

PR/MEDIA KIT

Chella[®]
effortlessly you



@ChellaBeauty





- About Chella
- Testimonials
- Social Media
- Subscription Boxes
- Influencers/Collabs
- Press Features
- Chella Pro

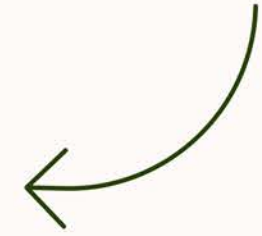
agenda

about chella

a letter from our founder



CEO & FOUNDER,
CHRIS KOLODZIEJSKI



"Growing up in Southern California, I witnessed my Mom as a single parent devote her life to her kids and a better future. My mother was a respected professional in the male-dominated world of commercial real estate in the 1970's, and she leveled the field with her creativity, ideas and intellect.

With my mother as my role model, I was left with a clear understanding of how the power of creativity, optimism, and, of course, having a dream can change your life. As I began back in 2002 to create and form Chella as an idea and brand, I discovered that all of these life lessons applied to beauty and self-esteem. I understood that I could help empower women through beauty. This has become the inspiration of Chella, the realization that beauty both internal and external can and will change your life."

about chella

fresh brows & eyes that match your vibe

Celebrate the joy of connection with Chella. Founded in 2003, we have spent years dedicated to crafting the best in brow and eye makeup essentials. We make creating an authentically approachable look simple with our clean, vegan, products containing high-quality ingredients. Available in a wide selection of shades and hues, you can always be your truest self with Chella.

inclusive beauty starts here



color matching

Our color-matching guides make it easy to find the perfect shade to enhance your look.



wide-range of shades

Discover our selection of inclusive shades, often overlooked by other brands.



quality & performance

Our products have a smooth application, precise accuracy, seamless blending, & buildable formulas.



pro-level accuracy

Experience complete consistency with our professional long-lasting & non-creasing formulas.

our mission

clean, vegan beauty that cares

We are committed to creating brow & eye products that are vegan, paraben-free, gluten-free, and never tested on animals. It's time for products that help you glow inside and out.

We want to create an inclusive space in the beauty industry, where you can rely on quality products made with you in mind.



CLEAN



CRUELTY-FREE



VEGAN



PARABEN-FREE



GLUTEN-FREE

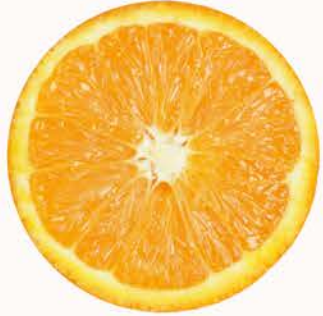


RECYCLABLE



our care ingredients

Our products are formulated with innately skin-friendly ingredients that are ethically sourced and highly-rated by the Environmental Working Group. The EWG has the strictest standards for transparency and health. The ingredients we use below are some of the highest rated ingredients by their standards.



VITAMIN C
ewg rating: 1

Get glowing with natural antioxidant properties.



VITAMIN E
ewg rating: 1

Resists free radicals and contains powerful antioxidant properties.



COCONUT OIL
ewg rating: 1

Soothes and protects skin from potential pathogens.



ARGAN OIL
ewg rating: 1

Safeguards your skin barrier & prevents hair damage.

our care ingredients

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SHEA BUTTER
ewg rating: 1

Has natural healing properties & moisturizes the hair & skin.



CUCUMBER EXTRACT
ewg rating: 1

Refreshing, soothing and deeply hydrating.



JOJOBA SEED OIL
ewg rating: 1

A natural emollient for calm, quenched skin & hair.



ALOE VERA
ewg rating: 1-3

Restores moisture and improves dry skin.



ROSE FLOWER EXTRACT
ewg rating: 3

Helps to minimize redness and soothes irritation.

meet the team

We believe that behind every great product is a great team.

These are the hard-working women at the heart of Chella Beauty.



Sarah Siegel
Director of Sales



Kayla Parks
Director of
Education & Events



Blanca Diaz-Martinez
Midwest
Territory Manager



Lola Ferrer
V.P. of Operations



Jocelyn Shahin
Fulfillment Manager



Mei Tang
Success Manager

200,000+
REVIEWS ON **IPSY**

testimonials



LISA L.

