

**Beautycounter Works.**



**BEAUTYCOUNTER®**

# LET'S DO THIS

Beautycounter is an opportunity to build a financially rewarding business while making a significant social impact for future generations.

*Yes, it's possible.*





“  
So many women doubt themselves. I've doubted myself. And what I've learned is that *we all have it in us to do something extraordinary*. You just have to work through your fear.

”

# MEET GREGG

*Our fast-talking, game-changing, totally fearless leader*

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I started Beautycounter because I became obsessed with the fact that we are being exposed to toxic chemicals in our skin care and cosmetics. I was seeing so many friends struggle with fertility, being diagnosed with different types of cancer, or giving birth to children with health issues. *I started Beautycounter to build a movement for better beauty.*

When I talk to people about the opportunity, I always tell them: it's a job like any other job. What you put into it is what you'll get out of it. I've met thousands of people who have exceeded their goals, whether that's building sales skills, saving toward a vacation, or simply turning to their spouse or a friend and saying, 'Dinner's on me tonight.' Seeing those people shine is the best thing ever.

**GREGG RENFREW**

*Beautycounter Founder & CEO, entrepreneur, wife, mother of three*



# LIPSTICK MEETS LEGACY

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This is bigger than a paycheck (*although that's nice, too*). It's about sisterhood, and momentum, and challenging the status quo. It's about building a better future for yourself and those you love. It's about being fearless in the pursuit of your best life.

# MEET OUR COMMUNITY

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Get to know our advocates and *#betterbeauty* leaders.

At Beautycounter, your unique talents, passions, and motivations are the qualities that help you shine. *How will you lead?*



## LEAD WITH AUTHENTICITY

“I’ve always been intrigued by the direct selling model because I care deeply about freedom and flexibility in my own life. Once I realized how bad the beauty industry regulation was, I really just leaned in. I knew that I wanted to lend my voice to educating more people.”

**SHEA WHINNERY**, *photographer & free spirit from Akron, OH*



## LEAD WITH BRAVERY

“Coming from the Midwest, I think it’s a little harder to get people’s attention, but if I believe in something, I don’t really care if it takes a while for people to listen. I decided to be one of the first makeup artists in Fort Wayne to offer a cleaner makeup kit. I took my old products and threw them in the trash and that was the end of it. No more yucky ingredients.”

**SAMANTHA GLASSLEY**, *makeup artist, mom, natural-born risk-taker; Indianapolis, IN*

## LEAD WITH EDUCATION

“I don’t need another job—I do this because I care about my community and seeing women win. It’s transformative. I knew that it was going to be a great business opportunity. I knew that we had the potential to impact communities, from an education standpoint. But I did not anticipate the friends, the comradery—I didn’t realize that after three and a half years in the business, I would be having fun.”

**DR. STEPH WALKER**, *Nashville, TN-based neonatologist, mother, proud recipient of three Ivy League degrees*



## LEAD BY EXAMPLE

“What makes me feel beautiful? Connecting with people. Which for me, has a lot to do with healing. I’ve been in sales for a long time and this is different. It’s being of service, it’s bringing value because you’re really speaking to people. I want to educate people—I want to tell them my story in a way that truly connects. People gravitate to people who are living it.”

**NOVELYN AQUINO**, *breast cancer survivor & super connector; Los Angeles, CA*

## LEAD WITH ACTIVISM

“I joined Beautycounter because it was an incredible business opportunity. When I first learned that Europe bans 1,400 ingredients while the U.S. only bans 30, it lit a fire in my soul. I feel like it’s my personal responsibility to share the facts with everyone I know.”

**JEANA ZIRLIN**, *health activist & clean beauty boss; San Diego, CA*





### LEAD WITH ENTHUSIASM

“I have a goal to make more money than my husband. I want to be able to buy a house *with* him—not behind him. If you’ve got a big dream or idea, or you want to see what you can do with this business, go for it. You can freaking do it.”

