

Too Faced

COSMETICS



Neapolitan Bath Collection for Too Faced

Anna Goldberg June 4, 2015 – Thursday, 6 pm, COSM 2720

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Analysis of Too Faced

Too Faced Cosmetics is a successful and well-known makeup brand. I believe they have room to grow and expand into the Fragrance category with a specific focus on bath products. Bath products have always been popular with all age groups and I think it would be a meaningful addition to the Too Faced brand. Fragrances are fun, flirty and feminine – all of these concepts tie in with the brand image. Imagine being able to use their signature chocolate scent in the form of a body butter or body wash. How nice to have multiple products with one identifying scent. As Marketing Manager at Too Faced, I'm thrilled for to be a part of this unique and exciting line extension.

Target Market

Gender: Female

Age: 18-30 years old

Household: Lives with parents in a suburban home or with roommates in an apartment, has 2 siblings (smaller families), may live with husband and 1-2 children

Income: Teenager has a part-time job in a retail store like Charlotte Russe, Forever 21 (Earns \$10,000 a year or less), the customer in her 20s is likely to earn \$30,000-40,000 annually in her job at an office firm, our late 20s customer earns \$50,000-65,000 annually

Hobbies: Reads Cosmopolitan, Glamour and Allure Magazine, goes to Starbucks with her friends (loves to get frappuccinos), spends time on social media and posts regularly on Instagram, Facebook, Twitter, loves to snapchat with her friends, enjoys going out on dates and attending parties on the weekend

Education: College student seeking Bachelor's degree or college graduate with a Bachelor's degree

Personality: Fun, girly, upbeat and optimistic, lively and bold, opinionated, honest and bubbly

Brand/Company Background

To learn more about Too Faced and the company background, I visited toofacedcosmetics.com. Too Faced was founded by Jerrod Blandino and Jeremy Johnson. Jerrod Blandino serves as Creative Director and Jeremy Johnson is the Chief Executive Officer. Jerrod Blandino worked in the industry as a department store makeup artist in the mid-1990s. He saw a unique opportunity to help women feel feminine and embrace their individuality. Jerrod experimented with available products and tested them out on his clients. The name "Too Faced" came from his makeup counter clients who would go from sweet to sour if he was out of their favorite lipstick.



Jerrod partnered with his soon-to-be future husband in this new venture. They both believe in the power of makeup to empower women to feel pretty on the inside. Jerrod is creative and Jeremy is business savvy which led them to work well as a team. Their core mission is stated this way in their About section, “With exuberant approach to everything we do: We use the finest, cutting-edge ingredients to create innovative cruelty-free color cosmetics that women love to wear, We are unabashedly pink, pretty and feminine with a playful wink. We show you how to create different looks, inspire confidence to experiment, and encourage you to Own Your Pretty.”

Consumer Insight

Generally, Too Faced has had many positive reviews from their users on social media sites and on their website (toofacedcosmetics.com). Too Faced products, as seen on Instagram and Facebook, appeal to YouTube beauty gurus and ordinary girls. Girls and women seem to enjoy Too Faced as a brand because it enables them to feel pretty and feminine. These women don't need to hide behind their makeup – they view it as a tool of self-expression. To learn more about this consumer, I looked at this company's social media sites including Facebook, Instagram and Twitter. I also searched the Too Faced website for reviews on their most popular products. The results I found were overwhelmingly positive. Any negative comments seemed to focus on issues with customer service and complaints about product quality. Too Faced is good about responding to customer complaints. They do their best to make amends in order to retain their customers.

