



**Kim Kardashian West** 

@KimKardashian



To Our Loyal Customers,

It all started with a contour kit and expanded to eyes, lips, body, and many incredible collections over the past four years.

12:00 PM · Jul 6, 2021 · Twitter for iPhone



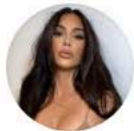
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Replying to [@KimKardashian](#)

On August 1st at midnight we will be shutting down the [KKWBeauty.com](#) site so that we can come back to you under a completely new brand with new formulas that are more modern, innovative, and packaged in an elevated and sustainable new look.



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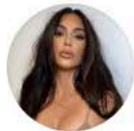
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In addition, my team is hard at work to improve the customer shopping experience where you will be able to purchase my beauty and cosmetic offerings in all categories from one single website.

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Thank you so much for being on this incredible journey with me, and I promise we won't be gone for too long.

XO,

**Kim Kardashian West**

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