TATUM BLIZE, *self-proclaimed diva & unapologetic beauty junkie from Vancouver, BC*



### LEAD WITH STRENGTH

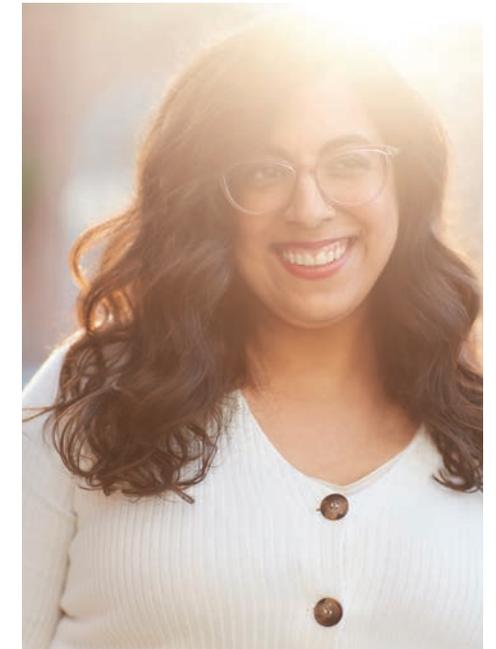
“I wanted to be part of something. I had just finalized my divorce, so I really wanted to rebuild who I was—and Beautycounter helped me to do just that. I have no words for how beautiful my journey has become. I survived the hardest time of my life. I survived leaving a toxic marriage. I survived by standing on my own.”

GILLIAN ADRIANO, *registered nurse & single mom from Hercules, CA (who, ironically, can deadlift 265 pounds)*

### LEAD WITH PASSION

“I’ve always had an activist heart. I don’t like to be in the status quo—I like to challenge it. There’s such a lack of regulation in products for women of color and we also hold the highest toxic load. I think a fearless leader is someone who’s empowered by knowledge, someone who has the agency to make a change and who’s unapologetic about holding the appropriate agencies and organizations accountable for the greater good. We deserve better.”

AMINA SHAFI ROGERS, *refugee and asylum lawyer; Washington, DC*



### LEAD WITH COMMUNICATION

“I was shocked at the lack of regulation in the United States versus in the European Union and the fact that no new law had been passed since 1938. I wanted to share it with everyone I knew. I’m blown away by the caliber of women who are building businesses with Beautycounter. It’s just this instant connection because we’re all part of this movement. When you’re confident and passionate, that speaks to people.”

ANGELA AMENDOLA, *blogger & former NYC marketing professional, currently residing in Miami, FL*

**SIDE HUSTLE OR  
MAIN HUSTLE?  
YOU'RE THE BOSS.  
YOU DECIDE.**

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When it comes to building your Beautycounter business, our platform empowers you to create a career that fits your lifestyle. Maybe it's about getting the clean beauty message out there. Maybe it's about paying off college loans faster or contributing to household bills while also being able to pick the kids up from school. Maybe it's your second act.

Whatever you decide, we provide the framework you need to be as successful as you want to be—it's all up to you.



The State of the Beauty Industry

# 5 THINGS YOU CAN'T UN-KNOW

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Decades of studies indicate that serious health issues (like cancer, infertility, and asthma) are on the rise and due in some part to our **ongoing exposure to toxic chemicals**.

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The U.S. has not passed a major federal law governing the cosmetics industry since **1938**.  
*(Ahem—that's 80 years.)*

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There are more than **80,000 CHEMICALS** on the market today. Many don't have any safety data. This is particularly true of those used in the skin-care and beauty industries.

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*The European Union* has banned or restricted **1,400 INGREDIENTS** from personal care products. *Canada* has banned or restricted **600**. *The United States* has *banned or restricted 30*.

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The **FDA does not have the authority** to remove harmful ingredients from the products we put on our bodies every day.

## OUR CLEAN PROMISE

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Over 1,800 questionable ingredients are never used in our formulations. We call this The Never List™.



