



Anastannie Beauty

LORENTZEN HATCHERY PROGRAM

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Introduction



Who are we?

Founded in June 2021, Anastannie Beauty is a cosmetic and skin care brand that places an emphasis on the enhancement of natural beauty.

What do we do?

Empower and encourage people to embrace their natural beauty and promote a higher level of self-esteem and self confidence.

How do we it?

Offer light topical cosmetic and skin care products. Handmade,, cruelty-free, natural/ organic/ vegan products. Offer social community that provides resources to redefining beauty and bearking down industry barriers.

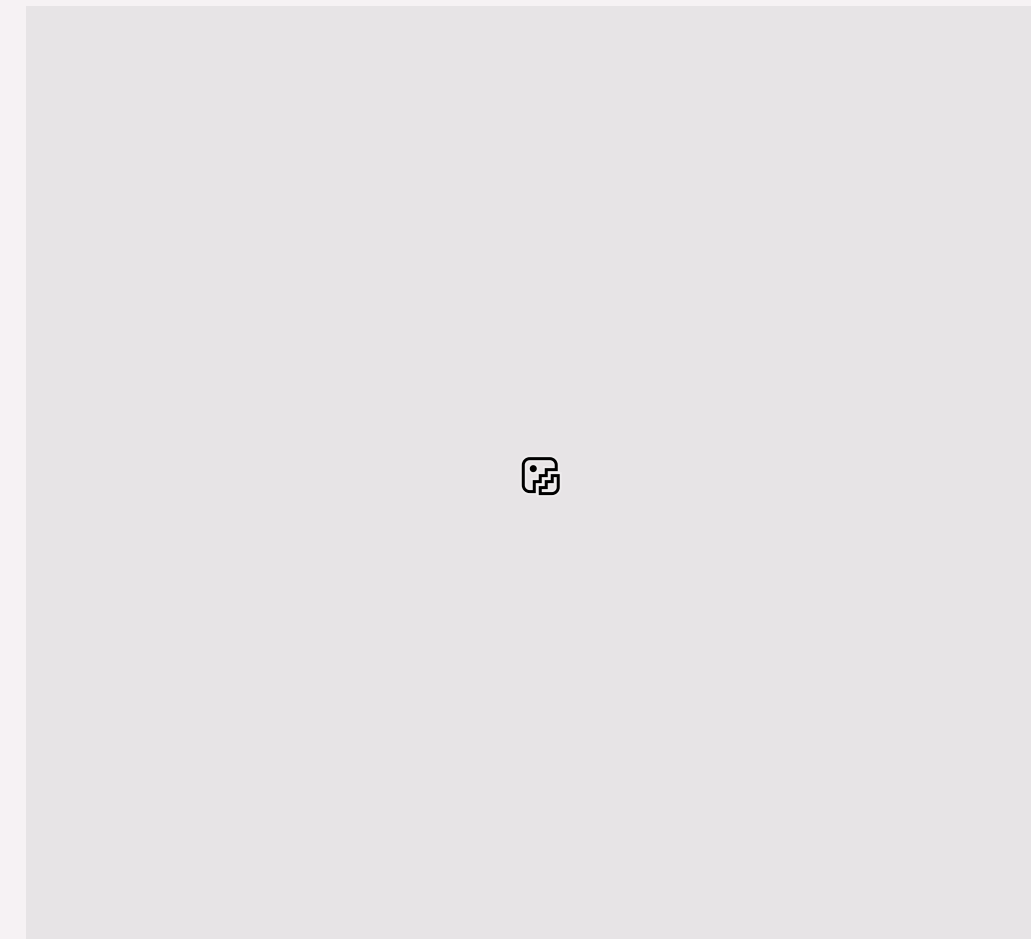
Our Story

What's in a name?

Anastannie is a combination of names associated with my identity that I have redefined through my experiences.

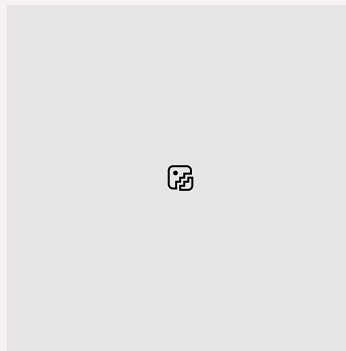
The Why?

Anastannie Beauty was founded by me for people like me to encourage and empower those like me to embrace and redefine their current definition of beauty and the significance it has in their lives.



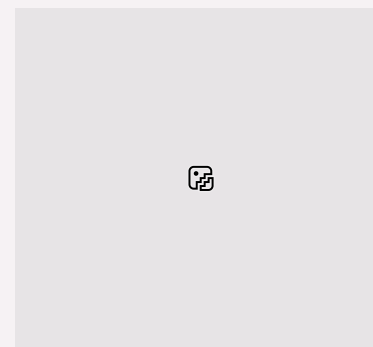
Mission, Vision, Values

Mission



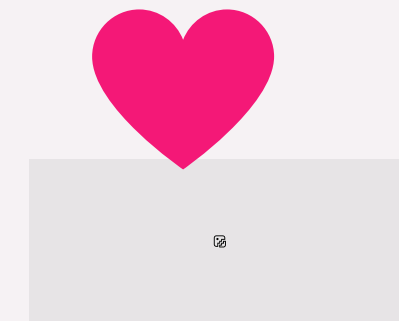
Empower and encourage those struggling with low self-esteem and confidence to embrace their natural beauty and redefine beauty for themselves.

