transcript and caption of the MCoBeauty Trendmood Post.

68. The MCoBeauty Trendmood Post also features a voiceover claiming that the Infringing Products scent notes are identical or nearly identical to the compared Sol de Janeiro Products.

69. The MCoBeauty Trendmood Post falsely claims that the Infringing Products’ “scents last all day.”

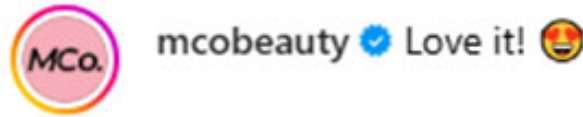
70. The MCoBeauty Trendmood Post also encourages U.S. consumers who are “fans” of the Sol De Janeiro fragrance mists to not “miss this launch” by MCoBeauty.

71. The claim that the Infringing Products are duplicates or copies of Sol de Janeiro Products is literally false because, among other reasons, the Infringing Products (a) are not produced with the same materials that Sol de Janeiro uses; (b) do not present the same fragrances as the Sol de Janeiro Products; and (c) feature fragrances that dissipate more quickly than the Sol de Janeiro Products’ fragrances.

72. Federal Regulations require MCoBeauty to correct misleading or unsubstantiated statements made through endorsements like the MCoBeauty Trendmood Post. The Federal Trade Commission’s Guides Concerning the Use of Endorsements and Testimonials in Advertising further states that companies are responsible for and must monitor the actions of their endorsers.

73. To date, MCoBeauty has failed to adhere to Federal Regulations and the FTC Guidelines as it pertains to the MCoBeauty Trendmood Post.

74. Instead, MCoBeauty directly responded to @trendmood on Instagram and affirmatively sponsored the MCoBeauty Trendmood Post by liking it and commenting “Love it!” with a heart-eyes smiley emoji:



75. MCoBeauty’s affirmative support of the MCoBeauty Trendmood Post (coupled with its noncompliance with its remedial duties imposed by the FTC) constitutes an express adoption of the content of the MCoBeauty Trendmood Post, notably in light of MCoBeauty’s obligations imposed by federal regulations and its own posting of the MCoBeauty Video Ad.

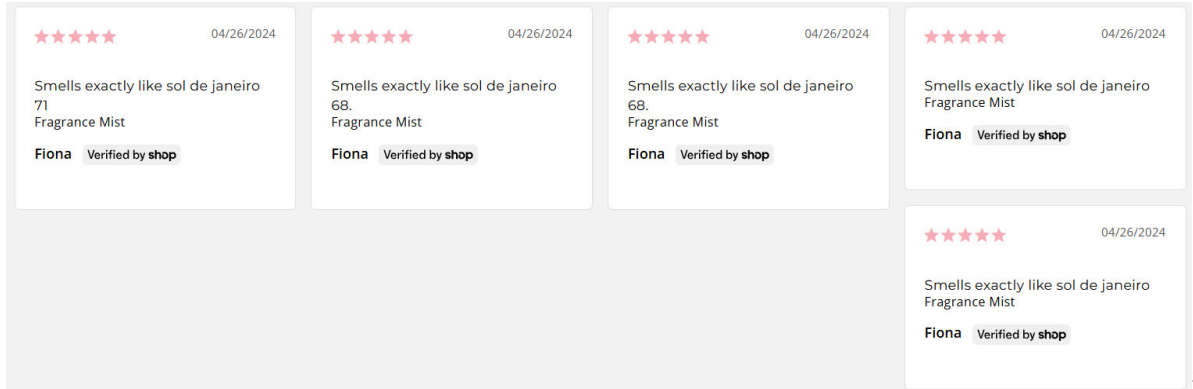
76. MCoBeauty’s actions, in endorsing and sponsoring the MCoBeauty Trendmood Post, constitute false advertising.

77. Several of the representations in the MCoBeauty Trendmood Post—which MCoBeauty specifically sponsored, endorsed, and supported—are literally false and therefore constitute false and misleading advertising that directly harms both Sol de Janeiro and its consumers.

iii. MCoBeauty’s Customer Reviews

78. As another example, MCoBeauty hosts on its website customer reviews for the Infringing Products stating that MCoBeauty’s Infringing Products are duplicates or copies of and smell the exact same as the Sol de Janeiro Products (the “MCoBeauty Reviews”).

79. Reviews hosted on MCoBeauty’s website state that MCoBeauty “[s]mells exactly like sol de janeiro.”



80. Critically, MCoBeauty has a “review team” that monitors the reviews on its website.⁶

81. MCoBeauty has not removed from its website the false MCoBeauty Reviews despite its obligations to correct false, misleading or unsubstantiated statements.

82. These statements and others found in reviews, which are hosted by MCoBeauty on MCoBeauty’s website, are literally false because, among other reasons, the Infringing Products (a) are not produced with the same materials that Sol de Janeiro uses; (b) do not present the same fragrances as the Sol de Janeiro Products; and (c) feature fragrances that dissipate more quickly than the Sol de Janeiro Products’ fragrances.

B. MCoBeauty’s Trade Dress Copying

⁵ MCoBeauty, *Fragrance Mist No. 2*, <https://us.mcobeauty.com/collections/fragrance-body/products/fragrance-mist-no-2> (last visited Nov. 14, 2024); MCoBeauty, *Fragrance Mist No. 2*, <https://us.mcobeauty.com/collections/fragrance-body/products/fragrance-mist-no-2> (last visited Nov. 14, 2024); MCoBeauty, *Fragrance Mist No. 3*, <https://us.mcobeauty.com/collections/fragrance-body/products/fragrance-mist-no-3> (last visited Nov. 14, 2024); MCoBeauty, *Fragrance Mist No. 4*, <https://us.mcobeauty.com/collections/fragrance-body/products/fragrance-mist-no-4> (last visited Nov. 14, 2024).

⁶ MCoBeauty, Terms and Conditions, <https://us.mcobeauty.com/pages/terms-and-conditions> (last visited Nov. 14, 2024) (“Please note that our review team will update the product reviews on a regular basis, from time to time there may be a lag in reviews being published. Reviews are updated and rotated on a regular basis to provide fair exposure of positive and negative experiences with our products.”).

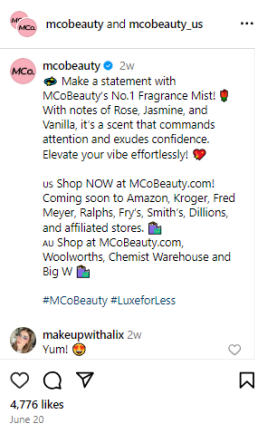
83. MCoBeauty's manufacture, advertisement, distribution, sale, and/or shipment of the Infringing Products, unfairly and willfully infringes the Sol de Janeiro Trade Dress without Sol de Janeiro's consent or authorization.

84. A comparison of MCoBeauty's Infringing Products and the Sol de Janeiro Products is below, shows how the coloring, packaging, bottling, labelling, and presentation of MCoBeauty's Infringing Products are designed to infringe and unfairly copy the Sol de Janeiro Trade Dress.

MCoBeauty's Infringing Products



Sol de Janeiro Products





85. The packaging and presentation of the Infringing Products unfairly and unlawfully infringe and copy the overall look and feel of the Sol de Janeiro Trade Dress, including but not limited to the non-functional aspects of the Sol de Janeiro Trade Dress.

86. More specifically, MCoBeauty Fragrances No. 1, No. 2, No. 3, and No. 4 infringe and copy the Sol de Janeiro Trade Dress and Sol de Janeiro Marks for Sol de Janeiro Cheirosa Body Mist Products.





87. MCoBeauty Fragrances No. 1, No. 2, No. 3, and No. 4 also copy and infringe the distinctive colors of the Sol de Janeiro Trade Dress and Sol de Janeiro Marks for Sol de Janeiro Cheirosa Perfume Mists 40, 62, 68, and 74, respectively:

MCoBeauty Fragrance Mist No. 1	Sol de Janeiro Cheirosa Perfume Mist 40
 A clear glass bottle with a white cap. The label is white with black text: 'MCoBeauty', 'No.1', 'BLACKPLUM & VANILLA', 'Fragrance Mist', 'Hair & Body', and '100 ml / 3.4 fl.oz.'.	 A clear glass bottle with a white cap. The label is white with black text: 'SOL DE JANEIRO', 'FRAGRANCE', 'CHEIROSA', '40', 'Fragrance Mist', 'Hair & Body', and '100 ml / 3.4 fl.oz.'.

MCoBeauty Fragrance Mist No. 2	Sol de Janeiro Cheirosa Perfume Mist 62
 A clear glass bottle with a white cap. The label is white with black text: 'MCoBeauty', 'No.2', 'SALTED CARAMEL & PISTACHIO', 'Fragrance Mist', 'Hair & Body', and '100 ml / 3.4 fl.oz.'.	 A clear glass bottle with a white cap. The label is white with black text: 'SOL DE JANEIRO', 'FRAGRANCE', 'CHEIROSA', '62', 'Fragrance Mist', 'Hair & Body', and '100 ml / 3.4 fl.oz.'.

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MCoBeauty Fragrance Mist No. 3	Sol de Janeiro Cheirosa Perfume Mist 68
 A clear glass bottle with a white cap. The label is white with a sunburst logo and text: "MCoBeauty. No.3 DRAGONFRUIT & JASMINE Fragrance Mist Hair & Body 90 ml / 3.04 fl. oz."	 A pink glass bottle with a white cap. The label is white with a diamond logo and text: "SOL DE JANEIRO FRAGRANCE CHEIROSA 68 90 ml / 3.04 fl. oz."
MCoBeauty Fragrance Mist No. 4	Sol de Janeiro Cheirosa Perfume Mist 71
 A clear glass bottle with a white cap. The label is white with a sunburst logo and text: "MCoBeauty. No.4 VANILLA & MACADAMIA Fragrance Mist Hair & Body 90 ml / 3.04 fl. oz."	 An orange glass bottle with a white cap. The label is white with a diamond logo and text: "SOL DE JANEIRO FRAGRANCE CHEIROSA 71 90 ml / 3.04 fl. oz."

88. MCoBeauty Fragrance No. 1, No. 2, No. 3, and No. 4 are offered for sale in the U.S. by MCoBeauty.

89. Attached as Exhibit D are true and correct copies of website screen captures of the Infringing Products offered for sale in the U.S.

90. Use of the Sol de Janeiro Marks, including but not limited to the Sol de Janeiro Trade Dress on identical goods is willful infringement and unfair competition that harms both Sol de Janeiro and consumers.

