

*Beauty Brand Spotlight*

B O B B I  
B R O W N



# Artistry Led Luxury Beauty

Bobbi Brown believes in effortless, skin-first beauty that enhances natural features, empowering confidence through high-performance, multitasking makeup.



# Revolutionising Makeup

*since 1991*

Bobbi Brown, the first makeup artist to launch her own brand, made waves with the iconic Nude Lipstick Collection. Followed by other visionary products such as Foundation Sticks.

Products that were groundbreaking at the time and have since become industry staples.



# Skin the Base

## *philosophy*

Great makeup starts with great skin.  
This philosophy has shaped the brand's  
approach to beauty since its inception.

This skin-first approach aligns with the  
growing consumer demand for hybrid  
skincare-makeup products.

### Hero Product

Vitamin Enriched  
Face Base



# CORE Target Consumer

## *The confident imperfectionist*

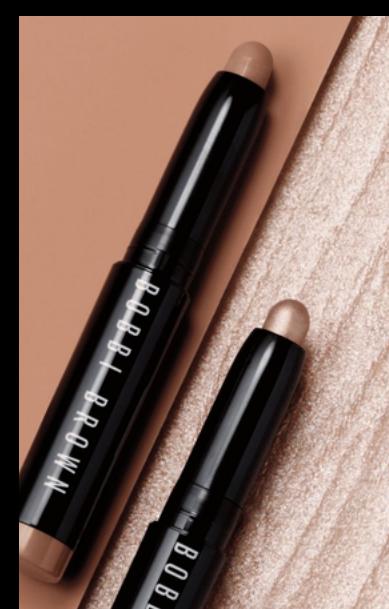
- A modern, confident millennial woman who embraces her imperfections and celebrates individuality.
- She uses makeup to feel polished, not perfect and prioritises skincare.
- Prefers high-quality, multitasking products that suit her fast paced lifestyle.



# Beyond Beauty

- **Women Empowerment** - Through the Pretty Powerful Fund, BB supports women's education and advancement, helping them thrive personally and professionally.
- **Sustainability** - Initiatives focusing on carbon offset and recycling, empowering circular beauty economy.





What is your favourite  
Bobbi Brown Product and  
how has it shaped your  
approach to beauty?