



## A Note from our CEO

We call them Crazies.

The reality is, there are really only two types of people out there. The Crazies, and the Normals. Don't get me wrong, they're both great. They're both necessary. But right now, we need the Crazies. And we know you're out there.

What is a Crazy? They're the ones never satisfied with just getting the job done. They're obsessed with the process, with the madness that comes with living in the eye of the storm. With the results they get from the work they do. They want everything - the feedback, both complimentary and hard to hear. They take the criticism seriously and drive themselves hard to do better. They have a thick skin. Sometimes they yell back (we don't encourage it but let's be real, shit happens). They're always on. They're always evolving. They know enough to know that they need to keep learning. They're driven tirelessly forward by a desire to create, to share, to teach, to learn. A Crazy is never at their personal best because the bar is always rising higher. (Best is boring). Honestly, they're a little sick in the head. We like that. It's, like, kind of our thing.

The truth is, a lot of people think they're Crazy, desperately want to be Crazy, but they're not. They want the cache of the label, the thrill of testing out start up life - trying it on like new clothes - but when push comes to shove, they discover they're a Normal. That's okay. We respect the Normals (even when we can't tell if their outfits are normcore on purpose or not). But right now, we need the Crazies.

The energy of young, vibrant, creative minds at a start up is unlike anything else, but the frenetic pacing and at times zig-zagging chain of command can overwhelm those coming from a traditional job at a big, highly structured company. You can't run, you can't hide - and depending upon your personality, that can be either incredibly refreshing or very nerve-racking. You decide, because straight up, as your CEO, I will be calling you at weird hours of the day and demanding a lot of you. But if you're really as Crazy as you say you are, you won't hate me for doing it, because you'll already be thinking about how to get it done.

It isn't easy. But it's satisfying. Every day, as you end the day, you will feel a sense of accomplishment. Everything you've done, all of the hustle, headaches and conundrums - both resolved or unresolved - directly affects the success of your company, and you know your hard work is having a real impact on the future.

Speaking of the future, it's where we live. The present is already past us, and we're looking ahead to what's coming.

Beautycon is more than a media company, a subscription box business, or a festival. It's a mind set. We challenge traditional beauty standards and redefine what beauty means - both inside and out. The word "con" itself means "in opposition of," so while you were thinking we were sitting idly with our makeup brushes, we've actually been turning the definition of beauty on its head. We recognize that today's youth is challenging the status quo, and we want to facilitate that. Instead of the "No, can't be done" mentality, we aim for "Yes, and how."

We practice what we preach. Beautycon employees are all races and gender identities. Come to our offices and you'll find employees in anything from jeans and a t-shirt, to platform heels, joggers, jerseys, or a floor length chiffon duster. Come thru with that head-dress. Dead serious. Our accountant is wearing a mermaid-themed tiara today. And she is rocking the shit out of it. Be good at what you do. Do you.

The generations of the future see possibility and positive change, and we're proud to stand with them in rejecting society's outdated standards of beauty. Whether it's insane colors, new techniques, letting your natural side shine, shaving your head, fitting in, standing out, we got you. Beauty is loving the skin you're in and sharing your enthusiasm and knowledge with the world. Are you the Crazy we've been looking for?

A handwritten signature in black ink, appearing to read 'Moj Mahdara', with a stylized, flowing script.

Moj Mahdara