



BEAUTYCOUNTER

BEAUTY SHOULD BE GOOD FOR YOU. JOIN OUR MOVEMENT.



This time, it's personal.

THINK ABOUT THE PEOPLE WHO MEAN THE MOST TO YOU.

If you could protect them from harmful ingredients in the beauty and personal care products they use every day, you'd do it—right?

As a Beautycounter Consultant, you have that opportunity. This is your chance to build a successful business, while also making positive change in your community and the world.

Beauty shouldn't be risky business, and we refuse to wait on others to make things better. We want you on our team. Because this time, it's personal.

A NOTE FROM OUR FOUNDER

When I started Beautycounter in 2013, my goal was to create the beauty and personal care products that I couldn't find anywhere else—products that performed without sacrificing safety. Ones that I could feel confident using on my kids and on myself.

Since then, tens of thousands of Beautycounter Consultants have joined our movement, dedicating their time to getting safer products into the hands of everyone. Many are wives and moms like me, and they took the job for the same reason I did.

But that's not the only story driving Consultants to do this work. Some have battled cancer or other serious illnesses, and they want to teach their communities about the harmful ingredients in many products. Some want to earn extra money for their families while expressing their passion for beauty. And others are inspired by our advocacy work in Washington, D.C.

Your “why” is sure to be totally unique as well. Whatever your personal motivation is for flipping through this book, know this:

Our mission is important. And there is a real opportunity for you to build a successful business on your own terms, while also making positive change in the world.

In these pages, you'll find information about what makes Beautycounter special, and a few stories from people like you who found their calling in this company.

Now is a great time for you to join our team. Because this time, it's personal.

xx gregg

-GREGG RENFREW
Founder & CEO





Our Mission, Our Model

Our mission is to get safer products into the hands of everyone—and everyone means everyone. We fulfill this mission by creating products that blend safety and high performance, and are committed to our rigorous ingredient safety standards. We also advocate tirelessly on the national stage for greater transparency and regulation in the beauty industry.

This story is unique and is best told person-to-person. That's why, as a direct-retail brand, we put our diverse team of Independent Consultants at the heart of the company. We also connect with consumers across other channels—including e-commerce, traditional retail partnerships, and collaborations with other brands—but we wouldn't be where we are today without this passionate network.

We consider our personal approach to business as original and disruptive as the products we create.

“As a cancer survivor, Beautycounter’s commitment to not only transparency but transforming the industry gives me the passion to continue to educate my community every day.”

— **ASHLEY INSANA** (*Beautycounter Consultant*)



ASHLEY INSANA

Survivor, Mother, Consultant

How has Beautycounter changed your life?

Beautycounter has given me “Myself” back! Yes, it has given me freedom to work when I want on my own time, but the confidence is amazing! I am empowered within my community as a business woman, but also as an educator. That is a gift that should not be taken lightly.



What is Your Favorite Product?

My favorite product is still the Cleansing Balm.

Make money while you make a difference.

Yes, contributing to the better beauty movement is rewarding in itself. But when you join Beautycounter, you also have the opportunity to create significant income. As a Consultant, you can earn up to 35% retail commission from personal sales, and your earning potential increases as you build your team.

Changing the world and changing your own life for the better.
Just another way we're counter to the status quo.

*Safer beauty sells itself.
There's always someone you know
who would be incredibly excited
about high-performing products
that are effective, gorgeous, and
rigorously screened for safety.*

— LIZ, KANSAS CITY, MO
(Consultant)



DID YOU KNOW

The United States has not passed a major federal law regulating the cosmetics industry since 1938.

As a result, the US has only banned or restricted 30 ingredients, while Canada has banned nearly 600. (The European Union, by contrast, has banned roughly 1,400.)

That's simply not good enough. So we created a five-step ingredient selection process to ensure our products are as safe as possible.

As part of this process, we rigorously screen all potential ingredients for safety and prohibit the use of 1,500+ questionable or harmful ingredients when formulating our products, which you'll find on The Never List™. We strive to source all of our ingredients from sustainable, non-GMO suppliers, and we're transparent about what's in our formulas. And we're always learning, even commissioning our own non-animal studies to discover more about the health impacts of cosmetic ingredients.

*Beautycounter
prohibits the use of*

1,500+

*questionable or
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our products.*

“I work with a team that is very diverse. We come from all walks of life, various ethnicities and professions, and we come together for one reason – we believe in Beautycounter’s mission.”

— JENNIFER TORRES (*Beautycounter Consultant*)



JENNIFER TORRES

Mother, Activist, Consultant

Why did you join Beautycounter?

