# Ryan Reynolds backs Blake Lively as she launches new haircare line amid legal battle



Ryan Reynolds has taken to social media to support his wife, Blake Lively, in light of recent allegations regarding her former lifestyle brand, Preserve. Following claims of a "toxic and insane" workplace environment during Preserve's operation, Reynolds promoted Lively’s new haircare brand, Blake Brown, on Instagram. This comes as Blake launches a new line of hair and body mists—Wild Nectar Santal, Bergamot Woods, and Sandalwood Vanille—available at Target, priced between $23 and $26.

Lively's foray into the world of beauty is not without its challenges. Preserve, which launched in 2014 as her answer to Gwyneth Paltrow's Goop, was short-lived, collapsing after just a year. Despite this setback, Blake's latest venture seems to draw from both personal passion and public demand. In announcing the new line, she expressed a heartfelt connection to scent, stating that fragrance can transport individuals back to cherished memories and experiences. “Whether it's the smell of your mom cooking your favorite meal from childhood, or the scent of your most beloved person,” she articulated, “fragrance is emotional, distinct, it holds stories and memories.”

Amidst these professional developments, Lively’s personal life has been equally tumultuous. She is embroiled in an intense legal battle with her co-star and director, Justin Baldoni, stemming from accusations of sexual harassment and a retaliatory smear campaign. Lively, who formally filed her lawsuit in December 2024, described her determination to highlight such challenges within the industry, advocating for those who might feel silenced. The trial is scheduled for March 2026, and both parties have levelled serious allegations against one another. Baldoni has countered Lively's claims with a $400 million defamation lawsuit, asserting that the allegations are baseless and intended to discredit him.

Reports of the lawsuit have seen significant media coverage, further complicated by Lively's public statements and reports from her legal team. Recent updates indicate that Taylor Swift has been subpoenaed as a witness, drawing attention due to her friendship with Lively and linking her only through the film’s soundtrack. Critics have labelled this subpoena a strategy to distract from the substantive issues at hand.

While juggling these tumultuous legal proceedings, Lively remains committed to her entrepreneurial ventures, which include her beverage lines, Betty Buzz and Betty Booze. She emphasises a hands-on approach, stating, “You have to be possessed by them. If you're just putting your name on something... it wouldn't feel good to me.” This passion extends to her family life, as she often reflects on the joys of motherhood. “I'm that parent who just genuinely really loves spending time with my kids,” she noted, showcasing a balance between her career and her role as a mother to four children.

The weight of these recent allegations against Baldoni has not only impacted Lively's professional life but has also resonated within the industry. Following the lawsuit's emergence, his talent agency, WME, severed ties with him, demonstrating the serious implications of Lively's claims. As support for Lively continues to grow, notable industry figures have expressed solidarity, reinforcing her reputation as a dedicated professional.