91. The MCoBeauty website (us.mcobeauty.com) features several other photos of the Infringing Products that infringe the Sol de Janeiro Trade Dress:



FRAGRANCE MIST
★★★★★ 435
\$7.79 USD ~~\$11.99 USD~~



FRAGRANCE MIST
★★★★★ 435
\$7.79 USD ~~\$11.99 USD~~



FRAGRANCE MIST
★★★★★ 436
\$7.79 USD ~~\$11.99 USD~~



FRAGRANCE MIST
★★★★★ 434
\$7.79 USD ~~\$11.99 USD~~



ENDLESS SUMMER KIT - NO 1
★★★★★ 1
\$19.99 USD



ENDLESS SUMMER KIT - NO 2
★★★★★ 1
\$19.99 USD



ENDLESS SUMMER KIT - NO 3
\$19.99 USD

92. Based on MCoBeauty's own packaging and marketing of the Infringing Products, including but not limited to the overall look and feel of the MCoBeauty advertisements, including a number of specific trade dress features of the Infringing Products, MCoBeauty has deliberately designed its products, packaging and marketing to unfairly infringe and copy the Sol de Janeiro Trade Dress, including the unique combination of the look and design of the bottle, cap, and design elements consistently used, including prominently-displayed numbers in a nearly identical white script font encased in thin elongated geometric designs, color schemes, elongated caps with script on the caps, fragrances, and ingredients.

93. Consumers see the Infringing Products as an infringing copy of the Sol de Janeiro Trade Dress and Sol de Janeiro Products. Indeed, in the sampling of customer reviews from MCoBeauty's U.S. website, there is ample evidence that consumers see MCoBeauty's Infringing Products as cheap, infringements of the Sol de Janeiro Trade Dress and Sol de Janeiro Products, including but not limited to the following statements:

- a. "packaging are very similar to the real one. Scent is a little off and watered down";
- b. "Cheap and sickly sweet" and are "pretty sickly sweet and smell[] a bit over the top and cheap. Not really a fan";
- c. the Infringing Products' "scent doesn't carry much after 5 minutes after putting it on";
- d. the Infringing Products are "a little chemically for me";
- e. "at this point it's no longer an alternative it's a copy of someone's work. Imagine working on packaging and scent to someone just copy that and earn money";
- f. "How is this not illegal???"
- g. "The packaging is very similar. I think it's a copy + paste";
- h. "I don't support this at all, I don't support a company that just copies other brands. It's still expensive. I would rather save money and give it to the company who created it than to the one who copied it. No thank you";

- i. “How do they get away with this???”
- j. “They didn’t even try to change packaging”;
- k. “Sol de Janeiro won’t be happy if you ask me”;
- l. “Hmmm, well that’s not fair to the OG brand”;
- m. “Tbh this don’t seem right”; and
- n. “Sol de Janeiro needs to lawyer up.”

94. The Infringing Products are intentional infringing knockoffs of Sol de Janeiro Trade Dress and Sol de Janeiro’s well-known products as shown by MCoBeauty’s careful copying of key elements of the look and feel (the trade dress) of Sol de Janeiro’s Products, designed to confuse consumers and unfairly compete with Sol de Janeiro.

95. The Infringing Products unfairly copy and infringe the protectable Sol de Janeiro Trade Dress and amount to infringement and unfair competition in violation of Section 43(a) of the Lanham Act (15 U.S.C. § 1125(a)), the Federal Trade Commission Act, and various state unfair competition laws.

96. Such actions risk consumer confusion as to source, sponsorship or affiliation with Sol de Janeiro and directly harms both Sol de Janeiro and consumers.

97. Before filing this Complaint, Sol de Janeiro wrote to MCoBeauty and advised, among other things, of Sol de Janeiro’s trade dress rights and MCoBeauty’s infringement of those rights and false advertising. Despite this express notice from Sol de Janeiro, MCoBeauty responded by refusing to change its trade dress or advertising, and continues to infringe and falsely advertise its Fragrances No. 1, No. 2, No. 3, and No. 4.

98. In addition to MCoBeauty Fragrances No. 1, No. 2, No. 3, and No. 4, Sol de Janeiro has learned that MCoBeauty has additional fragrances, No. 5, No. 6, and No. 7, which appear to currently be sold outside of the U.S.

99. Like the Infringing Products, MCoBeauty Fragrances No. 5, No. 6, and No. 7 mimic the Sol de Janeiro Trade Dress and Sol de Janeiro Marks found on the packaging for Sol de Janeiro Cheirosa Body Mist Products.



100. Like the Infringing Products, MCoBeauty Fragrances No. 5, No. 6, and No. 7 unfairly mimic the distinctive colors of the Sol de Janeiro Trade Dress and Sol de Janeiro Marks for Sol de Janeiro Cheirosa Fragrances 48, 59, and 87, respectively:

MCoBeauty Fragrance Mist No. 5	Sol de Janeiro Cheirosa Perfume Mist 59
 A purple glass bottle with a white cap. The label features the MCoBeauty logo, a sun icon, 'No. 5', 'VIOLET ORCHID & SANDALWOOD', 'Fragrance Mist Hair & Body', and '8.11 fl. oz. / 240 mL e'.	 A purple glass bottle with a white cap. The label features the Sol de Janeiro logo, 'SOL de JANEIRO', 'FRAGRANCE', 'CHEIROSA', '59', and 'POURING MIST BODY PERFUMEE'.
MCoBeauty Fragrance Mist No. 6	Sol de Janeiro Cheirosa Perfume Mist 87
 A yellow glass bottle with a white cap. The label features the MCoBeauty logo, a sun icon, 'No. 6', 'COCONUT CREAM & WHITE FLORALS', 'Fragrance Mist Hair & Body', and '8.11 fl. oz. / 240 mL e'.	 A yellow glass bottle with a white cap. The label features the Sol de Janeiro logo, 'SOL de JANEIRO', 'FRAGRANCE', 'CHEIROSA', '87', and 'POURING MIST BODY PERFUMEE'.



101. Based on MCoBeauty’s misconduct with respect to the Infringing Products, including but not limited to MCoBeauty’s false advertising, unauthorized use of the Sol de Janeiro Marks and Trade Dress, and unfair business practices, MCoBeauty appears likely to begin selling MCoBeauty Fragrance Mists No. 5, No. 6, and No. 7 in the U.S. in the near future.

COUNT I: FALSE ADVERTISING UNDER 15 U.S.C. § 1125

102. Sol de Janeiro incorporates by reference the allegations set forth in the preceding paragraphs as if fully rewritten here.

103. MCoBeauty created, distributed, endorsed, sponsored, authorized, ratified, and/or supported marketing materials that include various false and/or misleading statements, including those set forth above and included in Exhibits A-D. More specifically, MCoBeauty itself and through influencers and/or ambassadors has affirmatively published, hosted, endorsed, sponsored and/or supported the false MCoBeauty Video Ad, the MCoBeauty Trendmood Post, and the MCoBeauty Reviews that claimed the Infringing Products are duplicates or copies of the Sol de Janeiro Products, and has failed to remedy its endorsers’ false statements about the Infringing Products in violation of Federal Regulations and FTC Guidelines.

104. The Infringing Products are not duplicates or copies of the Sol de Janeiro Products because, among other reasons, (a) they are not produced with the same materials; (b) they do not present the exact same fragrances; and (c) the Infringing Products' fragrances dissipates more quickly than the Sol de Janeiro Products' fragrances.

105. MCoBeauty's statements have caused and will continue to cause Sol de Janeiro significant harm to its goodwill and to its sales.

106. For these reasons, MCoBeauty's statements constitute false advertising in connection with commercial advertising and promotion in willful and intentional violation of § 43(a) of the Lanham Trademark Act, 15 U.S.C. § 1125(a).

107. Sol de Janeiro has been damaged and will continue to be damaged by MCoBeauty's acts unless MCoBeauty is preliminarily and thereafter permanently enjoined.

108. Sol de Janeiro is without an adequate remedy at law.

COUNT II: TRADEMARK INFRINGEMENT UNDER 15 U.S.C. § 1125

109. Sol de Janeiro incorporates by reference the allegations set forth in the preceding paragraphs as if fully rewritten here.

110. MCoBeauty's unauthorized and infringing use of colorable imitations of Sol de Janeiro's Trade Dress in the sale of the Infringing Products is likely to cause confusion, to cause mistake, or to deceive as to the source or sponsorship of MCoBeauty's goods.

111. MCoBeauty's acts complained of in this Count have been deliberate, willful, intentional, and in bad faith, with full knowledge and in conscious disregard of Sol de Janeiro's rights in its marks and with intent to trade off Sol de Janeiro's vast goodwill in its marks.

112. As a result of the foregoing alleged actions of MCoBeauty, MCoBeauty has been unjustly enriched and Sol de Janeiro has been injured and damaged.

113. Unless the foregoing alleged actions of MCoBeauty are enjoined, Sol de Janeiro will continue to suffer injury and damage.

**COUNT III: VIOLATION OF NEW YORK UNFAIR TRADE PRACTICES ACT
UNDER N.Y. GEN. BUS. LAW § 349, et seq.**

114. Sol de Janeiro incorporates by reference the allegations set forth in the preceding paragraphs as if fully rewritten here.

115. By reason of the acts set forth above, MCoBeauty has been and is engaged in deceptive acts or practices in the conduct of a business, trade or commerce, in violation of Section 349 of the New York General Business Law.

116. MCoBeauty's conduct is willful and in knowing disregard of Sol de Janeiro's rights.

117. MCoBeauty has been and is engaged in deceptive acts or practices in the conduct of a business, trade or commerce in violation of Section 349 of the New York General Business Law.

118. Sol de Janeiro has no adequate remedy at law.

119. MCoBeauty's conduct has caused and is causing immediate and irreparable injury to Sol de Janeiro and will continue to both damage Sol de Janeiro and deceive the public unless enjoined by this Court.

JURY DEMAND

Sol de Janeiro demands a trial by jury on all issues so triable.

PRAYER FOR RELIEF

WHEREFORE, Sol de Janeiro respectfully demands judgment against MCoBeauty as follows:

A. Preliminarily and permanently enjoining MCoBeauty, including its officers, directors, employees, agents, servants, successors and assigns, as well as all those in active concert and participation with it, from making further false or misleading statements about or relating to Sol de Janeiro's and/or the MCoBeauty products.

