

BECOME A CONSULTANT AND BUILD

YOUR  
BUSINESS  
YOUR WAY

BEAUTYCOUNTER

# B

*“This is not  
a beauty company.  
It’s a movement.”*

*gregg*

So many things we do in our daily lives involve compromise. We work hard to take care of our families, but are often left feeling unfulfilled in our careers. We buy beauty and skin care products to present our best selves to the world, but compromise our health and safety. It's rare that an opportunity comes along to build successful businesses while also making positive change in the world. Becoming a Beautycounter Consultant is that opportunity.

Consultants sell safer products created with the rigorous standards of our Never List and Ingredient Selection Process. They educate and empower consumers with knowledge to make better purchasing decisions, acting as leaders in the movement for safer, better beauty. I invite you to flip through this book, get to know our company, and read about the success many others like you have found at Beautycounter.

The work we are doing is important, and the opportunity for you to make significant additional income is real. **Join our movement.**

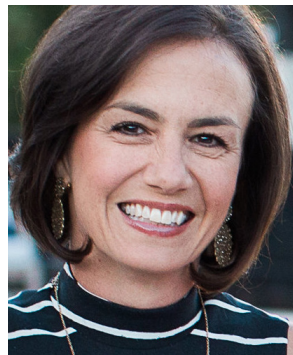
xx gregg

Gregg Renfrew  
Founder & CEO





WOMEN  
HAVE BEEN ASKED TO  
COMPROMISE  
THEIR HEALTH AND SAFETY  
IN THE NAME OF BEAUTY FOR  
FAR TOO LONG.  
JOIN THE TEAM THAT'S  
LEADING THE CHANGE.





# WE'RE CHANGING THINGS

Beautycounter is a direct-retail brand. That means we bring our products to consumers where they shop, through Independent Consultants, e-commerce, traditional retail partnerships, and promotional opportunities with other brands. Our story is best told person to person and our diverse team of Consultants is truly at the heart of the company.

We believe this approach to business is as original and disruptive as what we create. It supports our mission to bring safer products into the hands of everyone.

**Join Beautycounter**, the leader in safer products and direct-retail. Together, we will change how things are done.

# SAFER PRODUCTS INTO THE HANDS OF EVERY ONE

Our mission is central to everything we do at Beautycounter. Every product we sell, and every piece of information we share, helps make the world safer for our customers. We are driven to improve products for everyone, avoiding the questionable and harmful ingredients that may be found in other brands.

Any company that aims to set a higher standard can't do business as usual, and we don't. We have created products that many industry leaders said were impossible to make. We have also helped thousands of women lift their voices of concern and be heard. Together, we have generated progress.

**We are doing important work and we refuse to wait on others to make things better.**



*“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





THE UNITED STATES HAS NOT  
PASSED A MAJOR FEDERAL  
LAW REGULATING THE  
COSMETICS INDUSTRY

**SINCE 1938.**

THE EUROPEAN UNION HAS  
BANNED **1,400 INGREDIENTS**  
FROM COSMETICS.

THE UNITED STATES HAS  
BANNED OR RESTRICTED  
**ONLY 11.**



WHEN CREATING  
OUR PRODUCTS,  
BEAUTYCOUNTER NEVER  
CHOOSES MORE THAN  
**1,500 QUESTIONABLE** OR  
POTENTIALLY HARMFUL  
INGREDIENTS.



TOGETHER WE'RE  
**LEADING**  
THE CHANGE







*“Until I started my Beautycounter business, I never considered myself an entrepreneur. This lit a fire within me. I see things differently. Growing a business has done wonders for my personal and social life. I have confidence I never had.”*

—JENNIFER SAN ANTONIO, TX

OUR CONSULTANTS ARE:

HEALTH COACHES · STAY-AT-HOME MOMS · HR PROFESSIONALS

TEACHERS

NURSES · BLOGGERS · ARCHITECTS

SOCCER COACHES

ARTISTS · EXECUTIVE RECRUITERS · CPAS · PHARMACEUTICAL REPRESENTATIVES

NUTRITIONISTS · EVENT PLANNERS

ENTREPRENEURS

REAL ESTATE BROKERS · WALL STREET FINANCIAL SPECIALISTS

DOCTORS · LAWYERS

INTERIOR DESIGNERS · SOCIAL WORKERS · MAKEUP ARTISTS

ENVIRONMENTAL SCIENTISTS · CHEMISTS

COMING FROM NUMEROUS PROFESSIONS, NEARLY  
**65%** OF OUR CONSULTANTS ARE COMPLETELY NEW  
TO THE DIRECT-SELLING FIELD.