Vision



Break barriers and stigmas around what beauty is and what it looks like. We aim to shift beauty in a more inclusive direction.

Values



- Community
- Affordability
- Inclusivity
- Authenticity
- Compassion
- Growth



Work in the Hatchery Program

Reports



Weekly reports detailing the progress of working in the Hatchery.

Meetings



Small group learning workshops that provided tools and resources for enhancing brand strength and viability

Outcomes

WHAT ARE WE ACCOMPLISHING?

- Postponed production and manufacturing
- Rebranding and full Relaunch
- Launching social impact initiative
- Outline of Social impact
- Outline of new production strategy
- Website planning
- Introduction to advisory board

Social Impact Mission

Goals

- Create a community of support for those who are going through their journey
- Increase awareness and interest in overall brand significance



SKIN



SHADE



STICKERS



Objectives

- Provide tools and resources for use in journey
- Support individuals through embracing and reshaping personal

5 W's for Future Growth

WHO IS NEEDED? WHAT IS NEEDED? WHEN IS IT
NEEDED? WHERE IS IT NEEDED? WHY IS IT
NEEDED?



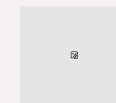
Advisory team, production and operations team, brand representative.



Human resources, financial resources, technological resources, production and operational resources.



Immediately. Layout of the new framework needs to be established as soon as procured.

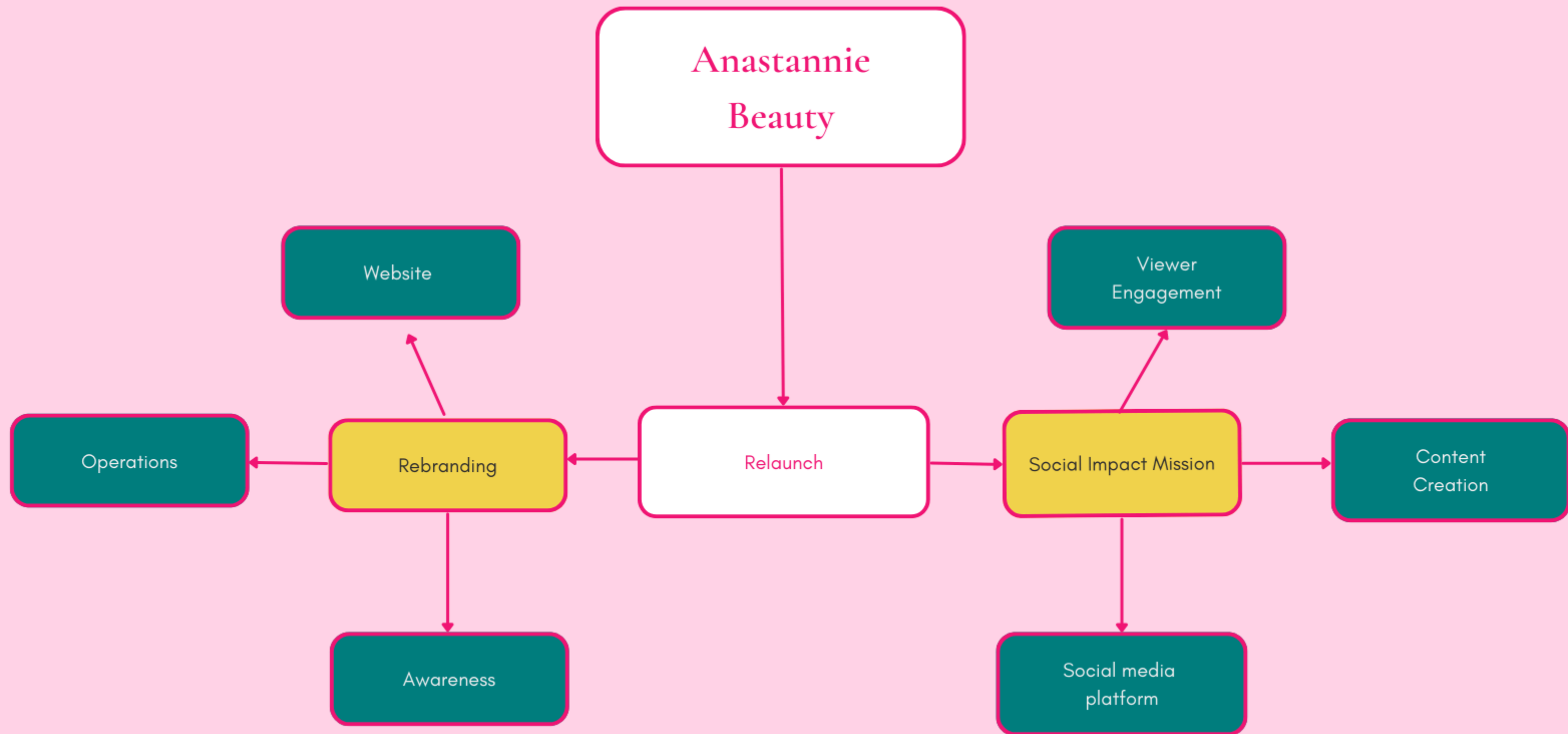


Digital realm of social media and website. Stable and controlled environment.



In order to grow from the relaunch and maintain sustainability for future business.

Growth Model



Contact Us

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SOCIAL MEDIA

[@anastanniebeauty](#)

"Be Kind to Your Reflection"