Too Faced Chocolate Bar Eyeshadow Palette Reviews (from website)



SARAH
4/14/15 @10PM

I was always skeptical about spending so much money on eyeshadow, that for years I literally missed out on Too Faced. A couple of girlfriends would use the natural eyes palette, and I always thought it was pretty- but like stated, \$36 is quite a bit for some eyeshadow. I walked into an Ulta, and saw Too Faced products displayed in the front and decided to take a look... I ended up walking out with the almost \$50 palette. LMAO!!!! What stood out to me about the Chocolate Bar was not only were there neutrals, but a little pop of pink, purple and burgundy. Even the Gilded Ginache looks a little bit like a hunter green/ dark brown. I decided to go for it, and the smell is heavenly. I can say without a doubt, I am MORE than pleased with my purchase and I don't think any other palette could compete. Even if you aren't a makeup guru, slapping on 3 random shades and blending them together looks amazing. I look forward to doing my makeup with this thing. I get so many compliments on my eyes. The two base shades allow you to do a subtle, or glamorous look right from the start. I am looking to buy the Semi Sweet bar in the future, and hope they decide to come out with another Chocolate Bar creation in the near future!! In love! Thank you Too Faced



LENA
4/12/15 @3PM

I have recently bought this palette for myself and my friend for her birthday although I'm pretty late to all of this chocolate bar hype. I've always wanted this palette along with the semi-sweet one and many other things from Too Faced. The smell is phenomenal if your a chocolate lover and the shades are gorgeous. This is such a must have. Even though some of the shades are not really seen in a nude palette they work very well with all of the other colors given and blend so nicely. I love the fact that you can build on all these colors and still see all of them. This palette is definitely unique and one of my favorites.



TALIA
4/8/15 @12AM

This palette is my favourite! I was so impressed with the colours and pigmentation of these shadows, and they smell amazing as well. The palette is extremely versatile, so I use this in almost every single makeup look I do on my eyes. Good job Too Faced!

Too Faced Little Black Book of Bronzers Reviews (from website)



**OLIVIA
SIMPSON**
3/29/15 @9AM

Love the variety! I already own the Milk Chocolate Soleil bronzer (I got it for Christmas and fell in love!) I had been wanting to try out a couple of the other bronzers and this is the perfect way to do so while sticking to a budget since one full size bronzer costs \$30. This is really a no brainer! I would definitely purchase again. p.s. I even used this Little Black Book of Bronzers to complete an eye look and it came out wonderfully. Thanks for another great product Too Faced!



BARENDA
3/28/15 @2AM

I ordered this can't wait for it to arrive I've had these bronzers individually so I know this won't be a disappointment.....



ALISON
3/26/15 @4AM

Purchased this the first day it was available and as you'll note there is nothing in the name to tell you how TINY these are. After I made my purchase and was upset at the small size, they added the details on the sizes of each pan (I have screen shots from the time of my purchase!) Too Faced's customer service has been a complete joke and have essentially ignored that so many people assume BECAUSE THEY CALL IT THE SAME THING that this is what everyone is seeing on YouTube. It's not. BEWARE THIS PRODUCT IS TINY.



**MIKAYLA
BRACE**
3/25/15 @1PM

This was my first purchase from too faced and I have to say I'm really disappointed. The sizes are very tiny and the shipping took a long time I would save your money and buy one full sized.

Selfie Finishing Powder Reviews (from website)



AISSA
3/28/15 @6AM

I really like this product. I bought it because I love Too Faced products and the fact that they are cruelty free rates them high in my book. Everyone needs to remember these are finishing powders and not a full coverage product. The colors don't appear noticeable but they are indeed there on the surface of your makeup. I apply one of the colors, based on the look I am going for that day, all over my face after foundation. After I apply all of my face products like contour, blush and highlight, I dust it over my face again. To me it makes the makeup look very finished and definitely gives that blurring effect that everyone craves. Flawless looks are a no brainer with this product. Definitely a must buy. My selfies look amazing!!



ALISSON
3/11/15 @1PM

It wasn't as much as expected if used without primer but it is still amazing. Gives a sunkissed look.