When I was nine years old, I started my menstrual cycle and later learned I had an increased risk of breast cancer due to my prolonged exposure to estrogen. Since women of color have a higher incidence of early onset puberty, I wanted to help educate others about this issue and advocate for safer beauty.



What is Your Favorite Product?

I am loving the Countermatch Adaptive Moisture Lotion, it's part of a very simple routine for this busy mom and my skin looks & feels amazing!

BECOME A CONSULTANT

Define your own success

The way you build your business is an entirely personal decision. Some Consultants have made Beautycounter a full-time career, while others work only a few hours a week. No matter how deeply you decide to dive in, we will be here to help you from the moment you enroll.

As a Consultant, you will receive:

BEST-IN-CLASS TRAINING
AND ALL THE TOOLS YOU NEED TO
RUN A SUCCESSFUL BUSINESS

SUPPORT, GUIDANCE, AND INSIGHTS
FROM EXPERIENCED CONSULTANTS,
WHO WILL HELP YOUR BUSINESS
REACH ITS FULL POTENTIAL

GENEROUS COMPENSATION PLAN
TO REWARD YOUR EFFORTS—AND MANY
OPPORTUNITIES TO GIVE YOURSELF A RAISE

EARNINGS DEPEND ON MANY FACTORS AND THE RESULTS DESCRIBED IN THESE PAGES ARE NOT TYPICAL OF THE EARNINGS OF ALL CONSULTANTS. TO SEE INFORMATION SHOWING THE EARNINGS OF ALL BEAUTYCOUNTER CONSULTANTS PLEASE REFER TO THE INCOME DISCLOSURE STATEMENT AT **WWW.BEAUTYCOUNTER.COM/IDS**

FOR MORE INFORMATION ON BECOMING A CONSULTANT:

VISIT [BEAUTYCOUNTER.COM/JOIN](https://www.beautycounter.com/join)

CALL CUSTOMER CARE AT **888-988-9108**

Beautycounter has afforded me the opportunity to make a living, and still have the flexibility to work around my family's schedule.

— **PAIGE CLEVELAND**
(Consultant)



“To work hard and be rewarded for my efforts is very fulfilling. Not to mention the feeling of accomplishment from growing a team and helping them achieve their goals.”

— ELAINE CHIU (*Beautycounter Consultant*)



ELAINE CHIU

Entrepreneur, Traveler, Consultant

If you could say one great thing about your career with Beautycounter, what would it be?

If you work hard, your business has the potential to really pay off. How much money you make is up to you. I am a firm believer in experiences over things, and nothing makes me happier than working hard to enrich my family's lives.



What is Your Favorite Product?

So hard to choose just one! Face oil #3!

Get Started

PURCHASE YOUR
Enrollment Kit
\$98

(REQUIRED)

This business-building kit includes a personalized website, access to your back office (Behind the Counter), a customized training platform, two hero products, and essentials you need to begin your journey.

Earn income, perks, and rewards.

At Beautycounter, you are free to grow your business at your own pace. Even so, we give you plenty of incentives to start strong. Earn up to 35% commission on the products you sell, and to further increase your potential income, build and mentor a team of your own. (Our Start Counting program gives you even more reward potential for meeting goals in your first few months.)

As a Consultant, you will also receive:

25% SAVINGS
ON ALL PRODUCTS FROM BEAUTYCOUNTER

OPPORTUNITIES TO EARN
AMAZING TRIP INCENTIVES, REWARDS, AND CASH BONUSES

THE SATISFACTION
OF ACTING AS A LEADER IN THE MOVEMENT FOR SAFER BEAUTY

OUR COLLECTIONS

Let's talk products.

We have curated our most popular products into six Starter Sets. Each one is offered at a deep savings so you can start sharing our assortment with your friends and family. Choose what's best for you, or work with your Mentor to select one that fits your needs.



SKIN CARE BASICS | \$250 US | \$295 CAD

(\$414 US | \$496 CAD Total Value | 40% Savings)

Countermatch Adaptive Moisture Lotion, Countermatch Intense Moisture Serum, Countermatch Recovery Sleeping Cream, Countermatch Eye Rescue Cream, Cleansing Balm, No. 1 Brightening Facial Oil, No. 3 Balancing Facial Mask, Charcoal Cleansing Bar



SKIN CARE BEST-SELLERS | \$545 US | \$655 CAD

(\$941 US | \$1,133 CAD Total Value | 42% Savings)

Countermatch Adaptive Moisture Lotion, Countermatch Intense Moisture Serum, Countermatch Recovery Sleeping Cream, Countermatch Eye Rescue Cream, Rejuvenating Toner Pads, Rejuvenating Day Cream, Rejuvenating Face Cleanser, Rejuvenating Radiance Serum, Rejuvenating Night Cream, Rejuvenating Eye Cream, Cleansing Balm, No. 1 Brightening Facial Oil, No. 3 Balancing Facial Mask, Charcoal Cleansing Bar, Body Wash in Citrus Mimosa, Sugar Body Scrub in Lemongrass, Hydrating Body Lotion in Citrus Mimosa, Body Oil in Citrus Rosemary.



