

Reliable Luxury Cosmetics For Brown Skin



samreensvanity.com New York, NY [in](#) [f](#) [@](#)

Highlights

- 1 Our customers love our products making our return rate less than 0.5%
- 2 Our fan favorite dual ended lipsticks got us on QVC
- 3 We had our first celebrity partnership within our first year of business. Bali from Bravo Tv

Featured Investors



Arlan Hamilton [in](#)
Syndicate Lead

Follow

Invested \$5,000 ⓘ

Founder of Backstage Capital

Arlan Hamilton, Founder

"After working with Samreen for more than a year, I have seen time and time again that she is the *real deal*. She is curious, intuitive, and always willing to learn.

Investing in her minority and woman-owned cosmetic startup furthers my commitment to fostering diversity and innovation in a market ripe for transformation.

It promises to introduce products that resonate with underserved communities, ensuring that beauty is inclusive and accessible to all."



Fatima Arshad

Follow

Invested \$100,000 ⓘ

Fatima Arshad is a Senior Vice President in Credit Risk Management & Decisioning at Comerica Bank.

"Samreens Vanity has identified a gap in the beauty industry for women of color and is filling it with premium, practical products. I look forward to being part of the SV family as an investor, and a customer, for years to come."

Our Founder



Samreen Arshad Founder & CEO

Samreen's journey from immigrating to the U.S, facing challenges due to postpartum depression, to now running a multi-million dollar cosmetic brand, embodies immense courage. Samreen found her mission to elevate South Asian representation in beauty space.

Do we need another cosmetic brand?



Investor Presentation
Samreen Arshad



Overview

Samreens Vanity New York offers lush, vibrant cosmetics that allow women with brown skin to **look & feel their best.**



SAMREENS VANITY

There is No Reliable Luxury Makeup for Women with Brown Skin Tones...

 The beauty industry **lacks premium quality makeup** for women with **brown skin tones.**

 This forces **31M women** in the U.S. to **settle for unreliable or inferior quality makeup.**

SAMREENS VANITY





...So We Created It

Introducing Samreens Vanity: **Reliable Luxury Makeup for Brown Skin**, Created by a South Asian Makeup Artist

The Color Palette We Need

Makeup with rich, warm hues designed to complement brown skin tones.

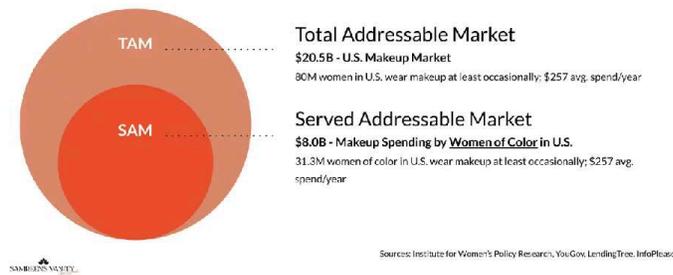
Premium Quality

Luxurious European-manufactured makeup that enables our customers to look great, feel confident, & express themselves in an authentic way.

Reliable Versatility

Long-lasting makeup with clever design features (like our dual-ended lipsticks), so it's convenient and looks good all day.

Makeup for Brown Skin = \$8B Market in U.S.



Source

Customers Love Our Makeup

EXAMPLES FROM OUR MANY RAVE REVIEWS:

- "Absolutely amazing! Such a creamy and pigmented formula. The color is just so beautiful and goes very well with my brown skin tone!"
-Gemini
- "This eyeliner is a staple in my makeup routine. It blends like a dream. I'm 100% buying it again!"
-Anmia Z
- "The quality is amazing! The liner/lipstick is so moisturizing and smooth! It lasts all day long and needs very limited re-application."
-Jshita
- "Best Eyeliner! So easy to apply and stays on all day."
-Rose

VIRTUALLY NO ONE
RETURNS OUR PRODUCTS!
Less Than
0.5%
PRODUCT RETURN RATE SINCE LAUNCH

Beauty Influencers Recommend Our Products



"I love this formula...it doesn't look chalky!"
-Riva Nevils
(544k TR; Top 1% IG followers)

SAMREENS VANITY



"This is my true and honest opinion...I have tried thousands of lipsticks...but this is different. This stuff is good! The fact that you have the liner ready, I'm genuinely impressed...I personally would recommend this 10 out of 10."

Shivebrin
(1.98 million TR; Top 1% IG followers)



"I tried this product and I was just obsessed...it's so wearable...It works on everybody...and not a lot of brands can do that...I love it!"
- Zhileika Vinna, celebrity makeup artist
(45k IG followers)

We're Gaining Media Attention & Signed Our 1st Distributor

SOCIAL MEDIA FOLLOWERS:

33k

DISTRIBUTION:



Signed DNO Group
(Asian Distribution)

SAMREENS VANITY

PRESS & PARTNERSHIPS:



Partnership with Bali
from Family Karma on
Bravo TV



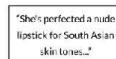
Invited to Audition for
Shark Tank



Pop Sugar



QVC



well+good



BuzzFeed

Our Product Offering

Starting with our current offering of popular eye liners, lipsticks, blushes, & accessories, we will build out a comprehensive beauty product line over the next 3 years.



Eyes

- Eye Liner
- Eye shadow (2025)
- Mascara (2026)
- Eyebrow powder (2026)



Lips

- Lipstick & lip liner
- Lip gloss (2024)
- Liquid lipstick (2025)



Face

- Blush
- Concealer (2025)
- Foundation (2026)
- Highlighter (2026)



Accessories

- Tote
- Pencil sharpener
- Makeup brushes (2025)

Competitive Landscape: Finally... Reliable Luxury Makeup for Brown Skin

	SAMREENS VANITY	Live Tinted	Kulfi Beauty	Mango People	CTZN
For Brown Skin Specifically designed to complement brown skin tones	Yes	Yes	Yes	No	No
Luxury Premium quality	High	Medium	Low	Low	Low
Reliable & Versatile High value & convenient	Yes	No	No	Medium	No

Roadmap

3-year plan to scale operations:



SAMREENS VANITY

Future projections are not guaranteed

Founded by a South Asian Makeup Artist

- Beauty entrepreneur & influencer
- Founder of social media sites that showcase top fashion & beauty brands across digital platforms
- Accredited makeup artist
- BS, Business (University of Michigan)

"I couldn't find high-quality makeup that complemented my skin tone, so I created it!"

-Samreen Arshad



Samreen Arshad
Founder and CEO

SARBEANS VAGHEY

Revenue Forecast & Financial Metrics



84%

Gross Profit Margin
(Direct to consumer, lipsticks & eyeliners at 5k supplier MOQs)

\$66

Average Order Value
(Month of Dec '23)

2.7%

Conversion Rate
(Month of Dec '23)

SARBEANS VAGHEY

Future projections are not guaranteed

So far, we have spent minimally on marketing and have still gained loyal customers who love our products. With the money we raise on Wefunder, we plan to invest heavily in marketing that will fuel our growth and revenue.

Capital Raise

We're raising capital, to be used as follows:

Hire Head of Marketing
(50%)

Establish & scale customer acquisition channels: digital ads, content marketing, email & text, campaigns, social media, influencer marketing, & traditional media

Marketing Spend
(35%)

Invest in our highest-leverage ad campaigns: Display marketing spend, prioritizing campaigns with highest ROAS

Product Development
(15%)

Lip Gloss: Develop and roll out our line of lip glosses

SARBEANS VAGHEY