**NATASHA
KHANNA**
3/11/15 @9AM

I thought the packaging was absolutely adorable, but I wasn't as impressed with the product. Too Faced powders are some of my favorites, because they blend impeccably and they wear seamlessly throughout day. However, these smudged and were very patchy. I was hoping to the yellow and purple would make good highlights, but they transferred very oddly on the face. I do enjoy the bronze shade "Totally Toasted", it redeems the pallet.



WHITNEY
3/6/15 @3PM

Love it! The yellow I use to highlight and the purple does leave a lovely glow. Great product. Cute packaging.

Melted Long-wear Liquefied Lipstick Reviews (from website)



JASMINE
3/16/15 @6AM

Just purchased villain my new fav shade



AMY
3/14/15 @9PM

Love it! Favorite lipstick, doesn't dry out my lips. If you put a flashlight under it you can tell the tube isn't filled up all the way :(



STEPHANIE
3/12/15 @9PM

Love these melted lip colors!! Very pigmented and long lasting!! Only thing I would change is that it does tend to get in everything your lips touch if Too Faced would come out with a top coat that would seal in the color so it wouldn't transfer on everything it would be perfect!♡♡



ASHLEY
3/12/15 @4PM

Love love love this product!!! I purchased the color 'violet' and the pigmentation is incredible, it's very bright for my skin tone, and I get so many compliments from several people. I don't know how the color shows up for others because my friend who bought it as well says it shows up more as a pinky toned color... I'm planning on getting all the colors that work well with my skin.



LATOYA
3/12/15 @4PM

great shade i got the melted villain. i actually thought it would be a deep shade of blue but its not its more of a deep purple nevertheless i love purple shades so im still satisfied. I love too faced cosmetics i am officially hooked.

Retractable Kabuki Brush Reviews (from website)



ALWAYS L.A.
BABY
4/15/15 @1PM

Love this brush and definitely will keep buying. I recommended this to all my friends and family...Good Job!



MELISSA
2/24/15 @8AM

Horrible brush!!! I wrote a detailed review earlier today, but Too Faced wouldn't allow it to be posted. The brush is very flimsy and it broke after the second use... by which time it was too late to return. I've wasted my time and my money on this brush and I advise anyone who reads this to save your money and purchase a bronzing brush elsewhere.



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MELI
2/24/15 @4AM

"I love the Bronze-buki brush"- that statement is as retractable as this brush...Very cute brush, but I bought mine in December and it already broke. The brush is very cheaply made and the metal is very flimsy. I love Too Faced brushes and I was super excited to use this one but I can't recommend this as a purchase to anyone. The actual brush is very nice and it applies bronzers well, but the packaging is crap. I have only used the brush maybe five times...I embrace my pale skin in the winter and so I don't use bronzers that often this time of year. The brush broke on the second use and by that time it was too late to return it. Save your money and wait until Too Faced improves the brush case...it would be fantastic if it was made like their retractable kabuki brush. I still love Too Faced, just not this brush!

Instagram Posts (username is @toofaced)



toofaced Following
5 hours ago
@ilvusarahii gets a perfectly soft and luminous glow in our Snow Bunny and Endless Summer Bronzers!
#bronzerwardrobe #regram

♡ almamari01, richardskylark, beautycountess and 32.1k others like this.

sup_santana
@misselizabethhh

khawlah_gh
@talr_200002
أيود صبح

yourdadswe
😘😘

liha.888
Así quierooooo vermeeee

loma1988_
@husa_92

missalexadelugo
@tayyyyttayyy I wishhh!! Lol

kayvargs
Ok I kind of see it.... 😘😘😘 miss u and your soft skin already @apcmakeup

13nmercvt2

♡ Leave a comment...



toofaced Following
 23 hours ago
 Pave over imperfections and create the perfect canvas! Have you tried our Primed & Poreless Skin Smoothing Face Primer? #toofaced #regam @make_up_moshpit

♥ jackierodriguez396, x.sdg.x, evelyn_yvonne and 31k others like this.