"The best eyebrow pencil ever!!!
Easy to use, and creates natural,
pretty brows! Love it!"



KARI B.

"I love the eye brow gel! I use this
daily and love the hold it gives my
eyebrows."



KATIE S.

"Honestly, it's life changingly
awesome"



AND MORE ON

Chella®



★macy's



personas

PERSONA & MOMENT OF RESONANCE

“the mentor”

who is a reliable source, teaching and sharing their talents & expertise.



“the entertainer”

who shows off their talent in a big way to bring joy to others.



“the professional”

a respected leader in their workspace.



“the friend”

a confidant that you trust and feel comfortable around.

“the social butterfly”

who loves to celebrate with friends & family.

“the mom”

A master multi-tasker than values simple, easy to use products that last.

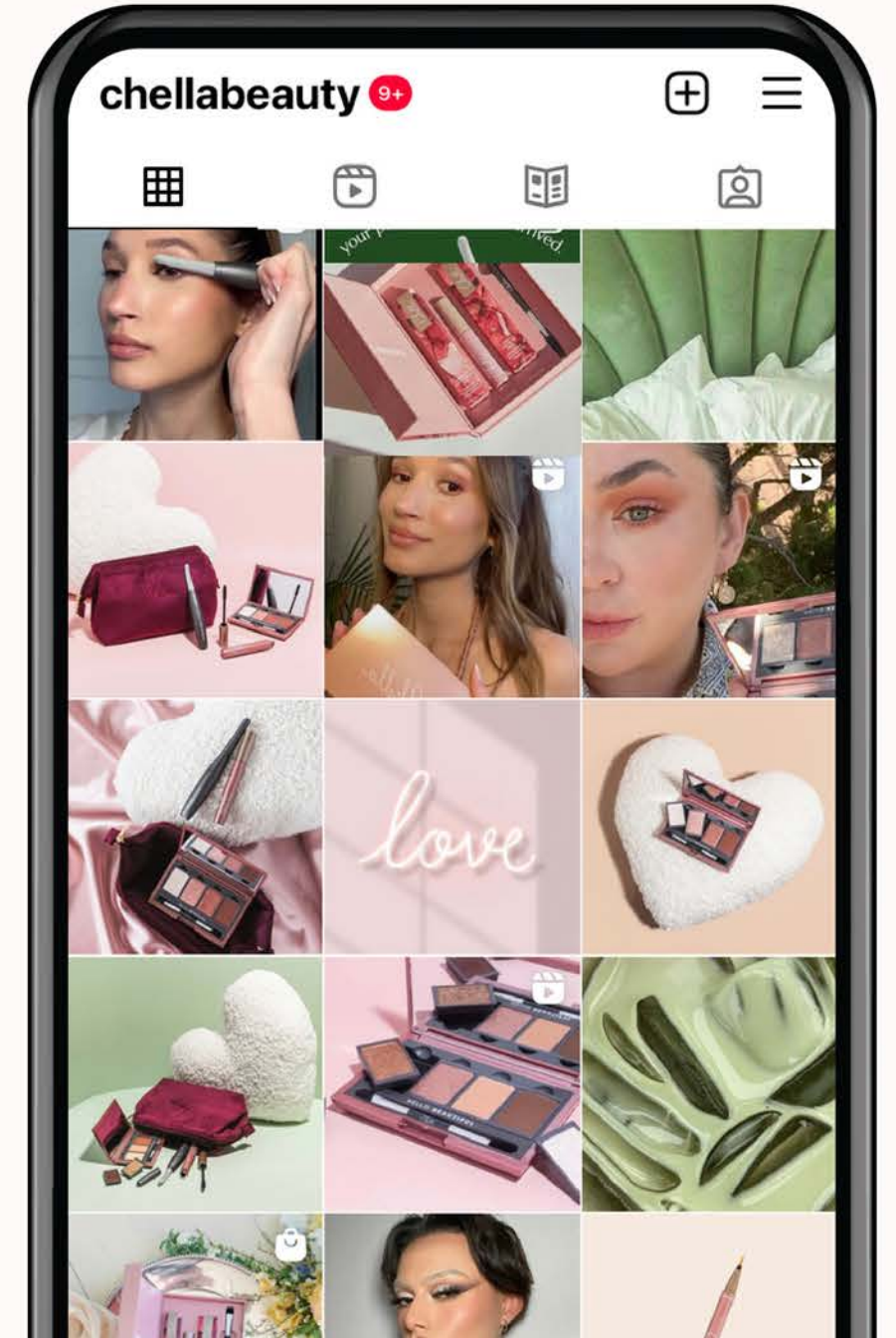
social media



@ChellaBeauty

STRATEGY

- Connect authentically in our messaging & brand persona/voice.
- Post across all social platforms consistently. We believe in posting about both the products & the lifestyle our brand embodies.
- Build a community & be human-centric. We are actively connecting with our audience and making them feel special & heard.
- Trend & social-forecast to deliver content our audience wants to see by staying relevant to trends with original & curated content.



