



Mario Badescu Joins Target Beauty Studio, Bringing Nearly 60 Years of NYC Skincare Heritage to Target Guests Nationwide

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Founded by [Mario Badescu](#) in 1967, the New York-based skincare brand known for high-performance formulas and targeted skincare solutions, today announced its launch in Target Beauty Studio, Target's new prestige beauty destination that officially opens September 10 in more than 600 stores nationwide and on Target.com.

As part of Target Beauty Studio's thoughtfully curated assortment of new prestige, emerging and global beauty brands, Mario Badescu will offer Target guests access to Mario Badescu's mini travel-size items, making it easier than ever to discover and shop the brand alongside what's new, now and next in beauty.

Mario Badescu offers a versatile portfolio of skincare designed to make effective, targeted solutions approachable for every routine. The brand's assortment spans everyday essentials and targeted treatments across hydration, brightening, blemish care and more, giving consumers the flexibility to build routines tailored to their individual skin needs. With products that have become staples across generations of beauty consumers, Mario Badescu continues to bring accessible skincare expertise to consumers both in and out of the treatment room.

Mario Badescu at Target Beauty Studio

At launch, Target guests will be able to shop Mario Badescu Skincare, including:

- Mario Badescu's Drying Lotion
- Mario Badescu's Facial Spray with Aloe, Herbs and Rosewater
- Mario Badescu's Repairing Facial Spray with Hypochlorous Acid
- Mario Badescu's Lip Balm
- Mario Badescu's Mint Lip Balm
- Mario Badescu's Facial Spray with Aloe, Cucumber and Green Tea

"We're thrilled to join Target Beauty Studio and bring Mario Badescu to an even broader community of beauty consumers," said Joseph Cabasso, President of Mario Badescu. "Target has created an elevated destination that makes discovering prestige and emerging beauty brands approachable and exciting, and we're proud to be part of that experience. This partnership gives us an incredible opportunity to introduce new consumers to our products while continuing to make effective, accessible skincare a part of everyday routines."

About Target Beauty Studio

Target Beauty Studio is a prestige beauty destination that combines Target's merchandising authority and elevated shopping experience, making it easier for guests to discover and shop what's new, now and next in beauty. The reimagined experience brings together an expertly curated assortment of 90 prestige, emerging and global beauty brands and more than 1,600 products across skincare, makeup, haircare, fragrance, bath and body, and nails.

Designed to blend inspiration, expertise and convenience, Target Beauty Studio will feature specialty-level presentation, dedicated Beauty Advisors, Target Circle offers and rotating product spotlights for a discovery-led experience both in-store and online.

Together with Target's core beauty assortment, Target Beauty Studio creates a one-stop beauty destination for every routine, from everyday skincare and beauty essentials to prestige favorites and the latest beauty finds.

Mario Badescu will be available beginning September 10 in Target Beauty Studio locations across the U.S. and on Target.com.

For more information, visit www.mariobadescu.com.

About Mario Badescu Skincare

Founded in 1967, Mario Badescu is a New York-based skincare brand built on a simple philosophy: Effective, gentle, and uncomplicated skincare for all. What began as a small European-style facial salon in Manhattan, with Mario Badescu formulating products in his apartment, has grown into a globally recognized brand trusted for its results-driven formulas. Best known for its cult-favorite Facial Sprays, award-winning blemish solutions, and effective daily skincare essentials, the brand continues to innovate while staying true to its heritage of accessible, high-performance skincare. Today, Mario Badescu serves customers through its iconic New York City salon, select retailers worldwide, and online.

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