katiesmith1109
 May have to try this ❤️ @toofaced looks amazing! Xx

z_s_l
 @salmasue17 @mc_chikni kohni pata pehnu xx

chanelbychanel
 It's amazing 🥰🥰🥰 check also out @batsmycartooneyes 🇸🇪 swedish Master MUA & hairstylist 🥰🥰🥰🥰🥰🥰

makeupp739
 Who won the giveaway?

ashdopp
 I neeeee!

the_beauty_auditor

litswood
 Me lo compre ayer!!! Hoy lo estreno!!! Pero es taaaaan

Leave a comment...



toofaced Following
 1 day ago
 Talk about haute chocolate! @makeupby_ev21 used shades "Hot Fudge" and "Caramel" from our Semi-Sweet Chocolate Bar Palette to get this smokey look! #chocolatebarpalette #regam

♥ jackierodriguez396, ocean_lover_122, moc_1989 and 39k others like this.

beyondskindeep
 @lala_kelly giiir, this would look amazing on you! !!

issa6471
 @lual707

veronica_czrs
 @lovebekka

kitty.lover.16
 What is wrong with your eye?

carlzbadd
 Omg wow the look I did on you for the concert! @shannonsukalskii

shannonsukalskii
 @carlzbadd that's so weird!! exact same 😊

eileentaffy
 @sjorda9412 why is too faced perfection 🥰🥰🥰

Leave a comment...



toofaced Following
 2 days ago
 @dulcecandy is OBSESSING over her "new fav lip color" - Melted Metal Lipstick in Metallic Jelly!
 #getmelted

♥ sahara_granados, qmr_l_compte_fan_kev_adams and 32.4k others like this.

hossen.karger5
like

jail_zavala
I want to be tour ambassador in Chile

sam_coquette
I need melted sugar in my life

jaxx_city
@ms_daisyy

carol9899
Please ship worldwide 🥰🥰

aoibheal
@libermi amiga!!!! Lo quiero!!!! 🥰

libermi
Q color !!! Muy tu! @aoibheal

anissanyoussa
Magnifique !! 🇫🇷 @lilialadiimi @safonouuu

Leave a comment...

Facebook Posts from Too Faced and Posts to Page:

Posts To Page ✕

Luna Faye Beauty Like Page
 4 hrs · 🌐

Happy Sunday! Make sure to watch my newest video about a neat new Too Faced Cosmetics palette.
<https://m.youtube.com/watch?v=596AgmRoRul>



Like · Comment · Share

👍 15,461 people like this.

Most Relevant ▾

↪ 15 shares



Write a comment...



Nicole Maldonado Done and done Too faced has the most beautiful make-up that I have ever seen so far in my life. I just love all of their products foundation, powders, mascara, lip sticks, eyeshadow especially and the chocolate line is the best I just love the smell makes me want to put my make up on over and over again! 😍

Like · Reply · 👍 1 · April 30 at 2:43pm



Too Faced Cosmetics Thank you, love! xoxo

Like · 👍 1 · April 30 at 3:20pm

↪ View more replies



Katherine Marie Heredia Done. Too Faced was the first cosmetics company I gravitated to when i really started getting into makeup. It's bc of you guys that I really fell in love and is now obsessed with makeup 😊. Love you Too Faced!

Like · Reply · 👍 2 · April 30 at 8:05am



Too Faced Cosmetics xoxo

Like · 👍 1 · April 30 at 8:46am



Like · Comment · Share

👍 2,353 people like this.

Most Relevant ▾

↪ 70 shares



Write a comment...



