NYX Professional Makeup and Tinder Reunite to Encourage the UK's LGBTQIA+ Community to Match in Full Colour

London, 2nd November 2026 – NYX Professional Makeup and Tinder are teaming up once again, this time for **'Match in Full Colour,'** a campaign that celebrates how the LGBTQIA+ community uses makeup to show up confidently and authentically on dating apps, to find their perfect match.

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For many people in the queer community, a dating profile is one of the first places they get to be fully seen – sometimes even before they come out to family or friends. Makeup is the same; a smokey eye or a bold lip can be the gateway to discovering an authentic version of yourself before you share it with anybody else.

'Match in Full Colour' highlights the importance of a safe space that the LGBTQIA+ community can show up in truthfully. Through a series of candid short videos, NYX Professional Makeup and Tinder invite the community to date proudly however they identify – whether you're a full glam girl or prefer a more natural beat – and do it full colour.

NYX Professional Makeup and Tinder bring the campaign to life by partnering with leading talent from the community, **Jason Kwan**, **Kitty Scott-Claus**, **Shania Parris**, **Joe Baggs**, **Tyreece**, and **Ella Morgan**. Each person reflects on their own relationship with makeup, authenticity, and self-expression and how that confidence shows up via their scandalous and heartwarming stories from the dating space.

The campaign is grounded in research that highlights both the realities of dating as an LGBTQIA+ person today and the growing importance of spaces where people can feel safe to express who they are. Tinder research found that 59% of Gen Z[1] LGBTQIA+ users have come out on a dating app before telling their friends or family, while almost three quarters (74%) say dating apps[1] offer a comfortable space to express their gender and sexual identity, and 65% feel safer coming out on apps than in real life[1].

In a world where self-expression can still take courage, beauty can be another powerful way to explore and express identity, with 41.7% of Gen Z saying they mix makeup trends with their personal style as a form of identity formation[2]. Through the partnership, NYX Professional Makeup and Tinder are celebrating the freedom to show up as your most authentic self, in full colour, in the hope of encouraging the LGBTQIA+ community to spark something new with someone new.

The campaign builds on NYX Professional Makeup's longstanding commitment to the queer community. To date, the brand's **Proudly Pro-You** initiative – launched in 2019 – has helped **25,082 LGBTQIA+ people** live proudly through its ongoing support of queer-owned organisations and safe spaces, including UK Black Pride, Stonewall, West London Queer Project and The Cocoa Butter Club.

'Match in Full Colour' follows NYX Professional Makeup and Tinder's first collaboration, which saw NYX Professional Makeup's **Make 'Em Wonder** foundation take over Tinder in February 2026, to help daters find their perfect match, in love and makeup. The collaboration saw a national tour of **The Wonder Date Lounge** pop-up at Westfield White City, London, and the Trafford Centre, Manchester, around Valentine's Day, to give visitors all the first-date makeup essentials they'd need.

Hayden Woodley-Gibson, Senior Community & Engagement Manager for NYX Professional Makeup in the UK, says: "Match in Full Colour is about passing the mic to the people who live authentically every day. When our community of LGBTQIA+ Baddies talk about a smokey eye or a bold lip, they're not just talking about a look – they're talking about the version of themselves they got to meet first, before anyone else did. That's always been at the heart of what NYX Professional Makeup stands for: proud artistry for all skin tones, genders and identities. The continued partnership with Tinder felt like a natural extension of that – reaching LGBTQIA+ people exactly at those first, most personal moments of self-expression, the

foundation for every real connection."

Joanna Pons, Senior Marketing Director for UK at Tinder says:"Being able to show up as your full, authentic self is at the heart of what makes dating feel exciting and meaningful. For many in the LGBTQIA+ community, Tinder can be a space where they are free to express themselves on their own terms and at their own pace. That's why partnering with NYX Professional Makeup feels like such a natural fit. Whether it's a bold lip, a full glam look or keeping things completely natural, makeup can be a powerful form of self-expression. Together, we want to celebrate everyone's freedom to show up exactly as they are, and feel confident to find their match."

Notes to Editors

1 – Censuswide survey carried out on 4000 respondents from the LGBTQIA+ community in the UK, US, Australia, and Canada aged 18 years and above from the 28th May to the 7th June 2024

2 – Kyra, "Gen Z State of Beauty Report" (January 2024). Data compiled from a study of 1,000 Gen Z respondents (aged 18-25) in the United States and the United Kingdom

About Tinder
Tinder is the most fun way to spark something new with someone new. With over 100 billion connections made since launching across 185+ countries and 60+ languages, it's the world's most popular dating app with a scale unmatched by any other app in the category.

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About NYX Professional Makeup

NYX Professional Makeup believes in proud artistry for all – accessible professional makeup for all skin tones and types, all genders and sexual orientations, and all walks of life. The brand is vegan-friendly, cruelty-free, and certified by PETA.

Additional assets available online: **Photos** (5)

https://uk.tinderpressroom.com/2026-10-19-NYX-Professional-Makeup-and-Tinder-Reunite-to-Help-the-UKs-LGBTQIA-Community-Match-in-Full-Colour