B. Preliminarily and permanently enjoining MCoBeauty from selling MCoBeauty Fragrance Mists that infringe the Sol de Janeiro Trade Dress;

C. Ordering that all false or misleading and/or infringing articles in MCoBeauty's possession, including but not limited to products, labels, signs, prints, packaging and advertisements be delivered to an officer of the Court to be destroyed;

D. Ordering that MCoBeauty recall from all customers, distributors, and agents all false or misleading and/or infringing articles, including but not limited to products, labels, signs, prints, packaging and advertisements, and deliver such articles to an officer of the Court to be destroyed;

E. Ordering that MCoBeauty prepare and distribute corrective advertising sufficient to remedy the harm caused by MCoBeauty's false and/or misleading statements;

F. Assessing against MCoBeauty and awarding to Sol de Janeiro damages, including without limitation actual damages and MCoBeauty's profits, and conducting an accounting to determine such damages;

G. Increasing damages by three times the actual amount found;

H. Awarding Sol de Janeiro the costs of this action and reasonable attorneys' fees; and

I. Granting to Sol de Janeiro such other and further relief as this Court may deem just and proper.

Dated: November 20, 2024

K&L GATES LLP

By: /s/ John J. Cotter

Susan M. Kayser (Bar No. 5631916)
susan.kayser@klgates.com
599 Lexington Avenue
New York, NY 10022
Phone: 212.536.3900

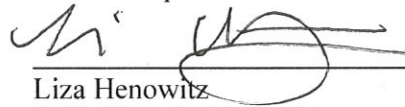
John J. Cotter (Bar No. 2337574)
john.cotter@klgates.com
Brandon R. Dillman (*pro hac vice* to be filed)
brandon.dillman@klgates.com
1 Congress Street, Suite 2900
Boston, Massachusetts 02114-2023
Phone: 617 261 3100

*Attorneys for Plaintiffs Sol de Janeiro USA,
Inc. and Sol de Janeiro IP, Inc.*

VERIFICATION BY PLAINTIFFS

I, Liza Henowitz, hereby certify under the penalties of perjury that I have reviewed the forgoing Verified Complaint, the factual allegations contained in the Verified Complaint are true, and no known material facts have been omitted from the Verified Complaint.

Dated: November 19, 2024

A handwritten signature in black ink, appearing to read 'Liza Henowitz', is written over a horizontal line.

Liza Henowitz
Manager Product Development Fragrance
Sol de Janeiro USA, Inc.

Exhibit A

MCOBEAUTY VIDEO AD

URL: <https://www.youtube.com/watch?v=Ep47L7cgqFw&list=PLGgHcxqki6oomD8vz30vS7bzmbc9OBtsv>

@lauren lord tries our brand NEW Fragrance Mist in the scent No.1 – YouTube

Am I seeing this correctly? Am I seeing this correctly?

MCoBeauty, you are walking on the thinnest ice.

I was lucky enough to be the first person to get my hands on this and break the news to you guys so let's review the new MCo beauty hair and body fragrance mist, and I got it in number one, but I've heard through the grape vine that they're releasing multiple scents so let me know which one you're hoping is going to be released.

They're both 90 mls but this is \$38 and this is \$20, meaning you could get two of these for the price of one of these. Already a win in my books but let's smell.

This has scents of black plum and vanilla and this has scents of black amber plum and vanilla woods. I mean this is bound to smell the same.

I seriously love this stuff. How?

I'm going to need to ring up Shelly because how does this smell exactly like this?

I've also been told that this will last most if not all day long, and I find myself reapplying this a lot throughout the day. So, if this can hold better than this, and it's half the price? Sorry some people call it controversial; I call it a slay.

MCoBeauty, keep it up.

Exhibit B

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Available Now! [LINK](#) ➡ BIO A dupe for the mist we all love! 🍷🌟
@MCoBeauty_US dropped NEW! FRAGRANCE MISTS 🌟 Only \$11.99 each! Yes, half a price of our favorite scents.

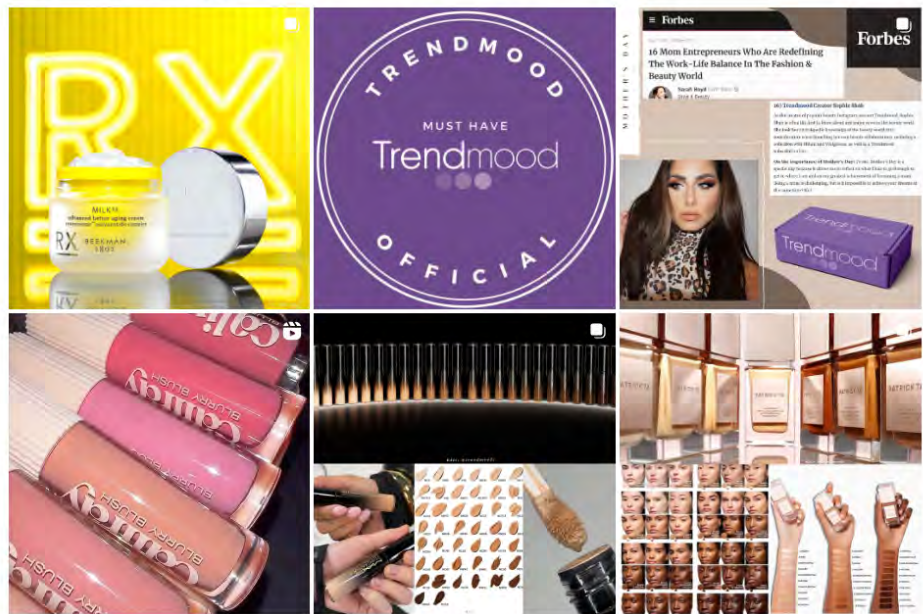
A light and enticing spray that finishes every look, day or night. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

- 🌟 No 1. Notes of Plum, Vanilla and Musk
- 🌟 No 2. Notes of Pistachio, Sandalwood, Caramel and Vanilla
- 🌟 No 3. Notes of Sweet Blossom, ...

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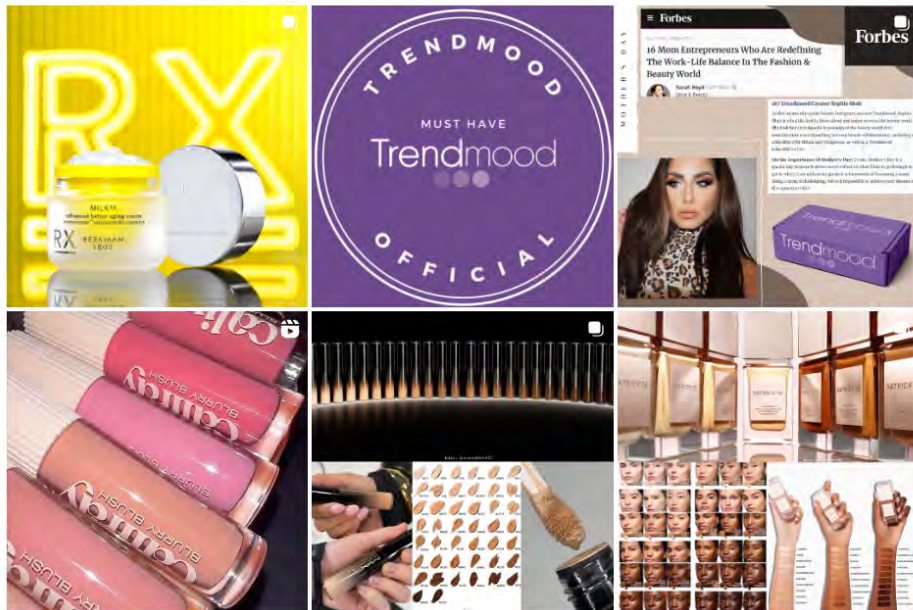
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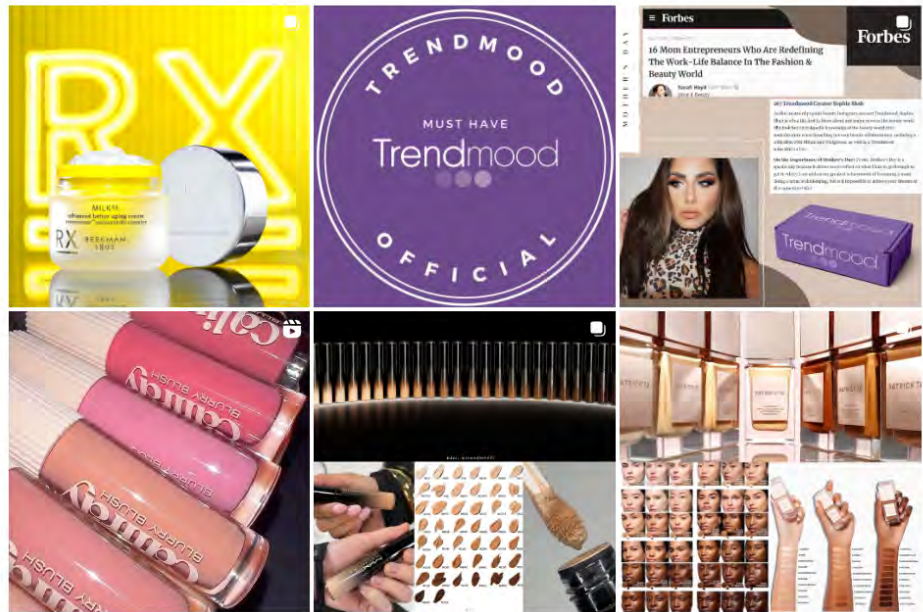
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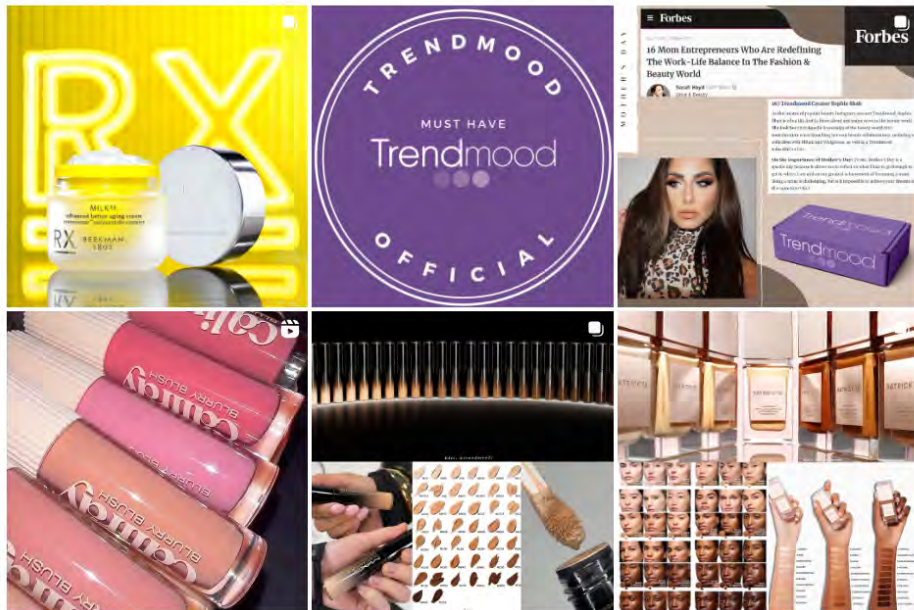
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- 🌟 No 2. Notes of Pistachio, Sandalwood, Caramel and Vanilla
- 🌟 No 3. Notes of Sweet Blossom, Dragonfruit and Lychee

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- 🌟 No 2. Notes of Pistachio, Sandalwood, Caramel and Vanilla
- 🌟 No 3. Notes of Sweet Blossom, Dragonfruit and Lychee
- 🌟 No. 4. Notes of Caramel, Macadamia, White Chocolate & Sea Salt

Available NOW at Fred Meyer, Amazon and MCoBeauty.com! Available nationally at the Kroger Family of Stores from late June!

