

LAMIK BEAUTY

NEWS RELEASE

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HOUSTON'S OWN PRESTIGE MAKEUP LINE 'LAMIK BEAUTY' LAUNCHES IN JCPENNEY BEAUTY DEPARTMENTS WITH EXCLUSIVE HOME-TOWN TOUR

Founder Kim Roxie Brings Locally Made, Community-First Clean Beauty to National Retail Giant, Kicking Off Celebration at Willowbrook, Meyerland, and Pearland Stores

HOUSTON, TX — June 10, 2026 — LAMIK Beauty, the pioneering clean cosmetics brand, today announced its official expansion into select JCPenney Beauty departments across the country. To celebrate this historic milestone, LAMIK is launching a localized homecoming tour, making its first stops at three major Houston-area JCPenney stores on June 13 and June 14. This retail partnership positions LAMIK as the exclusive Houston-made prestige cosmetics brand featured within JCPenney's curated beauty ecosystem.

Founded by Houston native Kim Roxie, LAMIK Beauty has long been celebrated for its commitment to inclusive, healthy cosmetics designed with women of color in mind. By keeping the vast majority of its product manufacturing localized right in Houston, the company has fostered deep community roots while building a premium brand capable of competing on the grandest retail stages.

"Taking LAMIK into JCPenney Beauty is a massive victory not just for our brand, but for our entire Houston community," said Kim Roxie, Founder of LAMIK Beauty. "We manufacture our prestige products right here at home because we believe in creating local opportunity while redefining what clean beauty looks like on a national scale. This launch tour is our way of celebrating with the people who have supported us from day one, proving that a homegrown, community-first brand can stand proud in the aisles of a major national retailer."

— KIM ROXIE, FOUNDER, LAMIK BEAUTY

The "Launch Tour" offers local beauty enthusiasts, loyal patrons, and media an exclusive opportunity to experience the brand's premium formulas firsthand, meet Kim Roxie, and receive personalized clean-beauty consultations from professional makeup artists.

LAMIK BEAUTY × JCPENNEY LAUNCH TOUR SCHEDULE

SATURDAY, JUNE 13

Willowbrook Mall

Houston, TX

11:00 AM – 3:00 PM

SATURDAY, JUNE 13

Meyerland Plaza

Houston, TX

4:00 PM – 7:00 PM

SUNDAY, JUNE 14

The Crossing at 288

Pearland, TX

2:00 PM – 5:00 PM

LAMIK, which stands for *Love And Makeup In Kindness*, focuses on skin-loving, non-toxic ingredients that deliver high-pigment, red-carpet-ready performance. JCPenney's selection of the lineup underscores the retailer's aggressive expansion into inclusive, values-driven beauty concepts. Media representatives and local journalists are invited to attend the events for exclusive interviews, photo opportunities, and a look at the community impact driving this retail expansion.

For more information about the launch events or to request an interview with Founder Kim Roxie, please contact Vivian Williams at hello@lamikbeauty.com.

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ABOUT LAMIK BEAUTY

LAMIK Beauty is a premier clean, prestige cosmetics line dedicated to providing healthy makeup options primarily formulated for women of color. Founded by Houston native Kim Roxie, LAMIK emphasizes natural ingredients, local manufacturing, and active community upliftment. As the only Houston-made prestige line featured in JCPenney Beauty, LAMIK continues to break retail boundaries while remaining dedicated to its mission: Love And Makeup In Kindness. For more information, visit www.lamikbeauty.com or follow [@lamikbeauty](https://www.instagram.com/lamikbeauty) on social media.