DELUXE SKIN CARE | \$730 US | \$865 CAD

(\$1,308 US | \$1,575 CAD Total Value | 44% Savings)

Countermatch Adaptive Moisture Lotion, Countermatch Intense Moisture Serum, Countermatch Recovery Sleeping Cream, Countermatch Eye Rescue Cream, Rejuvenating Toner Pads, Rejuvenating Day Cream, Rejuvenating Face Cleanser, Rejuvenating Radiance Serum, Rejuvenating Night Cream, Rejuvenating Eye Cream, Nourishing Cream Cleanser, Nourishing Cream Exfoliator, Nourishing Rosewater Mist, Nourishing Eye Cream, Nourishing Day Cream, Nourishing Night Cream, Cleansing Balm, No. 1 Brightening Facial Oil, No. 2 Plumping Facial Oil, No. 3 Balancing Facial Oil, No. 3 Balancing Facial Mask, Charcoal Cleansing Bar, Body Wash in Citrus Mimosa, Sugar Body Scrub in Lemongrass, Hydrating Body Lotion in Citrus Mimosa, Body Oil in Citrus Rosemary.

OUR COLLECTIONS

Continue with color.

Don't stop at skin care. Choose a Color Set that will liven up any look with shades of safer beauty.



MAKEUP BASICS LIGHT

\$180 US | \$225 CAD

*\$269 US | \$330 CAD Total Value
32% Savings*

Tint Skin Hydrating Foundation in Linen. Dew Skin Moisturizing Coverage No. 2. Touchup Skin Concealer Pen in Light. Cream Blush Hibiscus. Brow Pencil in Medium. Volumizing Mascara. Lip Gloss in Peony and Bare Shimmer.



MAKEUP BASICS MEDIUM

\$180 US | \$225 CAD

*\$269 US | \$330 CAD Total Value
32% Savings*

Tint Skin Hydrating Foundation in Honey. Dew Skin Moisturizing Coverage No. 3. Touchup Skin Concealer Pen in Medium 1. Cream Blush Hibiscus. Brow Pencil in Medium. Volumizing Mascara. Lip Gloss in Bare Shimmer and Dahlia.



MAKEUP BASICS DEEP

\$180 US | \$225 CAD

*\$269 US | \$330 CAD Total Value
32% Savings*

Tint Skin Hydrating Foundation in Chestnut. Dew Skin Moisturizing Coverage No. 4. Touchup Skin Concealer Pen in Dark. Cream Blush Umber. Brow Pencil in Dark. Volumizing Mascara. Lip Gloss in Fig and Sienna.



MAKEUP BEST SELLERS | \$375 US | \$460 CAD

(\$572 US | \$696 CAD Total Value | 34% Savings)

Tint Skin Hydrating Foundation in Linen, Sand, Honey, and Chestnut. Dew Skin Moisturizing Coverage No.3. Touchup Skin Concealer Pen in Light, Medium 1, and Dark. Brow Pencil in Medium, Eye Pencil in Black. Volumizing Mascara. Sheer Lipstick in Twig, Plum, and Currant. Lip Gloss in Peony, Fig, and Bare Shimmer.



MAKEUP MASTER KIT | \$545 US | \$665 CAD

(\$854 US | \$1,038 CAD Total Value | 36% Savings)

Tint Skin Hydrating Foundation in Porcelain, Linen, Sand, Honey, Golden, Tan, Chestnut, and Mocha. Dew Skin Moisturizing Coverage No.3. Touchup Skin Concealer Pen in Fair, Light, Medium 1, Medium 2, and Dark. Brow Pencil in Light, Medium, Dark. Eye Pencil in Black. Volumizing Mascara. Sheer Lipstick in Twig, Plum, and Currant. Lip Gloss in Peony, Fig, and Bare Shimmer.



Consultants join Beautycounter for a variety of reasons, but what unites our community most is our mission, and having a voice in meaningful change.

— GINA MURPHY
(Chief Revenue Officer)



BEAUTYCOUNTER

Join our movement.

LEND YOUR VOICE.

[BEAUTYCOUNTER.COM/JOIN](https://www.beautycounter.com/join)