social media



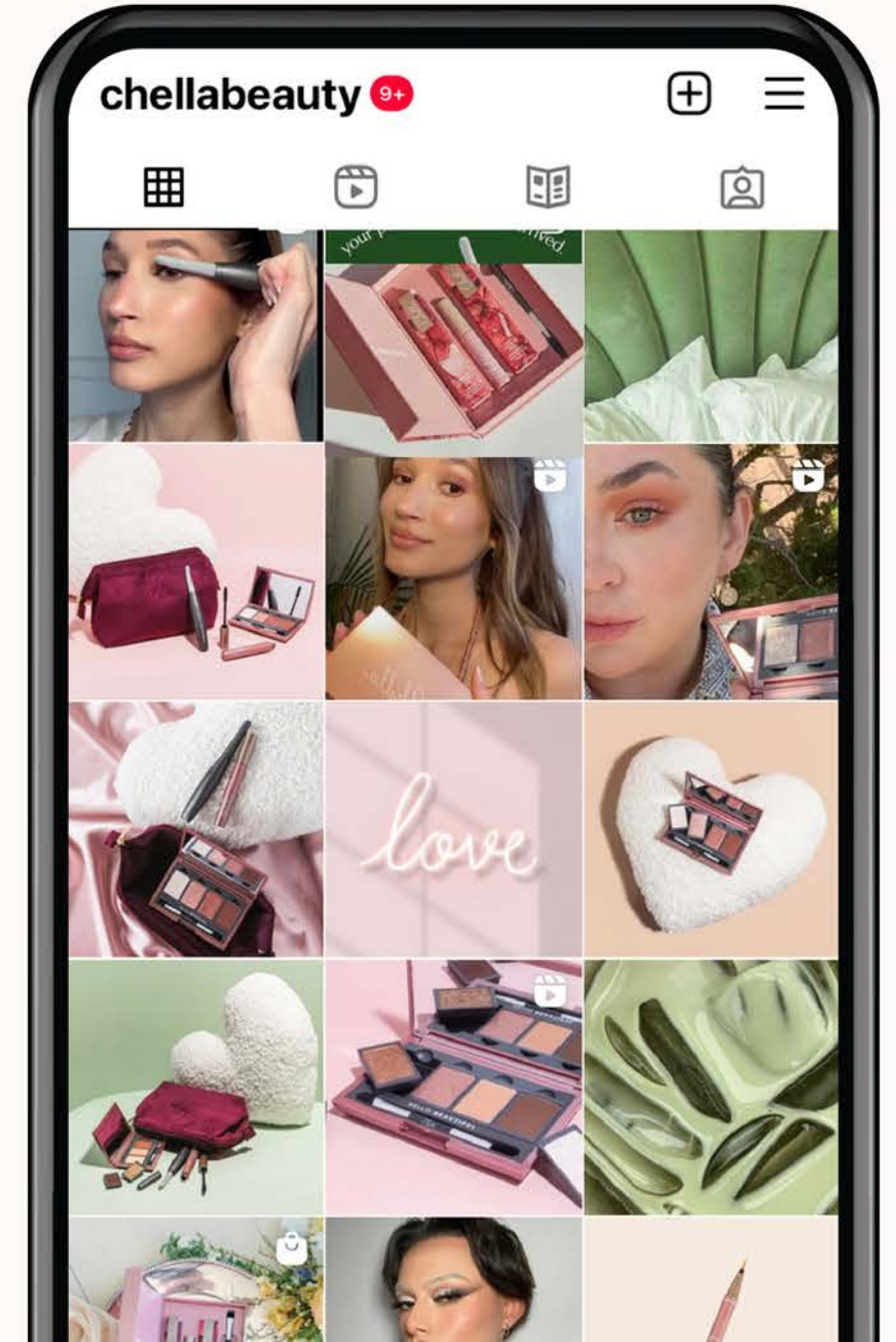
@ChellaBeauty

- **INSTAGRAM INSIGHTS:**

- Followers | 38.33K
- Top Cities | NY, LA, & Chicago
- Account Reach | 5.77K

- **TIKTOK INSIGHTS:**

- Followers | 23.5K
- Total Likes | 1.4M
- Top Areas | NY, LA, & Chicago



influencers



@itsmarisaherr
Followers | 84.9k



@glamxashlen
Followers | 6k



@anyabenton
Followers | 305k



@theacaciamcbride
Followers | 88.6k



@gilbert_soliz
Followers | 30.8K



@amyannmorris
Followers | 16k



@daniellamonet
Followers | 4.4M



@siennamaegomez
Followers | 1.5M



@adinaporter
Followers | 481k



@noeliaramirezzz
Followers | 433k



@msevylynch
Followers | 3.75M



@evonwahab
Followers | 1.7M

celebs & influencers

collaborations

Chella x Vela Beauty
BLUSHING ROSE EYESHADOW PALETTE COLLAB



about

- Cori Gant, goes by @velabeauty
- Age: 29
- Instagram: 516K followers
- TikTok: 127.1K followers (*over 1.4M likes*)
- Target Audience:
 - 18-25 year olds
 - mostly women
- Content: mostly makeup and skincare
 - Makeup videos perform better
 - People say want they to see skincare

collaboration

Introduced through ISPY, *Chella & Cori* immediately aligned on their values and mission-- *empowering people to keep growing, and to embrace their flaws and thorns for the beauty* that they bring.