As Lively navigates through both her personal and professional challenges, her latest business venture illustrates her resilience and determination to create products that resonate with her fans. As Reynolds put it simply, the couple's commitment to supporting one another remains steadfast, amidst the complexities of their intertwined lives.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-14734103/Ryan-Reynolds-Blake-Lively-haircare-range.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/tvshowbiz/article-14734103/Ryan-Reynolds-Blake-Lively-haircare-range.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Ryan Reynolds promoted his wife Blake Lively's haircare brand, Blake Brown, on Instagram, following reports of a 'toxic and insane' workplace at her previous lifestyle brand, Preserve. Blake Brown offers three hair and body mists—Wild Nectar Santal, Bergamot Woods, and Sandalwood Vanille—priced between $23 and $26 at Target. Blake announced the launch, expressing gratitude for the community's support and emphasizing the emotional significance of scent. She also discussed balancing her business ventures, including Blake Brown Beauty and her beverage lines, while spending time with her family.
3. <https://www.marieclaire.co.uk/celebrity-news/blake-lively-on-intense-year> - Blake Lively described the past year as 'intense' amid an ongoing legal dispute with her former 'It Ends With Us' co-star and director, Justin Baldoni. In December 2024, Lively filed a lawsuit against Baldoni, accusing him of sexual harassment and orchestrating a smear campaign. She stated her intention to expose retaliatory tactics that silence individuals speaking out on misconduct and to protect others facing similar challenges. Baldoni has denied all allegations and countered with a $400 million defamation lawsuit against Lively, her husband Ryan Reynolds, and their publicist Leslie Sloane. A trial is scheduled for March 2026. While promoting her new film 'Another Simple Favor' on Late Night With Seth Meyers, Lively reflected on her difficult year, acknowledging both its challenges and the support she’s found in the collective voices of other women. She emphasized the importance of speaking out against fear and expressed gratitude for having the opportunity to do so.
4. <https://www.huffingtonpost.es/life/influencers-celebrities/taylor-swift-citada-testigo-batalla-legal-blake-lively-justin-baldonibr.html> - Taylor Swift has been subpoenaed as a witness in the legal battle between Blake Lively and Justin Baldoni. The only connection Swift has to the film 'It Ends With Us' is the inclusion of her song 'My Tears Ricochet' in its soundtrack. According to TMZ, Baldoni's attorney, Bryan Freedman, called Swift, who is also a close friend of Lively, as part of the legal process. Swift's representatives described the subpoena as a tactic to attract media attention and divert focus from the actual facts. The legal conflict began in late 2024 when Lively accused Baldoni of sexual harassment and inappropriate conduct during the filming. In response, Baldoni and his production company, Wayfarer Studios, accused Lively, her husband Ryan Reynolds, and her publicist of attempting to destroy his career. Lively also filed a formal complaint with the California Department of Civil Rights and published an article in The New York Times about the case. The trial, which includes a $400 million lawsuit from Baldoni against Lively, is scheduled for March 9, 2026.
5. <https://www.hindustantimes.com/entertainment/hollywood/justin-baldoni-ousted-by-talent-agency-after-blake-livelys-sexual-harassment-lawsuit-wme-still-represents-101734828502785.html> - Following Blake Lively's lawsuit alleging sexual harassment and retaliation, talent agency WME has severed ties with director Justin Baldoni. The decision was made in part due to the severe allegations outlined in Lively's complaint, which range from intrusive behavior to a smear campaign. Meanwhile, WME continues to represent Lively as their client. The agency has yet to issue an official statement, while Baldoni's legal team has strongly denied the allegations, describing them as 'false, outrageous, and intentionally salacious.' However, text messages included in the lawsuit reportedly reveal attempts to turn the public against Lively. Blake’s attorneys have presented text messages obtained through subpoena, showing exchanges between PR professionals Melissa Nathan and Jennifer Abel, including one message in which they seem to boast about their successful campaign to discredit Lively, TMZ reports.
6. <https://www.cnn.com/2025/02/19/entertainment/blake-lively-amended-lawsuit-justin-baldoni/index.html> - Blake Lively has expanded her lawsuit against Justin Baldoni, adding new harassment allegations. The amended lawsuit claims that multiple women on the set of 'It Ends With Us' were distressed by Baldoni’s behavior. She also alleges that after she and a former female co-star raised their concerns, Baldoni retaliated by launching a smear campaign against her. Baldoni has denied all allegations and has filed a countersuit against Lively and her husband, Ryan Reynolds, alleging they attempted to damage his reputation while seeking greater control over the film’s creative direction. He is also suing The New York Times for allegedly publishing a biased report about the allegations.
7. <https://www.latimes.com/entertainment-arts/story/2024-12-23/blake-lively-justin-baldoni-lawsuit-it-ends-with-us-amber-heard-america-ferrera> - In the ongoing legal battle between Blake Lively and Justin Baldoni, both parties have garnered support from various figures in the entertainment industry. Director Paul Feig, who worked with Lively on 'A Simple Favor,' described her as 'one of the most professional, creative, collaborative, talented and kind people I’ve ever worked with.' He expressed disapproval of the alleged smear campaign against her, stating, 'She truly did not deserve any of this smear campaign against her. I think it’s awful she was put through this.' Author Colleen Hoover, whose novel 'It Ends With Us' inspired the film, also showed support for Lively on Instagram, writing that the actor has 'been nothing but honest, kind, supportive and patient' since they connected. She added, 'Thank you for being exactly the human that you are. Never change. Never wilt.'