You can now find #MCoBeauty inside 1800+ Kroger stores across the U.S. like Ralphs, Fred Meyer, Smiths, Marianos, King Soopers, Pick N Save Store, Dillons, Marianos, City Market, Metro Market and more...
 They're known for high-end dupes and all their products are \$30 and under #vegan #crueltyfree

These smell soooo freaking good!!!🔥 Which other scents would you like MCoBeauty to dupe? 🌟 XO #TRENDMOOD #MCoBeautypartner #newproduct @MCoBeauty
<https://bit.ly/3VOR8QM>

k.aci.ii 9w
 Idk why people are mad, if you can get it half the price then that means the bigger companies are just scamming us to pay more! I'm in 😊
 39 likes Reply

Hide all replies

nounouskhkha 9w
 buying. Cuz why would I pay body sprays at perfumes price?!!
 40 likes Reply

Hide all replies

sherraine340 8w
 @nounouskhkha plus the SOL scents do not last for them being so expensive as a body spray
 4 likes Reply

filthguts 9w
 I don't think some people realize how common duping is in the fragrance world
 46 likes Reply

Hide all replies

mahyahpapaya 8w
 @filthguts right like some brand literally ONLY do dupes! Its not uncommon I just wished they had done their own thing with the package.
 4 likes Reply

tquinn04 8w
 @filthguts yep 68 is quite literally a dupe for Baccarat. Also let's not mention that every designer house all have their own jasmine and vanilla perfume that all smell exactly the same.
 1 like Reply

aguabend 8w
 Definitely getting these 😊
 1 like Reply

styledbyb 9w
 Every product they have is a straight copy and paste. Why would you even promote this?
 266 likes Reply

Hide all replies

nissshoneymoon 9w
 @_styledbyb_ because we love cheaper alternatives Imfao
 69 likes Reply

thedragonclan 9w
 @_styledbyb_ because it's her job...I mean how dare she do her job? Lol
 14 likes Reply

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nisshoneymoon

@_styledbyb_ because we love cheaper alternatives lmao

69 likes Reply

thedragonclan

@_styledbyb_ because it's her job...I mean how dare she do her job? Lol

14 likes Reply

darrienkellock

@_styledbyb_ because they paid her

19 likes Reply

hautemargo

girly at that point it's no longer alternative it's a copy of someone's work. imagine working on packaging and scent to someone just copy that and earn money

Reply

nisshoneymoon

@hautemargo oh welcome, you just learned how capitalism works ☹️

5 likes Reply

hautemargo

lmao

Reply

tammymarcello

How is this not illegal???

317 likes Reply

Hide all replies

iiluvsignora

@tammymarcello they change %1 of the og formula so they don't get sued

23 likes Reply

kathryn.owens_

@tammymarcello scents can't be patented!!

36 likes Reply

tammymarcello

@_kathryn.owens_ I know that, I meant the packaging

7 likes Reply

tbailergordon

@tammymarcello @jenluvsreviews just put up a video on this and it's super interesting. It's the benefit suing elf one

3 likes Reply

beauty.amplified.eu

@tammymarcello agree, I grew up seeing this as copies to avoid.

In principle, if you're going to copy at least get creative in the packaging or something else. Add value to your product, otherwise \$12 is way to expensive since they are probably using the same standard packaging and they don't need to spend in marketing that is done already through the original.

It's an interesting cultural phenomenon too because people seem to have no issue with it despite the fact that it halts innovation. In any case, copies will always exist but the so called dupes are way overpriced since the costs of copying a product are quite low. @elfcosmetics is the only one doing it at the right price and still able to make a margin and positioned itself as a copy maker.

Have a great day ☺️☺️ @gingiiferro @trendmood1

3 likes Reply

beauty.amplified.eu

@beauty.amplified.eu 🙌🙌🙌

Reply

kamonaaaaa

The dupes are actually good tho. Here in Australia they're \$16 whereas Sol is \$39. Not bad if you ask me. Sol is not sold in sephora here, it's sold at Mecca and anyone in Aus knows...MECCA DONT HAVE SALES.

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beauty.amplified.eu 2w
 beauty.amplified.eu 2w
 Reply

- kamonaaaaaa** 9w
 The dupes are actually good tho. Here in Australia they're \$16 whereas Sol is \$39. Not bad if you ask me. Sol is not sold in sephora here, it's sold at Mecca and anyone in Aus knows...MECCA DONT HAVE SALES.
 79 likes Reply
- Hide all replies
- lizofthe_beth** 9w
 IKR, it's ridiculous!
 3 likes Reply
- kamonaaaaaa** 9w
 And they're good copies too! I don't see the issue if they replicate it if they do it well! And mecca never have sales, so....sol have to deal with it until they don't want to anymore 🤔
 2 likes Reply
- emme_kean** 9w
 I agree
 1 like Reply
- emmamcgrath2000** 9w
 YES I HATE MECCA JUST FOR THT REASON. Literally NEVER seen a sale there 🤔
 3 likes Reply
- kamonaaaaaa** 9w
 @emmamcgrath2000 and when they do, its stuff from 10 years ago that's expired. Like a catch.com sale. 🤔
 2 likes Reply
- emmamcgrath2000** 9w
 You're so right 🤔🤔
 1 like Reply
- magicalfaemama** 8w
 Are their makeup products good too or is the fragrance the better product?
 Reply
- pastelpink_bunny** 9w
 Dragon fruit and lychee 🍷
 2 likes Reply
- wind_updoll** 9w
 SHEIN and five below have done this too who cares I'm poor I'm appreciate the dupes ♥️
 7 likes Reply
- julia_lubbering** 9w
 I'm all for a dupe but this is a little on the nose...
 4 likes Reply
- janejo36** 8w
 I don't like this at all. I don't support a company that just copies other brands. It's still expensive. I would rather save money and give it to the company who created it than to the one who copied it. No thank you.
 2 likes Reply
- sof_pod** 9w
 How do they get away with this???
 5 likes Reply
- ljgnyc** 8w
 I'll take all the dupes.. and sleep very soundly at night.
 5 likes Reply
- ysabellahm** 9w
 They are 20\$ not 12 and that it's just a copy
 1 like Reply

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livingwit_s 9w
I'll take all the dupes.. and sleep very soundly at night.

5 likes Reply



ysabellahm 9w
They are 20\$ not 12 and that it's just a copy

1 like Reply

Hide all replies



trendmood1 9w
@ysabellahm they are \$12 US

1 like Reply



itspatriciabitt_h 8w
I'm sick of the dupes and brands not innovating. @soldejaneiro will keep my money cause this is straight up wrong.

3 likes Reply



palmier_ 9w
Interesting dupe

1 like Reply



jakelucs_world 9w
Not sure how I feel about the copy... as opposed to duping something 😬 only because these brands put so much into their ideas... it's one thing to dupe but straight up copy even down to the COLOR of the packaging feels wrong to me. Maybe I'm being sensitive idk

73 likes Reply



livingwit_s 9w
they're probably gonna have a lawsuit next cuz 🤡🤡🤡

2 likes Reply

Hide all replies



all4them30 7w
@livingwit_s if you to there website all there makeup are. Copies

Reply



livingwit_s 7w
@all4them30 yikesss

Reply



real.yajjyen 9w
So tired of the dupes, we need new innovations

80 likes Reply

Hide all replies



beautyfulbaddie 8w
Some appreciate it 🤔

Reply



lissastillgotit 8w
I agree it would hurt me if someone was bluntly copying my innovation but then I would know my product is truly popular so now I have copy cats. I'm guessing it's a win win for these ceos

1 like Reply



beauty.amplified.eu 7w
👍👍👍 totally !

