

INVEST IN YOUR BEAUTY ROUTINE

CLEANER
INGREDIENTS
FOR YOUR
SKIN AND
THE EARTH



Laura Mercier
Hourglass
Charlotte Tilbury
Givenchy
**Offer Talc-Free
Powders**

PRIORITIZE ETHICS

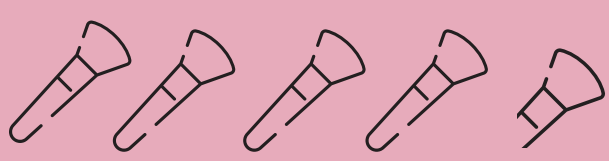
- ANASTASIA BEVERLY HILLS
BARE MINERALS
FENTY
KOSAS
CLINIQUE
ILIA
IT COSMETICS
HOURGLASS
TOO FACED



SAIE
KOSAS
TARTE
TOWER 28
RARE BEAUTY
URBAN DECAY
MAKEUP BY MARIO



CUSTOMER SATISFACTION



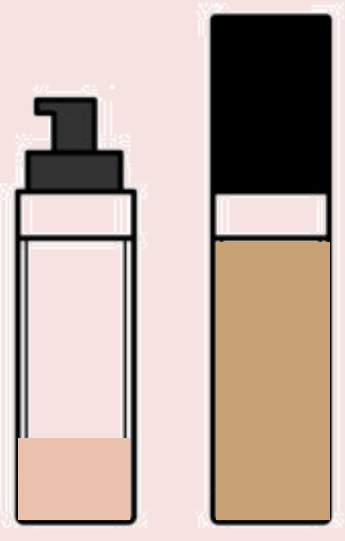
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MORE
INCLUSIVE
SHADE
RANGE

37+



MORE FOUNDATION
SHADES
**56 ESTEE LAUDER SHADES
vs. 19 L'OREAL SHADES**



Innovative Formulations

MORE
PIGMENTATION



**LEADS TO
LONGER USE**

MULTI USE PRODUCTS

- ILIA
MILK MAKEUP
BENEFIT COSMETICS

CHARLOTTE TILBURY
MAKEUP BY MARIO
NATASHA DENONA



Vlaming, Simone de, et al. "30+ Best Cruelty-Free Makeup Brands for High-Performance." Conscious Bunny, 20 Feb. 2025, consciousbunny.com/cruelty-free-makeup-brands/.
"Back to Mac." MAC Cosmetics - Official Site, www.maccosmetics.com/back-to-mac. Accessed 20 Feb. 2025.
Ulta Beauty | Makeup, Skin Care, Fragrance, Hair Care & Beauty Products, www.ulta.com/. Accessed 21 Feb. 2025.