A collaboration was a no-brainer, it was like a *sign from the Universe* that both parties were exactly where they needed to be. And just like that, a young girl playing with her mother's makeup has *fully bloomed* into a *strong woman* with a platform and a palette to be nothing but proud of.

subscription boxes



subscription boxes



2-3 million units of products with IPSY

Rated #1 Eyeshadow Palette



"This is my first experience with Chella. I am loving this mascara! It goes on flawlessly. The formula is even with no clumps. It stays all day, and is easy to remove with makeup remover. I would say it is perfect for a daily look. There are times when I want more volume, but the consistent flawlessness of this formula makes it a go-to for me."

@MOSS_KRISTINE



ipsy • Following

ipsy It's those vivid pops of blue for me. These gorge palettes are popping up in July Glam Bag Plus! #IPSYStayGolden

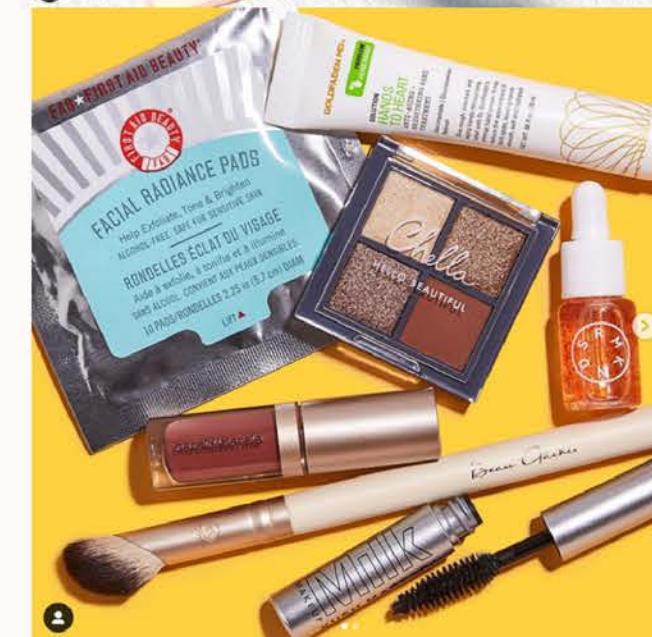
Products Here:
@shopbasicbeauty_ Bronzy AF Bronzer Palette
@beautyforreal Golden Hour Palette
@ChellaBeauty Divine Purpose Eyeshadow Palette
@halfcakedmakeup Your Eyes Only Palette
@hipdot Sun Goddess Face Palette