Reply



tawny.michelle_ 9w
would've been perfect if they could've duped coco cabana ;)

47 likes Reply

Hide all replies



maritzaxx 9w
@tawny.michelle_ miss her 🥺

Reply



nikijo1221 4w

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47 likes Reply

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maritzaxx 9w
@tawny.michelle_ miss her 🥰
Reply

nikijo1221 4w
@tawny.michelle_ need a dupe to this fragrance so bad
Reply

thebeautymama 8w
Not cool when brands produce an exact copy. So not into this
2 likes Reply

kathryn.owens 9w
Me waiting for the purple one 🌜
6 likes Reply

Hide all replies

emmamcgrath2000 9w
@kathryn.owens_ the purple is Available in Aus. Not sure about the US but if not then it should be available soon 🙌
2 likes Reply

kathryn.owens 9w
@emmamcgrath2000 omg thank u!
2 likes Reply

beautyxrianna 9w
Interestinggg!
1 like Reply

that_beautiful_libra 9w
Sooo they aren't \$12. They are \$20. So why not just buy @soldejaneiro you get the original and you pay damn near the same price 🤔 jmo
23 likes Reply

Hide all replies

tash.jepson 9w
They are \$20 in Australia dollars and \$12 in USD. In Australia sol de janeiro sprays are like \$40/50 Australia dollars which is why they made this dupe.
27 likes Reply

that_beautiful_libra 9w
@tash.jepson understandable. I'm just saying for Americans. My bad I should have specified. I'm sorry the prices are so different. I didn't know they were an Australian company. I should have done my research instead of speaking like an American. My apologies.
10 likes Reply

tash.jepson 9w
All good, currency are confusing
3 likes Reply

that_beautiful_libra 9w
@tash.jepson I agree 🙌
Reply

jessicaa.nava 8w
If MCoBeauty did one of the Coco Cabana I just know they sell it out a few times over, its been discontinued n people literally buy one bottle of the spray for like \$100 on those resell sites, so many people were bummed when Sol De janeiro discontinued that scent.
4 likes Reply

natalievonnat 9w
I need detergent or softener with sdj inspired fragrance
5 likes Reply

mcoBeauty 9w
Love it! 😊
20 likes Reply

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- Explore
- Reels
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- Notifications
- Create
- Profile

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More

- natalievonhat** 9w
I need detergent or softener with sdj inspired fragrance
5 likes Reply
- mco** **mcobeauty** 9w
Love it! 😊
20 likes Reply
Hide all replies
- trendmood1** 9w
@mcobeauty these are so good! 🔥
4 likes Reply
- makeup_shelf_9999** 9w
Dupes are good for us with low nudget
6 likes Reply
Hide all replies
- makeup_shelf_9999** 9w
@makeup_shelf_9999 budget**
1 like Reply
- porshakatrice** 9w
The original isn't even expensive enough to want a dupe 🙄. Just pay another \$3 😊❤️
41 likes Reply
Hide all replies
- goodwitchviny!** 9w
@porshakatrice they're half the price? The full size sol are like 40\$ and the smaller ones are 24\$
27 likes Reply
- anayalatorrr** 9w
@porshakatrice they are expensive enough to want a dupe cus they're just a glorified body mist 🙄
27 likes Reply
- kamonaaaaaa** 9w
@porshakatrice in Australia it's expensive...especially for a glorified body mist. The Mco ones are actually good.
11 likes Reply
- trendmood1** 9w
@porshakatrice they are half price
18 likes Reply
- porshakatrice** 9w
@porshakatrice ahh I thought they were \$20 bucks
Reply
- emmamcgrath2000** 9w
@porshakatrice well.... It's an Australian brand and MCO is a lot cheaper in Aus than in the USA, also the SDJ mists are \$40 just for the small bottle in Aus, the MCO ones are only 10 bucks and smell the same, that's the whole reason MCO became a brand, so in Australia we can get dupes of these high end brands for cheap. MCO is also more expensive in the US cause of shipping costs
3 likes Reply
- raekille** 8w
@porshakatrice you are correct. I just looked it up and they're \$20. I didn't pay attention to the size but I am going to stick with my 71. They tried it though.
Reply
- blackwidow0182** 9w
I'm all about saving some coin if the product is good! I have found MCo Beauty to be a hit or miss but fingers crossed these smell great!
2 likes Reply
Hide all replies
- trendmood1** 9w

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- Home
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- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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More

- blackwidow0182** 9w
I'm all about saving some coin if the product is good! I have found MCo Beauty to be a hit or miss but fingers crossed these smell great!
2 likes Reply
- Hide all replies
- trendmood1** 9w
@blackwidow0182 this launch is a hit 🔥 love them all
3 likes Reply
- blackwidow0182** 8w
@trendmood1 I can't wait to grab them!! Thanks for always keeping us updated on the new new!! 😊
Reply
- wavyheadchrissy** 9w
@am1sha_30 @theofficialsharmoota 🌟 😊
1 like Reply
- yesthatleah** 9w
Just dupe Anitta. That's all I ask. Please.
11 likes Reply
- Hide all replies
- trendmood1** 9w
@yesthatleah **
1 like Reply
- _kathryn.owens_** 9w
@yesthatleah bellkeo bellakeo bellakeo bellakeo bellakeo keo keo keo keo keo keo
Reply
- bsimone__** 9w
Their whole page is literally a copy and paste wtf 🤔
422 likes Reply
- Hide all replies
- skinloverbyvane** 9w
@bsimone__ yeap lol 🤔
2 likes Reply
- rosamaree_** 9w
@honie.mae
1 like Reply
- spangela21** 9w
MCo beauty is even more shameless than revolution when it comes to dupes 🤔
91 likes Reply
- elishathescientician** 9w
Something about dupes doesn't sit right with me, even elf.
97 likes Reply
- Hide all replies
- uhlahnee_** 9w
@elishathescientician ok.
39 likes Reply
- gingiiferro** 9w
this is straight up a copy not a dupe🤔
929 likes Reply
- Hide all replies
- slavica.vjestica** 9w
@gingiiferro yeas
1 like Reply
- emmamcgrath2000** 9w
@gingiiferro yes, and cheaper so we love it 🤔

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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More

slavica.vjestica 9w
@gingiiferro yees

1 like Reply

emmamcgrath2000 9w
@gingiiferro yes, and cheaper so we love it ☐

8 likes Reply

skincare.junkie86 9w
@gingiiferro my exact thought 🤔

Reply

megzez 9w
Oh they ballsy LMFAO

43 likes Reply

frenchi_audri 9w
Dangggggg 💜

Reply

makeup_shelf_9999 9w
I want these!!! ♡

2 likes Reply

grav3flow3r 9w
🔥🔥🔥🔥

1 like Reply

izzy.herb22 9w
i have only tried no.4 AND ITS BETTER THAN 71 ITS SO FKN GOOD OMDS

1 like Reply

fabmom31 9w
Ouuuuuu thats a great price 💜💜💜

1 like Reply

dk01.g 9w
I need, yass 🤩

1 like Reply

kossakowski.Irina 9w
Good timing 🤩 ♡

1 like Reply

mane_daze 9w
Already ordered 3 of the 4! 🔥

1 like Reply

avi.gm 9w
😊

1 like Reply

thedragonclan 9w
I am so interested in how it smells. They def got the packaging down.

1 like Reply

cindy_koon 9w
😊

1 like Reply

a.n.g.i.e1763 9w
💜💜💜💜

2 likes Reply

ash.lne 9w
Just ordered 2! Can't wait to try!!

1 like Reply

a.n.g.i.e1763 9w
👀👀👀👀

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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- 2 likes · Reply
- ash.lne** 9w
Just ordered 2! Can't wait to try!!
1 like · Reply
- a.n.g.i.e1763** 9w
□□□□□□□□
1 like · Reply
- eternity25_** 9w
☀️
1 like · Reply
- e_zackry** 9w
LOVE THE NEW ONES! □□
1 like · Reply
- red_angel_23** 9w
Hopefully they last longer because the SDJ scent is like 10 min max lately
Reply
Hide all replies
- trendmood1** 9w
@red_angel_23 they last longer
1 like · Reply
- lyzastarrz** 9w
Whattt 😭
1 like · Reply
- chelseathegemini** 9w
I love dupes but this is crazy work.... What?
1 like · Reply
- babydollriss0109** 9w
Ummmm..... 🤔🤔🤔🤔
1 like · Reply
- xhayley_kittyx** 9w
Everything is a dupe of Sol nowadays and it's getting boring.
1 like · Reply
- 1zarinas_** 9w
Sol de Janeiro won't be happy if you ask me
1 like · Reply
- missnttiger** 9w
Seems more like they copied than duped
1 like · Reply
- tamiralikeshotcheetos** 9w
JAIL 🤔
1 like · Reply
- valeriaids** 9w
Bro 🤔
1 like · Reply
- jose._phine13** 9w
Gone are the days of any creativity or innovation within the beauty community
🤔🤔🤔
7 likes · Reply
- makayla.j.t** 9w
Tbh this dont seem right 🤔
7 likes · Reply
- gabriela.alexandra_** 9w
Hmmm, well that's not fair for the OG brand lol□
5 likes · Reply

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- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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- makayla.j.t** 9w
Tb...
7 likes Reply
- gabriela.alexandra** 9w
Hmmm, well that's not fair for the OG brand lol
5 likes Reply
- b.lizx3** 9w
Absolutely not
2 likes Reply
- flexii.lex** 9w
I'll stick to og
2 likes Reply
- julieana_gto** 9w
Is this legal just wondering
2 likes Reply
- Hide all replies
- _kathryn.owens** 9w
Scents can't be patented!
Reply
- shaleekasweetp** 9w
The only SOL dupe I trust, is the Trader Joe's version. The rest are cheaply made and poor quality
1 like Reply
- Hide all replies
- trendmood1** 9w
@shaleekasweetp u might change your mind if I try these.
2 likes Reply
- najifan.ahona** 9w
Same product, lower cost. ☐
1 like Reply
- makeup_shelf_9999** 9w
Number 4 ♥️🔥🔥
1 like Reply
- makeup_shelf_9999** 9w
No 2 is a NEED!!! 🔥🔥🔥
1 like Reply
- makeup_shelf_9999** 9w
I need all of them !!!
1 like Reply
- makeup_shelf_9999** 9w
Oufff 🔥
1 like Reply See translation
- makeup_shelf_9999** 9w
No 3 is a MUST !!!! 😊😊😊
1 like Reply
- makeup_shelf_9999** 9w
Number 1 seems interesting!!
1 like Reply
- makeup_shelf_9999** 9w
@mcobeaity so excited to try these!
1 like Reply
- sas_skin** 9w
Okayyyy 🌟 @safricas
1 like Reply
- lolasbeautyloves** 9w

@mcobeauty so excited to try these!

1 like Reply

sas_skin 9w
Okayyyy 🌟 @safricas

1 like Reply

lolasbeautyloves 9w
Wow I have to smell these!!

1 like Reply

missyh_3 9w
I need them all!☐☐☐
3 likes · Reply

3 likes Reply

erin.kellz 9w
😊

1 like Reply

bella.dc_ 9w
😊😊💜

1 like Reply

dianagastanadui 9w
😊 perfection !