**INCOME.**  
**FLEXIBILITY.**  
**COMMUNITY.**  
**PURPOSE.**

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*How much time does this take?*

You decide how much time you want to dedicate to your Beautycounter business. The beauty of creating your own schedule is that you can work as little or as much as you want—you measure success on *your* terms.

*How much money can I make?*

Most of our Consultants earn enough to take a vacation, splurge on back-to-school clothes, or have extra spending money. Those that lead large, successful teams can earn as much as corporate executives (yes, you read that right).

*What is my pathway to success?*

Our platform empowers you to create a unique business tailored to fit your needs. With our best in class mentorship program, you'll have direction and guidance from our top leaders—they'll be right there with you.

*Who will support me?*

You may be your own boss, but you're not in this alone. With a community of 50,000 inspiring peers, you'll have the tools and support to run a successful business. Like we always say: you've got this—and we've got your back.

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Beautycounter does not guarantee a level of financial return or success. Earnings depend on many factors, including time dedicated to Beautycounter, skill, and circumstance. The average Consultant earned \$2,060 USD in the United States in 2019. In Canada, the typical Consultant during 2019 earned \$0 to \$1,000, excluding retail profits. Retail profits comprise most of a typical Consultant's earnings, and they are additional to this figure. Please refer to [www.beautycounter.com/ids](http://www.beautycounter.com/ids) for more information about Consultant earnings.



# MYTHS BUSTED

*Look, the direct-sales model can get a bad rap. So—let's take a moment to clear some things up.*

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**MYTH:** You have to bug your friends and contacts.

**TRUTH:** Do your friends like good skin, beauty tips, makeovers, free samples, comradery, information, and money? We don't think you'll be bugging them.

**In fact, clean beauty is a universal conversation starter.**

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**MYTH:** You have to invest a lot of money up front.

**TRUTH:** We've found that in order to grow a beauty business, it helps to have product. Yes, we live in a virtual world, but there's something powerful about being able to touch, feel, and test products (*think of yourself as the main representative of your brand*). Let us be clear: you're not required to buy anything up front, but if you choose to, you'll be equipped with **award-winning products that speak for themselves.**

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**MYTH:** Those at the top are using you to buy yachts and villas.

**TRUTH:** Pretty much every company has a hierarchy. That's just how companies work. **The amount of money you make at Beautycounter is totally up to you**, and we're all working towards one common goal. If your team is doing well, you probably are, too.

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Earnings depend on many factors and the results described in these pages are not typical of the earnings of all Consultants. In Canada, the typical Consultant (at the "Consultant" title) during 2018 earned an average of less than \$1,000, excluding retail profits. To see information showing the earnings of all Beautycounter Consultants please refer to the income disclosure statement at [www.beautycounter.com/ids](http://www.beautycounter.com/ids).

## Press Highlights

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# DON'T JUST TAKE OUR WORD FOR IT

**The New York Times**

“  
*[Renfrew] turned the conventional business model on its head, eschewing department stores in favor of a network of independent consultants.*

”

**WWD**

“  
*Advocating for stricter regulations in the beauty industry has been a part of Beautycounter's mission since its inception.*

”

**REFINERY29**

“  
*So how did Beautycounter become to Google what Selena Gomez is to Instagram?*

”

The Business of Fashion  
**BOF**

“  
*Many of Beautycounter's roughly 38,000 affiliates say they're in it not just for the money, but as a cause.*

”

**Los Angeles Times**

“  
*Beyond creating cleaner beauty products, Beautycounter is working to change the laws of the beauty industry.*

”

**THE CUT**

“  
*...outside-the-box thinking has been Renfrew's signature.*

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# MAKE CLEAN BEAUTY YOUR BUSINESS

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One by one, we are leading a movement to a future where all beauty is clean beauty. Formulate, advocate & educate—that's our motto for creating products that truly perform while holding ourselves to unparalleled standards of safety.

Why? It's really this simple: beauty should be good for you.

## Beautycounter Works.

Income, flexibility, community, and purpose are just a click away.

Start your Beautycounter business in minutes at [beautycounter.com/join](https://beautycounter.com/join).

*#betterbeauty #businessofclean*