10w

Liked by chey.sequoia and 3,877 others

JULY 2

Add a comment...



ipsy • Following

ipsy April Product Spoiler! Soooo...did you guess correctly on this morning's post? #IPSYStrongerTogether

Glam Bag Products:
@bareminerals MINERALIST Lip Gloss-Balm - Sincerity
@milkmakeup KUSH High Volume Mascara Mini
@serumkind_us Youth & Glow
@GoldfadenMD Hands To Heart Anti-aging + Brightening Hand Treatment
@firstaidbeauty Facial Radiance Pads

Glam Bag Plus Products:
@graceandstella Dead Sea Mud Mask
@honest_beauty Everything Cream Foundation

Liked by kaylaap and 3,680 others

MARCH 19

Add a comment...

press features

BYRDIE

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BYRDIE
SKIN HAIR MAKEUP FRAGRANCE WELLNESS STYLE REVIEWS NEWS ABOUT US

BYRDIE • REVIEWS

5 Heated Lash Curlers to Use If Traditional Lash Curlers Aren't Your Jam

written by [SYDEN ABRENICA](#) UPDATED ON MAY 12, 2021

Our editors independently research, test, and recommend the best products; you can learn more about our [review process here](#). We may receive commissions on purchases made from our chosen links.

The image shows three heated eyelash curlers standing upright. From left to right: a black one, a white one, and a pink one. A circular badge in the top right corner of the image reads 'BYRDIE TOP PICKS'.

Best Overall: Chella Heated Eyelash Curler



★★★★☆ 3.5

[VIEW ON AMAZON | \\$22](#)

[VIEW ON QVC](#)

[VIEW ON MACY'S](#)

[READ FULL REVIEW: This Eyelash Curler Gave Me Lifted Lashes With the Push of a Button](#)

Evenly distributed heat, simple to use, and a compact design make this heated eyelash curler one of our absolute favorites. The device features a comb with heated teeth. Start by combing from the middle of your lashes outwards, keeping the comb pressed against the hair for up to 10 seconds so that the heat can penetrate. Continue with the sides of your lashes, pressing and combing until you've got your desired look.

* What Our Testers Say

"The Chella Heated Eyelash Curler immediately lifted my lashes and resulted in a more eye-opening look." — [Joline Buscemi](#), Product Tester

press features



Beauty Tools Flash Sale: Score Deals From Beautyblender, SBLA, Chella & More!

In this week's Deals for Real, Brandi Milloy shares savings on sculpting wands, heated lash curlers and other makeup must-haves.


By MARENAH DOBIN | AUG 05, 2021 8:00 AM | TAGS

We independently selected these products because we love them, and we think you might like them at these prices. If you buy something through our QR code or links, E! makes a commission on your purchase. Items are sold by the retailer, not E!





You can have the best makeup products in the world, but they won't come through for you unless you are using quality beauty tools. Good makeup brushes and blenders are so vital to achieving the look and coverage that you desire. Additionally, it's important to replace those items on a regular basis to ensure that you are always using clean tools at their peak performance.

If you want high-quality tools at great prices, this week's [Deals for Real](#) has you covered. [Erin Lim](#) and [Brandi Milloy](#) are sharing major savings on *all* products at [Laruce Beauty](#), where you can get individual brushes and sets. There's a 20% discount on *the* one and only [Beautyblender](#). There's also a great deal on a [heated eyelash curler](#) that's safe for your lashes, easy to use, and creates an ever-lasting curl. And, if you want to channel your inner [Christie Brinkley](#), there's a [sculpting wand](#) from SBLA Beauty that she loved so much that she decided to partner with the company.

If you're ready to refresh your beauty tools and get some major savings, keep on scrolling to learn more about these products and to get our exclusive discount codes.