Kimberly Henderson ❤️❤️❤️

Like · Reply · April 27 at 4:16pm



Kirsten Fijneman Done! So cool ❤️ I live in The Netherlands and have to wait until august until I can buy Too Faced products again. If I win, I'll definitely pick the Little Book of Bronzers, 'cause it'll probably be sold out by the time I'll be able to buy it. Fingers crossed! 😊

Like · Reply · April 29 at 12:01pm

🗨 View 45 more comments

Twitter Posts and Retweets (@TooFaced is their username)

Too Faced Cosmetics retweeted

 **Nicole Dita** @1NicoleDita · May 1
This was so fascinating! Jerrod, you're such an inspiration! I absolutely adore @TooFaced... An amazing company. (youtu.be/krV4BGh2Gfg)

 YouTube



← ↻ 1 ★ 5 ⋮

 **Too Faced Cosmetics** @TooFaced · May 1
.@fashion_spot chose #TooFaced Pro-Essential Teddy Bear Hair Brush Set as their fave #crueltyfree #makeup brushes: ow.ly/Mp3Uf

← ↻ 3 ★ 10 ⋮

Too Faced Cosmetics retweeted

 **Emily Spadaford** @Emily_Spadaford · May 1
@TooFaced & @ciaobellaxo are having the most amazing give away and I am dying for some makeup! #budget #guruproblems

← ↻ 5 ★ 14 ⋮

Too Faced Cosmetics retweeted

 **jen mcphail** @Jenmcphail95 · May 1
So my favorite YouTuber ever is doing a giveaway with my favorite brand ever.. Can't get better than that 😍💜 @ciaobellaxo @TooFaced

← ↻ 3 ★ 14 ⋮

 **Too Faced Cosmetics** @TooFaced · May 1
Our Melted Metal Liquefied Metallic Lipstick will be featured on today's episode of the @WendyWilliams Show! Check your local listings :)

← ↻ 3 ★ 14 ⋮

 **Too Faced Cosmetics** @TooFaced · May 1
See why your favorite #YouTube #beauty stars are raving about the NEW Too Faced Cocoa Contour Kit! ow.ly/MoloQ

 YouTube

Competitive Information



The three main competitors of Too Faced are Benefit Cosmetics, Juicy Couture and Pink Sugar. These four companies differ because of their creative visions. They all have a “girly” brand persona but interpret it in fresh ways. Too Faced is all about “owning your pretty” and creating a positive experience. Benefit is a color cosmetics brand that is witty, sassy and makes applying makeup fun and new again. Juicy Couture has bath products that are fun, cool and upbeat. Pink Sugar takes you down memory lane by using nostalgic scents from childhood, like in their Cotton Candy body mousse and lotion. I selected these brands as competitors to Too Faced as they all offer fun and new ways to market beauty products.

Benefit Cosmetics utilizes Facebook, Instagram, Pinterest, YouTube, Google + and Twitter. They also have a blog on their website called “Friends with Benefit”. This brand uses a variety of avenues to showcase their products. Too Faced and Benefit Cosmetics utilize the same marketing tools. Juicy Couture is on Twitter, Facebook, Tumblr, Instagram, Pinterest and YouTube. They also have their own blog called “The Juicy Blog” which can be found on their website. Juicy Couture advertises in women’s magazines such as *Teen Vogue*, *Cosmopolitan*, *Elle* and *Seventeen*. They also have their own television commercials for their perfumes. Pink Sugar was hard to find on a google search. Their advertisements are focused mainly in magazines and on Sephora.com and ulta.com. Pink Sugar not have any social media that I was able to find. A successful product launch was undertaken by Benefit Cosmetics for their “Puff

Off” eye cream. Benefit used this fun and quirky image on social media and on their blog “Friends with Benefit” to advertise their new product:



This advertisement works well because it doesn't feel like an advertisement. Benefit is using humor in a fun and cheeky way that appeals to its customer base.

