

HELPING THE WORLD SEE INDIGENOUS FACES

Jenn
Harper





“OUR
CHILDREN
NEED HELP
AND HOPE”





SEASON 14, EPISODE 1

WHERE IT STARTED ...



DO GOOD



FEEL GOOD



LOOK GOOD



cheekbone™
SUSTAIN EYES

NATURAL WORLD, UNFOLD
AND DISCOVER OUR VISION
FOR A SUSTAINABLE FUTURE.

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SUSTAIN FACE
BALANCE
BETWEEN
HUMAN
AND THE NATURAL
WORLD.

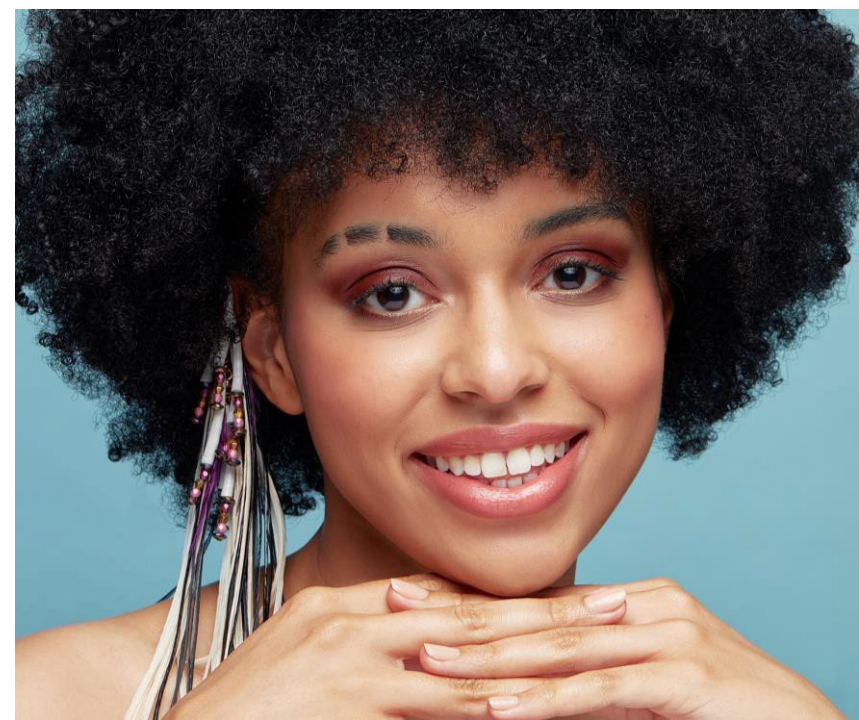
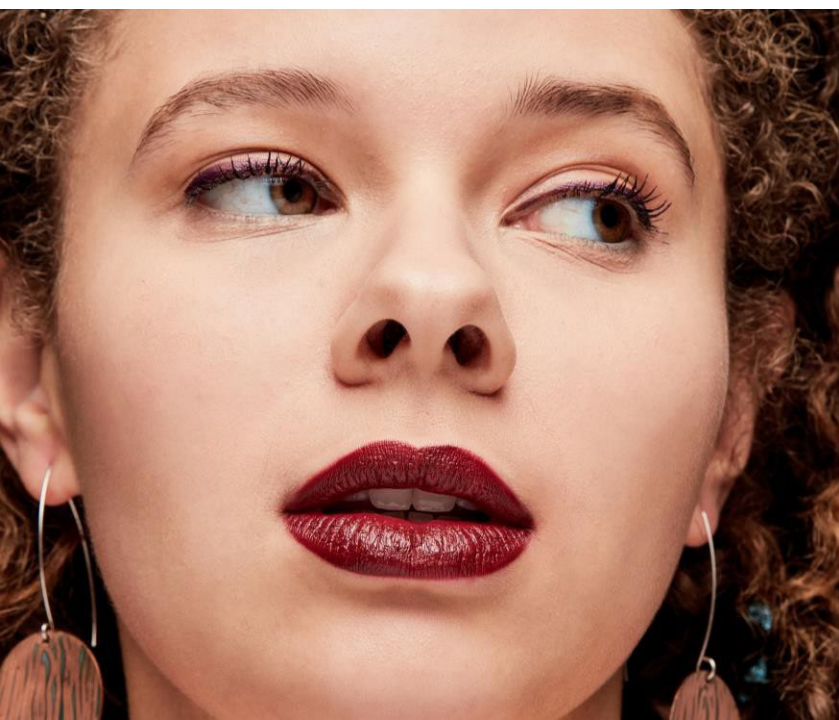


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THE NATURAL WORLD, UNFOLD
AND DISCOVER OUR VISION
FOR A SUSTAINABLE FUTURE.



cheekbone™
SUSTAIN EYES



WHAT SETS US APART?