 [Hannah Ann Sluss Shares Her Must-Have Amazon Beauty Products](#)

TRENDING STORIES

- 1  See All the 2021 Fashion Looks
- 2  Nicki Minaj Wor Because of Vacc
- 3  Andy Cohen Sha Jayne's *RHOBH* R
- 4  Britney Spears' Urging Her to Si



allure MAKEUP SKIN HAIR WELLNESS MORE

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EYE CATCHING

Chella's La Vie Eyeshadow Palette Creates More Looks Than You'd Think


This four-piece palette brought out my creative eye, pun intended

BY TALIA GUTIERREZ
April 1, 2021

\$20

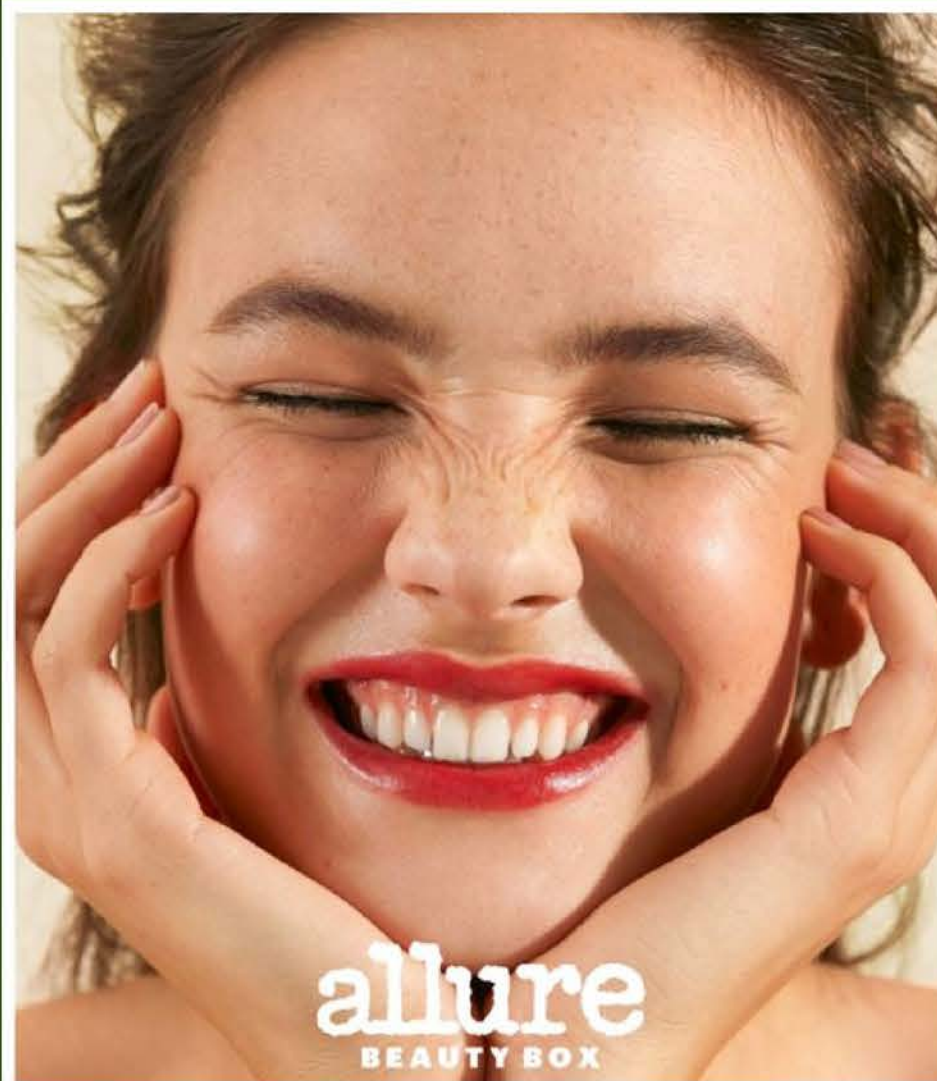
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press features

allure
BEAUTY BOX

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[MAKEUP]

CHELLA LA VIE EYESHADOW PALETTE

I like dusting this warm quad's light brown over my lids. It's a perfect base color for my olive complexion and masks veins on my lids like a charm. It's also pretty on its own for a soft, neutral look when I'm in a hurry. I've tried a few different quick combos but my favorite has got to be tapping the deep brown into my creases (it goes on without splotches) and the pearlescent or gold shade on my inner corners. The gold, especially, gives me a fairy-like sparkle that's strong enough to be picked up on Zooms. —T.G.



