

A close-up photograph of two makeup palettes. The top palette is a blush palette with five circular pans of varying shades of pink, peach, and gold. The bottom palette is a blush palette with four rectangular pans of varying shades of red and pink. The palettes are set against a solid pink background.

Root

ECO BEAUTY + LIFESTYLE

vegan • gluten free • cruelty free • nontoxic

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*natural & organic
masterfully crafted
revolutionary
multi-use*

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Root

ABOUT ROOT

FOUNDED IN 2013, ROOT IS A LEADING ECO BEAUTY BRAND. WE MAKE INCREDIBLE NONTOXIC MAKEUP, SKINCARE, HAIR, BODY PRODUCTS & ORGANIC ESSENTIAL OILS.

What started as a hobby in Founder Krista Dolash's kitchen expanded to an extensive line of nontoxic makeup & beyond. When Krista became pregnant with her third child, she began researching the ingredients in everything she used & quickly realized her makeup products being marketed as 'natural' were far from it. So, she took matters into her own hands & made products she could actually trust.

Today, Root is a growing worldwide e-commerce brand with one retail location at our headquarters in Waverly, Iowa. All Root products are natural, nontoxic, vegan, gluten free, cruelty free & made in the USA.

OUR VALUES



CUSTOMER EXPERIENCE

From naming products after customers to using customers in all of our marketing, exceptional customer experience shapes everything we do.



ECO BEAUTY

We're leading the way in the eco beauty movement, minimizing single use plastic & introducing refillable + biodegradable packaging.



GIVING BACK

We proudly donate 1% of our sales to several handpicked charities each year in an effort to shine light & love onto as many people as possible.



SUPERIOR QUALITY

We hold our products & Pretty Lab to the highest standard. A 70% return customer rate & year after year growth with zero advertising is proof of exceptional products.

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JAMILA P.
ROOT CUSTOMER
SINCE 2017



KATHERINE N.
ROOT CUSTOMER
SINCE 2015

create less waste. IT'S IMPORTANT.

COMING SOON: ECO REFILLS

We are extremely passionate about our eco beauty movement. This spring, we are debuting our eco refill compostable pouches, available for all of our loose mineral pigments including Pearl Powder Mineral Foundation, eyeshadows, blushes & even dry shampoo!

GLASS PACKAGING

In 2019, we transitioned 90% of our skincare, hair & body products to eco-friendly glass packaging in an effort to reduce our environmental footprint. Glass has the ability to be reused & recycled over & over, giving our community the ability to join us in our eco mission. We're also launching our NEW glass 100% Lash Mascara & glass 100% Line Liquid Eyeliner, as well as our Pretty Forever Jars, all coming Spring 2020.

REFILLABLE OPTIONS

We also introduced our bulk & refillable size option of our hair, home & body products, as well as our magnetic eco Pretty Forever Palette. This bulk size of skincare, hair & body is four times as big as our regular size, & we are so obsessed. Not only are you saving money by purchasing in bulk, but you're saving the environment, too. The less often you have to purchase, the less packaging you use!

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the pretty lab

**WE MAKE & MANUFACTURE
90% OF OUR PRODUCTS
IN-HOUSE IN OUR VERY OWN
PRETTY LAB.**

The Pretty Lab's standards are above & beyond any lab we've worked with before. Keeping our lab in-house, we know our quality is superior, & we are obsessed with perfecting every single product that leaves the Pretty Lab.

We have the ability to formulate & produce anything at our fingertips. Our speed to market is incredibly fast - we can whip out new products in a matter of a couple of weeks, & once they're formulated, we can make new versions of those products overnight.



**FOUNDER & CEO KRISTA DOLASH (RIGHT), FORMULATES
ALL OF OUR NEW PRODUCTS HERSELF.**

Based on feedback & demand of our community, Krista & our Pretty Lab staff have fun creating new products daily. Krista looks at the ingredients of the most successful products on the market & formulates our Root products using even higher quality ingredients. With our in-house Pretty Lab, quality is kept high while our price point stays low.

OUR BEST-SELLERS

Our variety of products make Root stand out in the green beauty industry. It's our goal to get clean beauty into the hands of as many as possible, & we've developed our full collection of makeup, skincare, hair, body & organic essential oils because of their demand.



PURE GLOW ORGANIC BEAUTY BALM

One of our newest products is our collection of Pure Glow Beauty Balms, & they have been an instant success. During our most recent launch of our Chamomile + Prickly Pear Beauty Balm, we sold out of a supply that was calculated to last 6 months, in only 72 hours.



PRETTY HAIR DAY DRY SHAMPOO

Our Pretty Hair Day Arrowroot + Citrus Volumizing Dry Shampoo has a pump applicator that gives you incredible volume & texture. This product is truly multi-use as it can also be used as a mattifying makeup setting powder.
ECO REFILLS AVAILABLE



PRETTY PAINT CREAM BLUSH + LIP

Our Pretty Paint Cream Blush + Lip collection has quickly become a best-seller after initial launch in October 2019. Our customers love the longevity & multi-use of these two-in-one cream blush & lip products. They effortlessly snap into our new magnetic eco makeup palette - our Pretty Forever Palette.



BEAUTY SLEEP PERFECTING SERUM

A long-time customer favorite, our Beauty Sleep Perfecting Serum is incredibly lightweight, yet mega hydrating. Each ingredient is perfectly formulated to help balance the skin's natural oil production, soothe acne & improve overall skin health.
BULK GLASS PACKAGING AVAILABLE



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Let's connect!



HAYLEE PIEHL

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