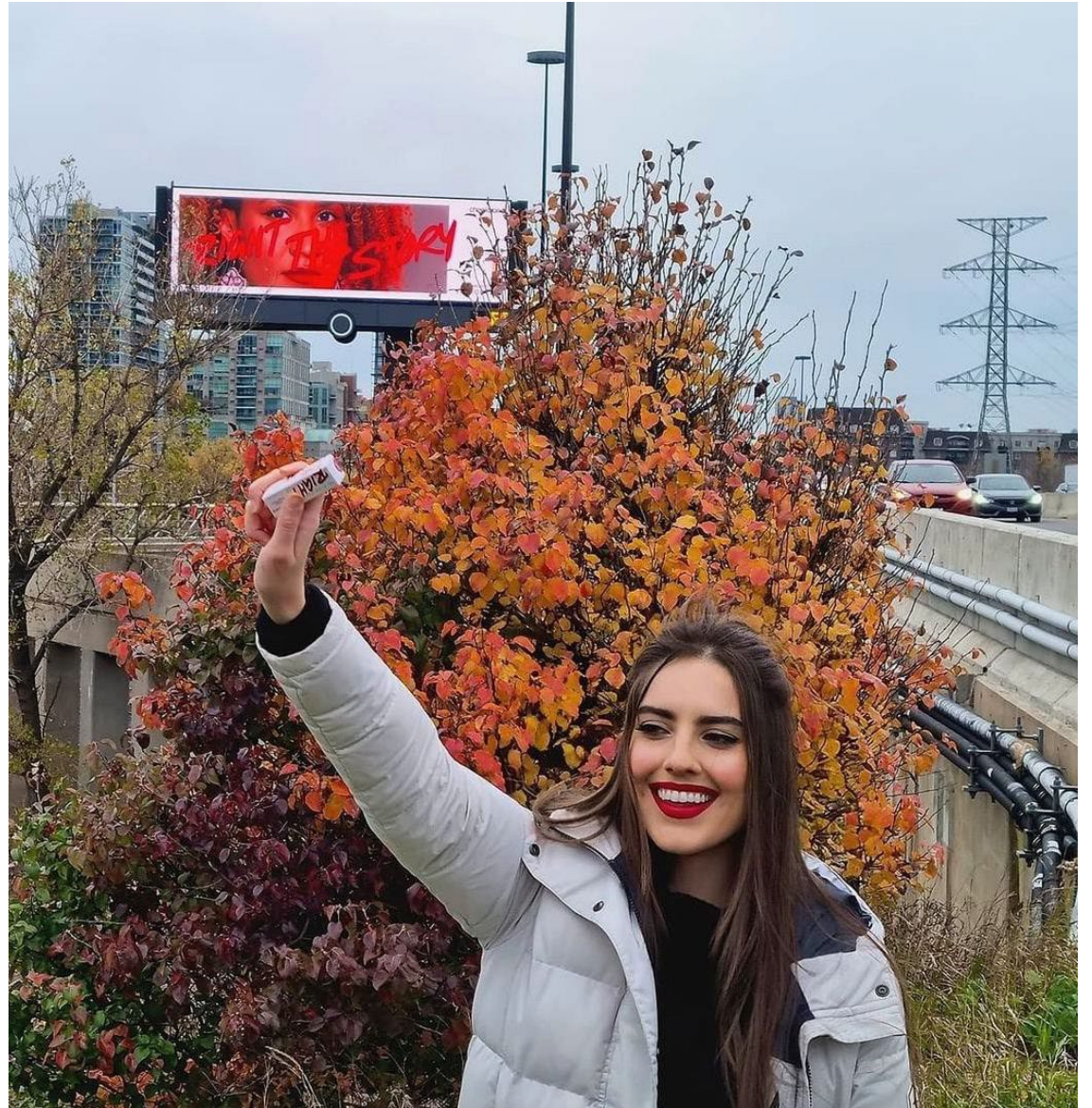
Innovation and incorporating **Indigenous wisdom** at the core of everything we do. **Bold, vibrant, pigmented & high-quality color cosmetics** to **enable indigenous self-expression**.

Supply Chain Transparency. Home to the very first **Indigenous Innovation Lab**. Long-term goal to **create products in-house**.

All our products are vegan, clean, sustainable, cruelty-free. Meeting clean standards by Credo, EWG, Sephora and our own internal 'Biinad Beauty Standards'

We are also now a **B.Corp Certified** organization, a legal obligation to both people and planet.







04

CHEEKBONE BEAUTY

In the crowded beauty space, an Indigenous-owned brand stands out by leading with principles

STRATEGY/ Why Quitting Can Be The Best Thing You Do #13 | GROWTH/ The Innovative Formula Behind TikTok #26 | LEADERSHIP/ His Big Gamble Just Saved Secodis King #40

Entrepreneur

October-November 2022 / Entrepreneur.com



Jenn Harper
Founder and CEO / Cheekbone Beauty, a cosmetics company with an underlying mission to represent and support Indigenous youth.

“After losing my brother to suicide, I realized the power of representation. I firmly believe representation is saving lives and empowering our next generations. We’re so proud that we have donated over \$200,000 to organizations that support Indigenous youth, started our own scholarship fund, and supported a variety of environmental causes. I like to say that the world didn’t need another lipstick brand, but it did need a brand that really cares about the planet, and Indigenous people protect 80% of the world’s biodiversity. We’re the OGs of sustainability.”



JENN HARPER: APT/DECO (REHAM FAGIRI); FOR DAYS (KRISTY CAYLOR); NOBELL (MAGI RICHANI); REPURPOSE, INC. (LAUREN GROPPER)



One magic “behavior-changing formula” is to improve customers’ lives while also helping them to improve the world. How does your company do this?



Reham Fagiri
Cofounder and CEO / AptDeco, a furniture resale marketplace that offers pickup and delivery.



Kristy Caylor
Cofounder and CEO / For Days, a “circular economy” pioneer that sells 100% recyclable clothing, while collecting used



Magi Richani
Founder and CEO / Nobell Foods, a plant-based dairy product company whose Series B raised \$75 million.



Lauren Gropper
Founder and CEO / Repurpose, the top eco-friendly, compostable home goods brand, sold in 15,000 stores across the U.S.

REPRESENTATION MATTERS



THANK YOU

MIIGWECH

QUESTIONS?