Product & Pricing

Too Faced is excited to launch its newest product line, the Neapolitan Bath Collection. As the name suggests, all of the scents in this collection are chocolate, vanilla or strawberry. The products being launched include Bubble Bath (\$10, 8 oz. and \$20, 16 oz.), Body Scrub (\$15, 4 oz. and \$25, 7 oz.), Body Wash (\$9, 4 oz. and \$18, 8 oz.), Bar Soap (\$8, 3 oz. and \$15, 7 oz.) and Body Butter (\$11, 4 oz. and \$21, 8 oz.). Each of these items ties into our theme of “DIY bath or shower experience”. I chose to launch these specific products to allow our customers to create a spa-like experience at home. When the word “bath” comes to mind, these products are the logical choice. Bubble bath symbolizes luxury for the user while body scrub exfoliates and leaves the wearer feeling clean and fresh. Body wash and bar soap cleanse and moisturize the skin without any irritating side effects. Body butter completes the experience by sealing in the moisture from the use of the other products in this collection. The perceived value for our customer is that special feeling of being pampered. This collection is for the woman who wants to visit a spa but doesn’t have the time. These products make it easy to re-create that experience in the convenience of one’s own home. We are expecting a sales of growth of 5-10 % when this product is launched.

Bubble Bath Indulgence (Succulent Strawberry) Image



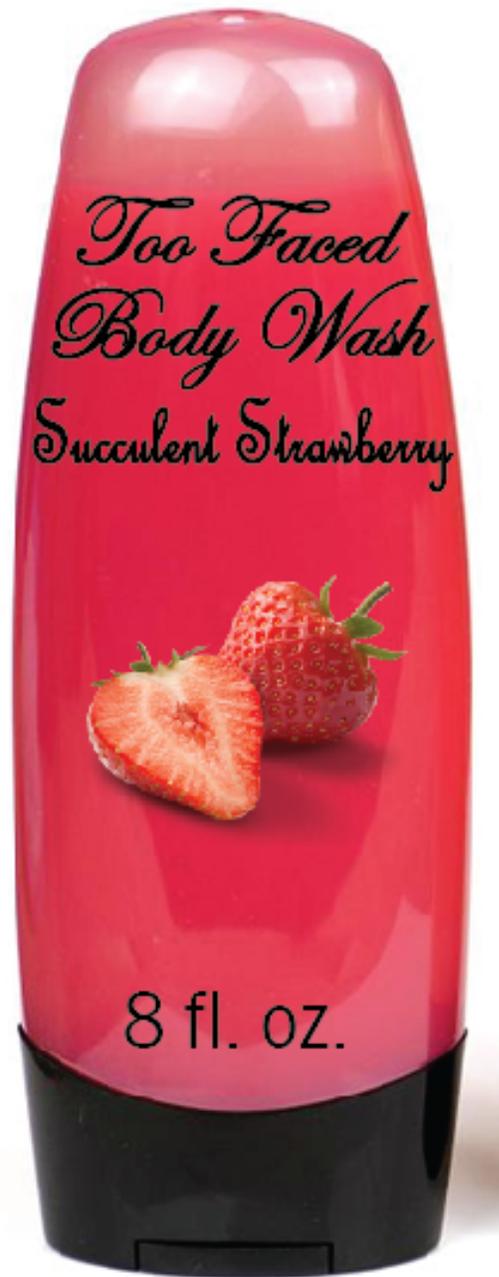
Bubble Bath Indulgence (Cocoa Crush) Image



Bubble Bath Indulgence (Vanilla Buttercream) Image



Body Wash (Succulent Strawberry) Image



Body Wash (Cocoa Crush) Image



Body Wash (Vanilla Buttercream) Image



Body Butters (Succulent Strawberry, Cocoa Crush and Vanilla Buttercream) Image



Body Scrubs (Succulent Strawberry, Cocoa Crush and Vanilla Buttercream) Image



Sweetheart Bar Soap (Succulent Strawberry) Image

Too Faced Sweetheart Bar Soap:



Secondary Packaging:



Sweetheart Bar Soap (Cocoa Crush) Image

Too Faced Sweetheart Bar Soap:



Secondary Packaging:



Sweetheart Bar Soap (Vanilla Buttercream) Image

Too Faced Sweetheart Bar Soap:



Secondary Packaging:



Distribution, PR & Launch Party

This line will be sold at Sephora (online and in stores), Ulta (online and in stores) and toofaced.com. Selling through these familiar retailers makes sense for our company. Too Faced customers are already familiar with and are likely to buy from these retailers. This familiarity creates a sense of trust with our customers. Because these stores and online sites already carry bath and fragrance products, our line will stand out in this market as something new and fresh. Online sale continue to grow so there are likely to be more opportunities for sale through these established businesses.