Price: \$45

Where to buy it: [Chella.com](https://www.chella.com)

Promo code: Enter Allure20 at checkout to receive 20 percent off your order, one use per customer (valid April 1, 2021, through May 31, 2021).

press features

ESSENCE

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HOME · BEAUTY

Shop 'Til You Drop With These Amazing Beauty Products That Launched In July

YOUR ESSENCE BEAUTY EXPERTS HOOKED YOU ALL THE WAY UP!



COURTESY OF ROSAE

BY EMERALD ELITOU · AUGUST 26, 2021 UPDATED

If you're looking to satisfy your beauty fix, then look no further than this shoppable list of [beauty products](#) that launched in July. Curated to fulfill your [self-care needs](#), find everything from lipsticks to enhance your fierce looks to refrigerators that help keep your products fresh. There is also a diamond beauty cream that will get your skin right and tight. Yes, your Essence family hooked you *all* the way up. Happy shopping!

REAL

34 Chella Divine Purpose Eyeshadow Palette

Hello Beautiful. You're nothing short of a goddess in training. Always authentic & ever-evolving, truly mindful with pure intentions, and passionate about what makes your soul sing. The Divine Purpose Eyeshadow Palette inspires you to unleash your inner goddess for all to see. With 8 long-wearing matte and pearl shades, the vibrant pops of color will honor your Divine Purpose, making this journey the most fulfilling yet. Blendable, smooth, and highly pigmented, these stunning shadows inspire captivating eye looks fit only for the goddess in you. Set off on your path of Divine Purpose.



available at [Chella](#) \$35

press features

VOGUE
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VOGUE


FASHION BEAUTY CULTURE LIVING RUNWAY SHOPPING VIDEO VOGUE CLUB PHOTOVOGUE PODCAST

Members Get More Access, Community, Events. JOIN VOGUE CLUB

MAKEUP

Makeup Artists Swear By These Eyelash Curlers

BY KIANA MURDEN
September 6, 2022



Get Vogue's Beauty Secrets series with Emily Razaqi

Chella Heated Eyelash Curler

Housner is a fan of Chella's heated tool for its clamp-free design, meaning "there's no opportunity to crimp the lashes accidentally. And also, the curl can tend to last a bit longer with a heated curler." This sleek tool heats up quickly and makes using a heated curler a seamless process.



press features

ELLE



REFINERY29

ELLE

Beauty
7 Heated Eyelash Curlers For Wow-Worthy Lashes
— *Worth the risk, TBH.*

BY SACHANA JEFFERS SEP 8, 2022

6

BEST FOR GENTLE CURLING

Chella

Heated Eyelash
Curler



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REFINERY29

**Say Bye To Tarantula Eyes
With This Buildable
Mascara For Sensitive Eyes**

JINNIE LEE
JULY 18, 2022 4:11 PM



”

BYRDIE

if you're looking for bigger and better lashes, chella heated eyelash curler might be your savior.

- JOLINE BUSCEMI

”

allure

to say I'm impressed with what this
[chella la vie] four-pan eyeshadow-
palette almost doesn't do it justice.

- TALIA GUTIERREZ

”



REFINERY29

the mascara, named Good Drama, is not only designed to lengthen and volumize (like all good mascaras ought to do), but it also nourishes lashes, which is ideal since I use eye drops all day, which generally tend to brittle up lashes and cause flaking.

- JINNIE LEE

Chella[®] PRO

dedicated to crafting the best in brow & eye makeup essentials for your spas and salons

"I am amazed at what I have overlooked for so long, brows! I use all products from the kit when I demonstrate how to use, the cream eyebrow kit is flying off my shelf as I knew it would. If I use it, then my clients are all over it, as predicted. You have created a monster"

Christina – Business Owner & Esthetician

"Thank you so much!! This is another reason why I love this brand, so helpful and so much knowledge and information available!"

Jessica – Business Owner



@ChellaPro

"I am a licensed esthetician and makeup artist. I can say without a doubt these products are wonderful quality, the packaging is gorgeous, and they even offer product training. Any questions I had, was immediately answered and they were able to take my business model and recommend things I had not thought of before. The display units are really well built and look fantastic. Honestly, what more can you ask for? I highly recommend this company."

Sarah – Spa Manager



let's get social!

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