

Immediate Release



## BeautyGram™ Introduces New CEO

**November 12, 2015, Calgary, Alta** — A BeautyGram™ was born on the idea to create a beautiful, personal and a unique, gift experience that would truly make someone's day. BeautyGram™ was founded in 2009 by Jennifer Ruparell with a baby on the way and a burning desire to change careers for the next stage of her life. With over a decade of experience in the aesthetics world in Calgary, Ruparell realized that what she loved the most about providing her clients with beauty services was how she could make them feel happy, pampered, beautiful and loved. In 2012 Ruparell was featured on [Dragons' Den](#) making the pitch for the on line gifts wrapped in a pink boxes and delivered to women across Canada.

Today Ruparell has sold the company, but is still a trusted advisor to BeautyGram™. Welcome BeautyGram™ new CEO Carrie Paxson. What caught Paxson's eye was an ad in the elevator at Suncor in 2012. Immediately she ran to her desk and ordered two BeautyGrams for her besties. Paxson says, "I was taken with the concept, and enamored that they were such a blend of whimsy and sophistication, all wrapped in one pretty pink box. At Christ-mas that same year, I bought 21 BeautyGrams for my training team, and have continued to buy them when the occasion called for it ever since."

Paxson started an e-commerce boutique called [CarriesCloset.com](#) in January 2013 and met Ruparell for the second time and also reaching out to anyone and everyone that she thought could give her guidance. Ruparell gave Paxson solid advice that has helped her even to this day. The sale of BeautyGram™ finalized on October 21, 2015.

Paxson says, "We have really got to know each other through this process, and even though Jennifer is moving onto the next chapter in her life, we have really become friends through this process, and suspect that she will continue to be an advisor, friend and confidante through the next chapter of BeautyGram™."

Ruparell says, "Carrie has supported and believed so much in what I did over the years that she wanted to continue the BeautyGram™ love. I feel blessed to sell to a wonderful and passionate woman who began her journey with BeautyGram™ as a customer just wanting to pamper the special women in her life. I know Carrie will absolutely shine with her new baby because she gets it!"

Media inquires please contact Carrie Paxson, CEO BeautyGram™.

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### About BeautyGram™

BeautyGram™ is a lovely gift experience in a beautiful pink box. These elegant acts of care are a great alternative to sending the conventional flowers, fruits and other gift baskets. A BeautyGram™ is a unique collection of curated, luxurious beauty and lifestyle products and your thoughtful message, all exquisitely packaged within a hot pink box. Each BeautyGram™ is carefully crafted by our beauty experts to create a personal and fabulous feel-good gift experience. As women, we don't need to wait for a holiday or a specific reason to send a gift to a friend, a sister, mother or ourselves. Sending a BeautyGram is a thoughtful way to pamper some of your favourite people because they deserve it. Visit <http://beautygram.com/> for more information.