1 like Reply

mylainr 8w
Why are you not shipping to canada🇨🇦
Reply

gemmareneeb 9w
uh oh mco made it to trendmood

12 likes · Reply

Hide all replies

 **_adejo_** 9w
@gemmareneeb need an in depth documentary on mco, stat

3 likes Reply

dreamerr2626 9w
Bbw too

Reply

kimbocoin 9w
OMMGGGGGGGGGG 🔥🔥🔥

2 likes Reply

[Hide all replies](#)

trendmood1 9w
@kimbocoin 🔥🔥🔥

Reply

kylieprotopopov 9w.
🙄🙄🙄

Reply

1.alyk 9w
lkyfl🤪

Reply

gingerscorpse 9W
Honestly I love that there are more affordable dupes for products that shouldn't be that expensive for a body spray that lasts for 5 minutes lol. But I also don't see how these brands aren't catching lawsuits 🤔

Reply

gentle2u 9w
as long as they're only copying major brands I don't see a problem with it honestly. sol isn't gonna go out of business due to this

Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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- Threads
- More

gentle2u 9w

as long as they're only copying major brands I don't see a problem with it honestly. sol isn't gonna go out of business due to this

Reply

**lazybeautycare** 9w

😂😂😂😂

Reply

**brisinterlude** 9w

How do you dupe a body splash ??? Sus

Reply

**cmdezub** 9w

Obviously

Reply

**angelicyvonne** 9w

I might want to try.. sol is the original but their sprays do not last on me @

Reply

**gingersamc** 9w

I love this nothing wrong with a dupe or a copy. Y'all forgot the warm toned neutral era of eye shadow palettes.

Reply

**bath.and.buxx** 9w

I NEED these 🤩🤩🤩

1 like Reply

**coffeenconcealerr** 9w

The best💜💜

1 like Reply

**morgandewet_** 9w

This is so cool

Reply

**kiralovexox** 9w

😂😂

Reply

**tashlife870** 9w

Oooo, sounds lovely

Reply

**kaiisabella765** 9w

💙💙💙

Reply

**drepz22** 9w

Wow!!!!

Reply

**the_brandhn** 9w

Want it💜👉

Reply

**vianneynunezq** 9w

a dupe for Sol De Janeiro I'm sold💛💛💛

Reply

**ashchillll** 9w

I dig it 🤩💜

Reply

**lilibethn.r** 9w

Love it 😊😊😊😊

Reply

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- AI Studio NEW
- Threads
- More

- ashbills** 9w
I dig it 🥰
Reply
- lilibethn.r** 9w
Love it 😊 😊
Reply
- bootiecua** 9w
🔥 🔥 🔥
Reply
- queenb98019** 9w
Wow!
Reply
- _emjlys** 9w
Makes you smell beautiful 🥰
Reply
- _katyana** 9w
I'm always up to try a good dupe! 🥰
Reply
- priscilla.lala** 9w
Roh le n 1
Reply
- sweetlooks88** 9w
I need all of them
Reply
- xo_rara_ave** 9w
I might have to snag these 😊
Reply
- natjacflo** 9w
🔥 😊
Reply
- newbeuhh** 9w
Honestly a deal is a deal and this RIGHT HERE IS A DEAL
Reply
- ana.barrera10** 9w
Love it 😊 I'm interested!
Reply
- berkeashley** 9w
♥♥♥♥
Reply
- paullinagomez** 9w
I need them all. All summer long 😊
Reply
- ellasonlinenotes** 9w
👉 🥰
Reply
- death_laugh_love** 9w
Yasss
Reply
- umaymahaziz** 9w
A need
Reply
- glowstruck_** 9w
I love @mcobeauty!
Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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umaymahazib

A need

Reply



glowstruck_9w

I love @mcobeauty!

Reply



alyssainm_9w

love a good dupe!

Reply



betsy_d710_9w

😊😊

Reply



westendgirl76_9w

The scents sl

Reply



westendgirl76_9w

The scents sound amazing!😊

Reply



makeupby.sophiekokla_9w

🔥🔥🔥

Reply



lisg2326_9w

Love it 🍷💜

Reply



venousofficial_9w

😊

Reply



leslee125_9w

Looks interesting

Reply



the_spicy_bajoran_9w

🔥

Reply



haigozbeauty_9w

I've never tried the original. Curious about what they smell like 💜💜

Reply



natalikazakewitch_9w

😊😊😊

Reply



beautty_content_9w

wwwoooooooooooo

Reply



eryne.dxd_9w

🔥🔥🔥

Reply



glamjointpma_9w

😊😊😊

Reply



stacy77_9w

Wow! What an amazing dupe! I need! 💜💜💜

Reply



alyssaxnoelle_9w

Hmmm interested to try tho 😊

Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
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- stacyv77** 9w
Wow! What an amazing dupe! I need! 🥰🥰🥰
Reply
- alyssaxnoelle** 9w
Hmmm interested to try tho 🤔
Reply
- booksandbeautybabe** 9w
👀👀👀
Reply
- morganhurley88** 9w
💜💜💜
Reply
- thehairdr911911** 9w
Looks gooooooood
Reply
- marialejandra.cr** 9w
I need them all 🥰🥰🥰
Reply
- truewants2** 9w
Fun 🌟
Reply
- tamimartin77** 9w
😊😊😊😊
Reply
- sallyy.jpg** 9w
👀👀
Reply
- myralatonya_11** 9w
Love it 😊 I want to try it
Reply
- shelleyboston1** 9w
**
Reply
- jmooney0924** 9w
These look so good.
Reply
- campbellofsweden** 9w
Dupe? 🤔
Reply
- carmenruizfr** 9w
😊😊
Reply
- colleenconsoli** 9w
Yummy 🍷
Reply
- heather_ehret_** 9w
I really want to try @mcobeauty! So many good things
Reply
- anastasiia_diaz** 9w
Wow this is amazing 😊
Reply
- stephanieuttrell** 9w
I gotta try these I'm curious!
Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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- anastasiia_diaz** 9w
Wow! So interesting! 🤩
Reply
- stephanieuttrell** 9w
I gotta try these I'm curious!
Reply
- lindaps22** 9w
Yes please!
Reply
- ashleyolek** 9w
I smell a lawsuit
Reply
- mezza.ph** 9w
Oooh 😍
Reply
- katherinemreinoso** 9w
😍😍😍
Reply
- ericaf_1111** 9w
💜 I have the OGs, but the dupes are worth a try, or a good gift! 💜
Reply
- ani_102321** 9w
They all smell so beautiful 💜
Reply
- sothewindsings** 9w
I had to do a double take 🤔🤔🤔
Reply
- jstessi** 9w
Would be interested to see how the character longevity is between them.
Reply
- mariacleopatra2** 9w
Looking forward to trying them 💜💜💜💜💜💜💜💜
Reply
- brendacoulter** 9w
Very cool!!
Reply
- _gaiacannizzaro_** 9w
😍😍😍😍😍
Reply
- tbarten25** 9w
Not me seeing this right after spending \$25 on #40 🤔
Reply
- makeup_shelf_9999** 9w
@najifan.ahona 💜
Reply
- makeup_shelf_9999** 9w
@i_was_here_since_90s 💜
Reply
- makeup_shelf_9999** 9w
@rasheda_bhuiyan_76
Reply
- thefauxjellyfish** 9w
💜
Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

- AI Studio NEW
- Threads
- More

- makeup_shelf_9999** 9w
@boudoirbabe15
Reply
- thefauxjellyfish** 9w
♥
Reply
- annamitracy** 9w
people are so offended for a \$38 bottle of ethanol alcohol & water with a lil bit of fragrance in it
Reply
- cameron.arroyo** 9w
oooo
Reply
- shannon_non_71** 9w
So good!☺
Reply
- madii.glow** 9w
The packaging is very similar. I think it's a copy + paste.
Reply
- angie_skoropat** 9w
no.3 for summer ☺☺
Reply
- hernameisashli** 9w
I need the vanilla macadamia!
Reply
- babsismore** 9w
me quebra que essa marca é inspirada no Brasil e custa um rim, e o dupe tb custa o olho da cara
Reply See translation
- theraeganhall** 9w
The original isn't even expensive.
Reply
- taliadega** 9w
@dancer_kyn13
Reply
- i_was_here_since_90s** 8w
wow No 1. Notes of Plum, Vanilla and Musk
Reply
- i_was_here_since_90s** 8w
I want these!!! ♥
Reply
- i_was_here_since_90s** 8w
I need all of them !!!
Reply
- i_was_here_since_90s** 8w
Amazing!
Reply
- hairstylistmking** 8w
I need my hands on these asap!
Reply
- diana_tosado** 8w
💕
Reply
- andie_sorto** 8w
Oooo ☺
Reply

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- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile

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Threads

More

- Reply
- diana_tosado** 8w
💜
Reply
- andie_sorto** 8w
Oooo 😊
Reply
- bellavierra** 8w
Wowza!!
Reply
- beautyfulbaddie** 8w
I would buy
Reply
- kimyman2** 8w
Sol de Janeiro needs to lawyer up
Reply
- maya_rubi_6** 8w
🔥🔥
Reply
- layla_lavoie** 8w
@meggfartinxo
Reply
- 184938v** 8w
this is mco omg 🤩
Reply
- jcmcast2022** 8w
♥♥♥♥
Reply
- nextplz06gt** 8w
Ooooooh I can't wait to smell them 😊
Reply
- vanchek.franchek** 8w
woah!! dupes!
Reply
- sunshineallday_20** 8w
Put one in next months box because summer is present!! And these scents are summer!! So let's do it before summer ends!!
Reply
- elen.aloveless123** 8w
@mcobeauty
Reply
- _ree_bear_** 8w
The Kmart ones are closer and last longer. Plus they have a dupe for the discontinued Coco cobana. It's missing the pistachio nutty depth, but it's pretty darn close.
Reply
- haleygotthatglow** 8w
I need them all rn 😊
Reply
- emilyportellimua** 8w
Yuck
Reply
- micheleandmakeup** 8w
Definitely worth trying 🙌
Reply

Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
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emilyportellimua 8w

Yuh

Reply



micheleandmakeup 8w

Definitely worth trying ☐

Reply



Onelove7 8w

Oh man do I love to smell good & save moola 😊

Reply



boy.mama_23 8w

They are so pretty 🥰

Reply



domestichauswitch 8w

I want "sea & sol" from a few years ago pleeeeeease @mcobeauty

Reply



shelly1385 8w

I need to go get me some ox this???

Reply



fabiminaj 8w

☺☺☺☺Needs

Reply



makeupbystefie 8w

Looks so great

Reply



deeeliciousx0 8w

Pass☹

Reply



deeeliciousx0 8w

They didnt even try to changd packaging

Reply



muchlove1980 8w

I am so excited, I love dupes especially when it's a dupe of a brand I really like.