Our press kit is a feminine pink box with a ribbon tied onto it. Inside, the wrapping features black and white polka dots. 5 sizes of the travel size SKU for each product will be included. Also, we have provided an invitation to go with each press kit. This allows us to invite industry executives and beauty gurus alike to our Neapolitan Bath Collection launch party. Our launch party will be held at the Chateau Marmont located on 8221 Sunset Boulevard in Hollywood, California, 90046. This party will take place on March 12, 2016 from 5 pm – 11 pm. To attend, our guests must bring their invitation to the party and be 21 or older to attend. It's a party celebrating the new collection's launch and a fun way for beauty lovers and industry executives to socialize and network. We will provide hors d'oeuvres and desserts for our guests from the Chateau Marmont bar and restaurant. Drinks include champagne, red wine and white wine, along with regular soft drinks, iced tea, lemonade and water. The centerpiece of our food selections will be the dessert bar featuring chocolate, vanilla and strawberry ice cream with assorted toppings. Mini chocolate, vanilla and strawberry cupcakes from Sprinkles will also be featured. A vanilla specialty cake representing Too Faced will be surrounded by chocolate covered strawberries. Numerous appetizers will include: baked brie with assorted crackers,

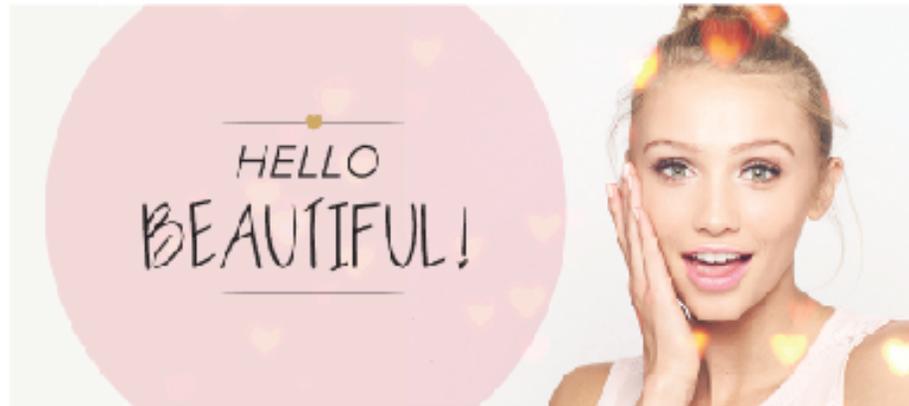
bread and fruits, chilled shrimp cocktails, French Fried potatoes with 3 dips, raw vegetables served with a variety of sauces and mini carnitas tacos. Complimentary valet parking will be available for our guests. A DJ will play music during the entire party and there will be a dance floor. We aim to have a fun, upbeat atmosphere with an emphasis on socializing and creating new contacts. Once the party comes to a close, we will be giving out gift bags with our Neapolitan collection bath products to attendees.

Press Kit Image



Launch Party Invitation

Too Faced Neapolitan Collection Launch Party



*What: Come join us for the launch of our Neapolitan Bath Collection
Enjoy champagne at our happy hour and party on the dancefloor*

*Where: 8221 Sunset Boulevard, Hollywood, CA 90046
At the fabulous and charming Chateau Marmont*

When: March 12, 2016 - 5 pm - 11 pm



Mood Board



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