*"I'm not selling  
an eye cream.  
I'm sharing a  
mission."*

—BRYANT MOBILE, AL



*"It is amazing  
to meet like-  
minded women.  
The people I have  
met are truly  
phenomenal."*

—ANNIE GARDEN CITY, NY





# DEFINE YOUR OWN SUCCESS

*“Beautycounter has afforded me the opportunity to work around my family’s schedule while earning far more than my former traditional nine-to-five career.”*

— PAIGE FRANKLIN, TN

How you build your business is entirely up to you. Some Consultants have made Beautycounter a full-time career, while others work only a few hours a week. No matter how you decide to work with us, we will be here to help you every step of the way.

As a Consultant, you will receive:

- **Best-in-class** training and tools to run a successful business in a supportive environment.
- **Personal guidance** and insights from experienced Consultants to help your business reach its full potential.
- **Generous compensation** to reward your efforts, and many opportunities to give yourself a raise.

For more information on becoming a Consultant:

*Visit [beautycounter.com/join](https://beautycounter.com/join)*

*Call Customer Care at 888-988-9108*





*“Never did I imagine I would replace my six-figure corporate income while working half the hours.”*

— ELAINE HILLSBOROUGH, CA

*“Nine months after starting my Beautycounter business, I was able to quit my full-time job. I now make more in a month than I previously made in a year.”*

— LAURA DENVER, CO



*“This is the first time that instead of just helping someone else build their dream, I have been able to build mine.”*

— STACI PLANTSVILLE, CT

THE OPPORTUNITY IS GREAT.  
THE POTENTIAL IS REAL.

Now is your chance to earn significant additional income. Beautycounter Consultants may earn up to 35% retail commission from personal sales; and building a team of Consultants may increase earning potential.

The next time you're out, get ready to say...

“I’LL GET THE  
CHECK.”

RIGHT  
HERE  
RIGHT  
NOW

# GET STARTED

## ENROLLMENT KIT \$85

*(required)*

Purchase your Enrollment Kit, which includes a personalized website, access to your back office (Behind the Counter), customized training platform and everything else you need for a strong start to your business.

## EARN MONEY, PERKS, AND REWARDS.

How much you grow your business is totally up to you. Earn up to 35% commission on the products you sell, and to further increase your increase your potential income, build and mentor a team of your own.

In addition to building your professional potential and acting as a leader in the movement for safer beauty, you will receive:

- 25% savings on all Beautycounter products.
- Opportunities to earn amazing trip incentives, rewards, and cash bonuses.

With our Start Counting program, in the first few months of your business you will also be rewarded for your early efforts.

# LET'S TALK PRODUCTS

We've put together our most popular assortments into three Starter Sets at a deep savings to get you started. Choose what's best for you, or work with your Mentor to select one that fits your needs.



## THE SKIN CARE CLASSICS \$249

\$424 total value, 41% savings

The Face Collection. The Face Oil Collection.



## THE ESSENTIAL HEAD-TO-TOE COLLECTION \$449

\$780 total value, 44% savings

The Face Collection. The Face Oil Collection. The Body Collection. Kids Bath Collection. Lip Conditioner Peppermint. Body Butter. Body Oil. Citrus Mimosa Body Bar. Charcoal Cleansing Bar. Cosmetics Bag.



## THE ULTIMATE HEAD-TO-TOE COLLECTION \$749

\$1,309 total value, 44% savings

The Face Collection. The Face Oil Collection. The Countertime Rejuvenating Collection. The Body Collection. The Kids Bath Collection. Baby Bundle Collection. Protect Stick Sunscreen. Protect Lip Balm SPF 15. Lip Conditioner Peppermint. Body Butter. Body Oil. Cleansing Balm. Citrus Mimosa Body Bar. Charcoal Cleansing Bar. Cosmetics Bag.





JOIN THE MOVEMENT FOR  
**SAFER  
BEAUTY**

*Welcome to Beautycounter*

*“If we were not education-  
based, we would be like any  
other company. But we’re  
not like any other company.”*

—CHARITA, FRANKLIN, TN

BEAUTYCOUNTER

Be Your Beautiful.™