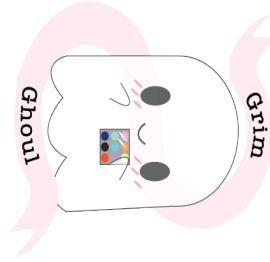


Why Grim Ghoul?

- Cruelty Free
- Vegan
- Affordable
- Cute
- Unique

1234 Spooky Ln
Sleepy Hallow, NY
12345



Makeup

Grim



For Ghosts ©



**We
Make
Makeup
For
Everyone**



Our Story

Grim Ghoul is a small makeup company with an online-only store that specializes in special effects makeup and alternative daily-wear products. Our products are all cruelty-free, fragrance-free, and environmentally safe. The bright, bubbly style is definitely not the image of the company, but cute ghosts are! The Halloween theme is very important as the alternative makeup market is quite competitive, and Halloween imagery is the inspiration for the line of products. Some of their competitors are Lunatic Cosmetics and SugarPill, who have very unique and distinct brand imagery that can be dark