Reply



mishailafaith 8w

sol de janeiro is a dupe in itself. it's already so affordable ☹ like enough with the aliexpress

Reply



themakeupshopaholic 8w

I don't like cheap copies at all - no way, no thanks, hard pass, nextttt! 🟡

Reply



brianna.rodgers31 8w

I love seeing makeup releases ♥

Reply



krissteaa.jpg 8w

Just need them to dupe the Beijos De Sol (the limited edition green one) 🟡 and make it a permanent scent - I'm buying immediately

Reply



_hey_nikki_babe_ 8w

Yes please 🙏

Reply



hele..prvvv 8w

🔥🔥🔥

Reply



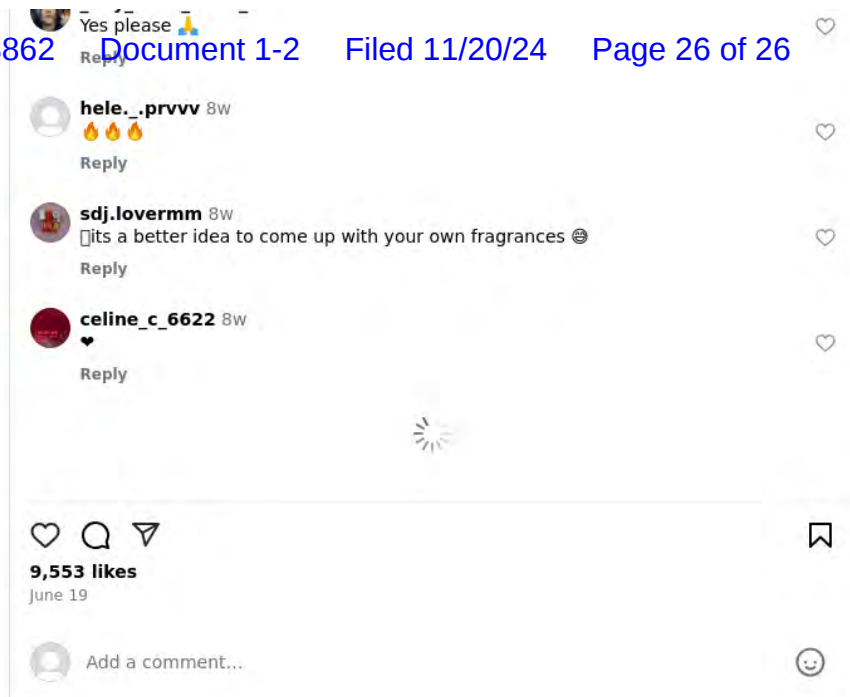
sdj.lovermm 8w

☐ its a better idea to come up with your own fragrances ☹

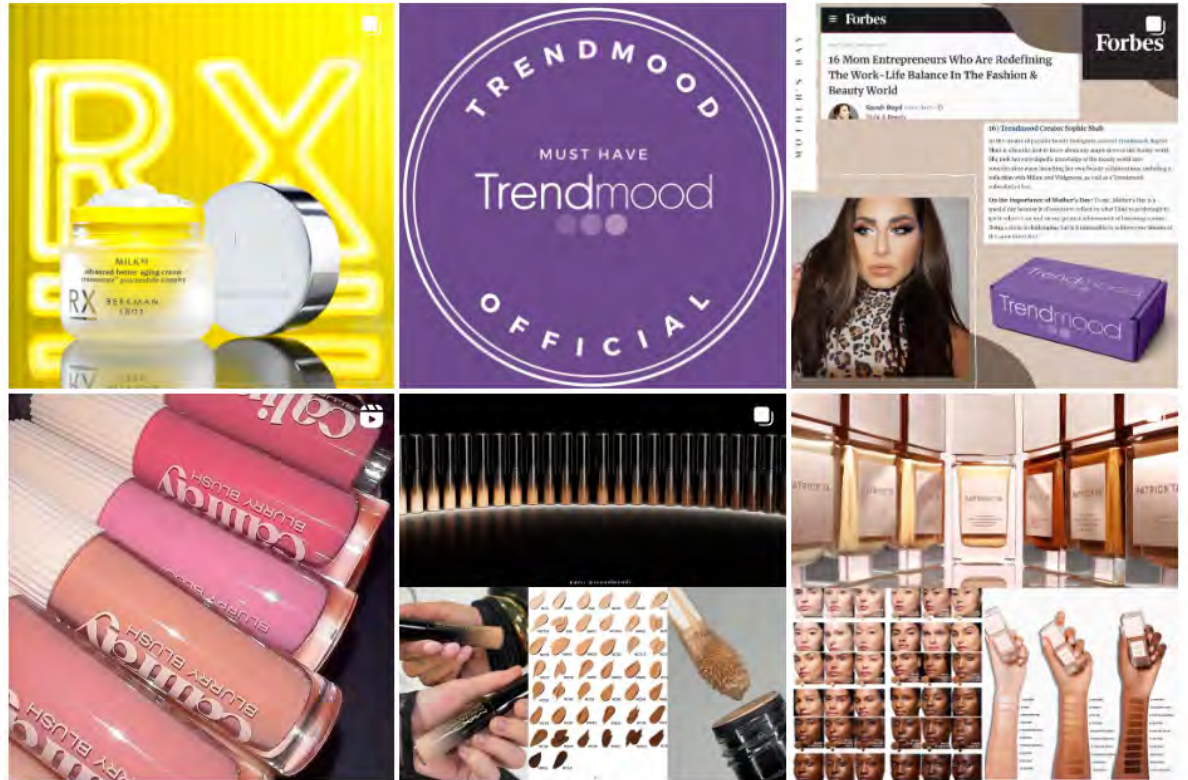
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- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile



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Exhibit C

@TRENDMOOD1 POST

URL: <https://www.instagram.com/p/C8YQk0avmGI/>

Available Now! 🔗 LINK ➡ BIO A dupe for the mist we all love! 🔥🌞🌟 @MCoBeauty_US dropped NEW! FRAGRANCE MISTS 🧴 Only \$11.99 each! Yes, half a price of our favorite scents.

A light and enticing spray that finishes every look, day or night. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

- 🌟 No 1. Notes of Plum, Vanilla and Musk
- 🌟 No 2. Notes of Pistachio, Sandalwood, Caramel and Vanilla
- 🌟 No 3. Notes of Sweet Blossom, Dragonfruit and Lychee
- 🌟 No. 4. Notes of Caramel, Macadamia, White Chocolate & Sea Salt

Available NOW at Fred Meyer, Amazon and MCoBeauty.com! Available nationally at the Kroger Family of Stores from late June!

You can now find [#MCoBeauty](#) inside 1800+ Kroger stores across the U.S. like Ralphs, Fred Meyer, Smiths, Marianos, King Soopers, Pick N Save Store, Dillons, Marianos, City Market, Metro Market and more...

They're known for high-end dupes and all their products are \$30 and under [#vegan](#) [#crueltyfree](#)

These smell soooo freaking good!!! 😋🔥 Which other scents would you like MCoBeauty to dupe? 🧴
XO [#TRENDMOOD](#) [#MCoBeautypartner](#) [#newproduct](#) [@MCoBeauty](#)
<https://bit.ly/3VOR8QM>

MCoBeauty you worked your magic with this launch. These are the best, yes, the best dupes for the fragrances that we all love. MCoBeauty came out with new fragrance mists, and they are only \$12.00 each. Let's get into the scents.

We're going to start with Number 1 which has notes of plum, vanilla, and musk. Let me tell you, MCoBeauty mists smells high quality just like that of brand but it's half the price. Number 2 has notes of pistachio, sandalwood, caramel, and vanilla. It smells like summer, so good! Number 3 has notes of sweet blossom, dragon fruit, and lychee. You can use this mist on your body and also on your hair. The last one is Number 4 which has notes of caramel, macadamia, white chocolate, and sea salt.

Also, the MCoBeauty scents last all day. Telling you right now that if you are a fan of this kind of fragrance mists you don't wanna miss this launch. It's available now on their website, but you can also find it in different Kroger stores like Ralph's and more. What other dupes would you like to see created by the brand? Let me know your comments.

Exhibit D

NEW IN

BESTSELLERS FACE EYES LIPS FRAGRANCE & BODY SKINCARE SHOP ALL

Home > Fragrance & Body

FRAGRANCE & BODY

7 products

SORT BY: 

▼ Product Type

Fragrance (4)

▼ Skincare Range

EVERYDAY (1)

▼ Price (\$)

\$ 12 - \$ 20



NEW



TIGHTENING BODY CREAM

\$19.99 USD

NEW



SMOOTHING BODY CREAM

\$19.99 USD

NEW



BRIGHTENING BODY CREAM

\$19.99 USD

NEW

4 scents available



FRAGRANCE MIST

★★★★★ 390

\$11.99 USD

NEW

4 scents available



FRAGRANCE MIST

★★★★★ 390

\$11.99 USD

NEW

4 scents available



FRAGRANCE MIST

★★★★★ 392

\$11.99 USD

NEW

4 scents available



MCoBeauty.

Stockists

Login



INTERNATIONAL



NEW IN

BESTSELLERS

FACE

EYES

LIPS

FRAGRANCE & BODY

SKINCARE

SHOP ALL



FRAGRANCE MIST

★★★★★ 390

\$11.99 USD



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★★★★★ 390

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FRAGRANCE MIST

★★★★★ 392

\$11.99 USD



FRAGRANCE MIST

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\$11.99 USD

MCoBeauty.



SHOP

BEST SELLERS

EYES

LIPS

FACE

ACCESSORIES

HELP

FAQS

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BLOG

Find us in stores

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HOME / FRAGRANCE MIST



NEW

4 scents available



McCoBeauty
No. 1
BLACK PLUM & VANILLA
Fragrance Mist
Hair & Body
50 ml / 1.7 fl. oz.



No. 1

Lush, alluring, and decadent scent

Collect all 4 scents



McCoBeauty
No. 1
BLACK PLUM & VANILLA
Fragrance Mist
Hair & Body
50 ml / 1.7 fl. oz.



McCoBeauty
No. 2
SALTED CARAMEL & PEACHES
Fragrance Mist
Hair & Body
50 ml / 1.7 fl. oz.



McCoBeauty
No. 3
ORANGE BLOSSOM & CLOVE
Fragrance Mist
Hair & Body
50 ml / 1.7 fl. oz.



McCoBeauty
No. 4
VANILLA & MACARONS
Fragrance Mist
Hair & Body
50 ml / 1.7 fl. oz.

FRAGRANCE MIST

★★★★★ (390)
\$11.99



1 ▼

ADD TO BAG

DETAILS

WHAT IS IT?

McCoBeauty FRAGRANCE MIST is a light and enticing spray that finishes every look, day or night. No 1. is a sheer, fruity fragrance - rich with warm floral notes, supported by Plum, Vanilla and Musk. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

- WHAT IT DOES:**
- Features notes of Plum, Vanilla and Musk
- WHY YOU'LL LOVE IT:**
- An uplifting experience that excites the senses
 - Collect all 4 fragrances

HOW TO USE IT

Mist evenly over the body and hair. Reapply as desired.

INGREDIENTS

Alcohol Denat, Water (Aqua), Fragrance (Parfum), PEG-40 Hydrogenated Castor Oil, Lauramide Oxide, Linalool, Farsenol, Limonene.

BUNDLE & SAVE

Whether you layer your scents or are building out your fragrance wardrobe, bundle to save on our newest launch - Fragrance Mists!

NEW



NEW



NEW



NEW



HOME / FRAGRANCE MIST



- Warm, sultry mood
- Notes of Pistachio, Sandalwood, Caramel, and Vanilla
- Light body and hair mist

NEW

4
scents
available



FRAGRANCE MIST

★★★★★ (390)

\$11.99

NO.2



1

ADD TO BAG

DETAILS

WHAT IS IT?

MCoBeauty FRAGRANCE MIST is a light and enticing spray that finishes every look, day or night. No 2. is a captivating and sultry fragrance, enhanced by warm notes of Pistachio and Sandalwood, topped with Caramel and Vanilla. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

WHAT IT DOES:

- Features notes of Pistachio, Sandalwood, Caramel and Vanilla

WHY YOU'LL LOVE IT:

- An uplifting experience that excites the senses
- Collect all 4 fragrances

HOW TO USE IT

Mist evenly over the body and hair. Reapply as desired.

INGREDIENTS

Alcohol Denat, Water (Aqua), Fragrance (Parfum), PEG-40 Hydrogenated Castor Oil, Lauramine Oxide, Benzyl Salicylate, Hydroxycitronella, Coumarin, Limonene, Benzyl Benzonate, Benzyl Alcohol, Linalool.

Collect
all 4 scents



No.2

Opulent,
delectable,
and enticing
scent



BUNDLE & SAVE

Whether you layer your scents or are building out your fragrance wardrobe, bundle to save on our newest launch -

HOME / FRAGRANCE MIST



NEW

4 scents available



- Lively, energetic burst
- Notes of Sweet Blossom, Tropical Essence, and Lychee
- Light body and hair mist



FRAGRANCE MIST

★★★★★ (392)

\$11.99

NO.3



1 ▼

ADD TO BAG

DETAILS

WHAT IS IT?

MCoBeauty FRAGRANCE MIST is a light and enticing spray that finishes every look, day or night. No 3. is a sparkling and bright fragrance with an energetic burst of mouthwatering fruits, enhanced with notes of Sweet Blossom, Tropical Essence and Lychee. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

WHAT IT DOES:

- Features notes of Sweet Blossom, Dragonfruit and Lychee

WHY YOU'LL LOVE IT:

- An uplifting experience that excites the senses
- Collect all 4 fragrances

HOW TO USE IT

Mist evenly over the body and hair. Reapply as desired.

INGREDIENTS

Alcohol Denat, Water (Aqua), Fragrance (Parfum), PEG-40 Hydrogenated Castor Oil, Lauramine Oxide, benzyl Salicylate, Alpha-Isomethyl Ionone, Linalool, Limonene, Benzyl Alcohol, Benzyl Benzoate.

Collect all 4 scents



No.3

Smooth, refreshing, and elegant scent

BUNDLE & SAVE

Whether you layer your scents or are building out your fragrance wardrobe, bundle to save on our newest launch -

HOME / FRAGRANCE MIST



- Irresistible, gourmand aroma
- Notes of Burnt Caramel, Toasted Macadamia, White Chocolate, and Sea Salt
- Light body and hair mist

NEW

4 scents available





No.4

Rich, dreamy, and indulgent scent

Collect all 4 scents



FRAGRANCE MIST

★★★★★ (390)

\$11.99



1 ▼

ADD TO BAG

DETAILS

WHAT IS IT?

MCoBeauty FRAGRANCE MIST is a light and enticing spray that finishes every look, day or night. No. 4 is like a freshly baked cookie, with notes of Burnt Caramel and Toasted Macadamia, drizzled with White Chocolate and Sea Salt Flakes. Spritz body and hair for an instant burst of refreshing fragrance that captures the essence of indulgence.

- WHAT IT DOES:**
- Features notes of Caramel, Macadamia, White Chocolate & Sea Salt

- WHY YOU'LL LOVE IT:**
- An uplifting experience that excites the senses
 - Collect all 4 fragrances

HOW TO USE IT

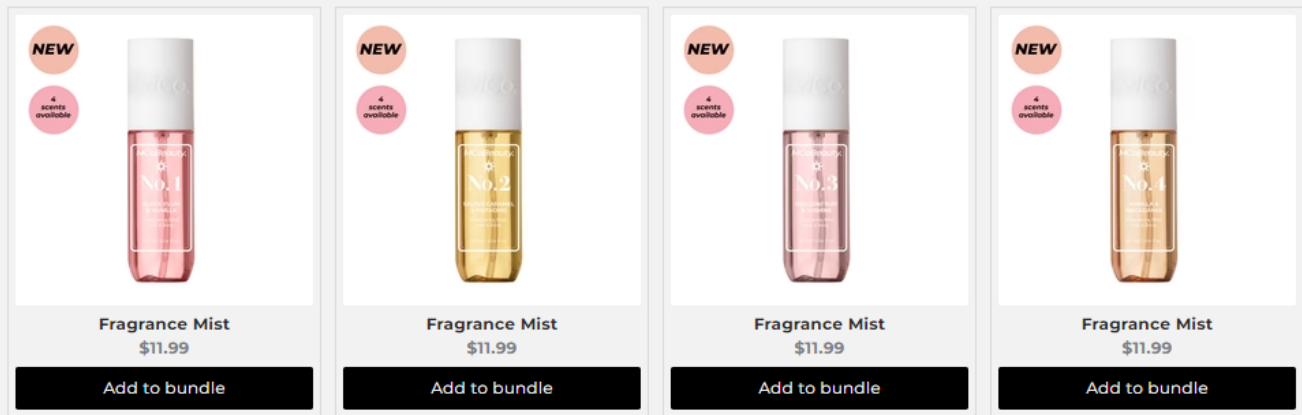
Mist evenly over the body and hair. Reapply as desired.

INGREDIENTS

Alcohol Denat, Water (Aqua), Fragrance (Parfum), PEG-40 Hydrogenated Castor Oil, Lauramide Oxide.

BUNDLE & SAVE

Whether you layer your scents or are building out your fragrance wardrobe, bundle to save on our newest launch - Fragrance Mists!



Your bundle needs 2 more item(s).

NEW IN

BESTSELLERS

FACE

EYES

LIPS

FRAGRANCE & BODY

SKINCARE

SHOP ALL

Customer Reviews

4.8 ★★★★★

Based on 390 Reviews



Ask a Question

Write a Review

Reviews 390

Questions 7

Filter Reviews:

Lowest Rating

Search Reviews

Scents

Time Favorites

Amazing.

★★★★☆

07/27/2024

Just OK

Packaging is very similar to real one. Scent is a little off and watered down.
Fragrance Mist

Kelly C. Verified Buyer

★★★★☆

07/22/2024

Love the scent but the photo makes it look bigger then what it is unfortunately:(
Fragrance Mist

Charlotte Verified by shop

★★★★☆

07/01/2024

average

i thought it would be a sweet fruity smell but it wasn't really still good tho and good price
Fragrance Mist

molly Verified Buyer

★★★★☆

04/17/2024

Nice smell but doesn't last long. I enjoy it though
Fragrance Mist

Zehra Verified by shop

★★★★☆

06/05/2024

it smells good on you but not the best when smelling it out the bottle
Fragrance Mist

Madeline Verified by shop

Fragrance Mists!



NEW
4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW
4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW
4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW
4 scents available

Fragrance Mist
\$11.99

Add to bundle

Your bundle needs 2 more item(s).

CUSTOMER REVIEWS

Customer Reviews

4.8 ★★★★★

Based on 392 Reviews



Ask a Question

Write a Review

Reviews 392

Questions 7

Filter Reviews:

Lowest Rating



Search Reviews

02/25/2024

Body mist...body must!Smells incredible! Such a great size for price!
Fragrance MistDrew H. Verified Buyer

★★★★★

08/12/2024

Smells like popcorn.
Fragrance MistMaria Verified by shop

★★★★★

07/21/2024

so bad.I got number 2 and it smells so bad, like chemicals and is so overwhelmingly strong. I got it at big W...very disappointed. Also runs out very quick
Fragrance Mist

★★★★★

08/01/2024

Not nice
Fragrance MistTracy Verified by shop

★★★★★

08/02/2024

Doesn't lastIt smells great but the scent doesn't carry much after 5 minutes after putting it on.
Fragrance MistLesley T. Verified Buyer

Fragrance Mists!



NEW

4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW

4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW

4 scents available

Fragrance Mist
\$11.99

Add to bundle



NEW

4 scents available

Fragrance Mist
\$11.99

Add to bundle

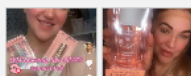
Your bundle needs 2 more item(s).

CUSTOMER REVIEWS

Customer Reviews

4.8 ★★★★★

Based on 390 Reviews



Ask a Question

Write a Review

Reviews 390

Questions 7

Filter Reviews:

Lowest Rating

Search Reviews

★★★★★

04/14/2024

Good
Fragrance Mist

Peyton Verified by shop

★★★★★

04/07/2024

:)

smells so good, just wish the smell lasted longer. Apart from that i really enjoy the fragrance

Fragrance Mist

taylah Verified Buyer

★★★★★

04/07/2024

Not a fan but just like 40

The Kmart jasmine perfume is very similar however this mist is very close to 40 sdj. It lasts a couple hours, however I'm not a big fan. Still if you like 40, this is for you!!

Fragrance Mist

Ruby Verified Buyer

★★★★★

04/01/2024

Cheap and sickly sweet

I have the pistachio, Sandalwood and Vanilla fragrance. I ordered this one because I thought it would be most "earthy" for me, but it's pretty sickly sweet and smells a bit over the top and cheap. Not really a fan; seems a bit more like a toilet air freshener sorry.

Fragrance Mist

Rebecca T. Verified Buyer

★★★★★

03/31/2024

So good

I get so many compliments when wearing this perfume. It totally smells a bit like rubbing alcohol but once it settles smells amazing!

Fragrance Mist

Rosie s. Verified Buyer