

IMPACT

REPORT 2023

thrive[®]
causemetics

bigger
than
beauty[™]
SKINCARE

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THANK YOU



Dear Thrive Causemetics and Bigger Than Beauty Skincare Family,

As the Founder and CEO of Thrive Causemetics + Bigger Than Beauty Skincare, I am filled with an overwhelming sense of gratitude as I reflect on our immense impact together. Your unwavering support has been the driving force behind our ability to donate over \$140M in funds and products, making a lasting positive impact in communities worldwide.

Thanks to you, in 2023 we were able to welcome 41 new Giving Partners and donate over \$29M in products and funds! Together, we have empowered over 500 nonprofit organizations through the magic of cosmetics and skincare, touching countless lives and creating tangible change in the world around us. You contribute to this incredible achievement with each purchase you make, every product you choose, and every share of our mission.

Together, we've proven that through compassion, empathy, and collective action, we can create a world where beauty goes beyond the surface and transforms lives in profound ways. As we reflect on our journey together, I am grateful for your role in our movement. Your belief in our products, values, and mission drives us forward each day, and for that, we are endlessly thankful. Being kind and serving others is a dream we get to bring to life daily, because of you.

♥ *Karissa*

2023 HIGHLIGHTS

550+
NONPROFITS

Across all 50 states
within the US

OVER
\$29 MILLION
DONATED

In funds and products
across the globe



**41 NEW
GIVING
PARTNERS**

Thrive Causemetics Giving Partners are 501(c)(3) nonprofit organizations dedicated to supporting communities in alignment with one of our 8 causes. These partners collaborate with us to make a meaningful impact and empower individuals facing various challenges across these vital areas of support.

CAUSES

- Cancer
- Domestic Abuse
- Homelessness
- Veterans
- LGBTQ+
- Education
- Under-Resourced Youth
- Racial + Social Justice

**SINCE OUR FOUNDING
IN 2015, WE'VE GIVEN
OVER \$142 MILLION
IN FUNDS AND
PRODUCTS TO OUR 567
GIVING PARTNERS.**

We are beauty that gives back.
For every product purchased we donate
to help communities thrive.

MISSION

& CAUSES

OUR PILLARS OF SUPPORT

CANCER

1



DOMESTIC ABUSE

2



HOMELESSNESS

3



VETERANS

4



LGBTQ+

5



EDUCATION

6



UNDER RESOURCED YOUTH

7



RACIAL + SOCIAL JUSTICE

8



COMMUNITY IS THE HEART OF OUR MISSION

As a part of the Thrive Causemetics community, your impact extends far beyond the cosmetics industry. Our mission may start with products, but it ends with you. Each purchase you make contributes to a greater cause supported by one of our 550+ non-profit Giving Partners around the country. It's a collaborative effort to keep our Virtuous Circle in motion. It takes everyone to make our mission possible and its impact becomes infinite thanks to our customers, our employees, our Giving Partners and their beneficiaries. Every day, we're inspired by your commitment to beauty that gives back.

1

PRODUCT INNOVATION

From concept to creation, our community plays a critical role in formulating new products. Through surveys and outreach, you ask, and we listen.

2

SAFE INGREDIENTS

Those products are created vegan and cruelty free—with ingredients you can feel good about.

3

OUR NAMESAKES

We celebrate our inspiring community by naming each shade after our friends, family, colleagues, and more.

2

THE VIRTUOUS CIRCLE

3

4

YOUR CONTRIBUTIONS

You identify local organizations that drive positive change and nominate them as Giving Partners.

5

WE DONATE

For every product you purchase, we donate an essential product or funds to help communities thrive.

6

GIVING PARTNERS

Our Giving Partners connect with thousands of individuals, making a difference in their local communities. And we couldn't do it without them—or you!



DONATION

CAMPAIGNS

MAUI WILDLIFE RELIEF FUND

In the aftermath of the Maui Fires, Thrive Causemetics and Bigger Than Beauty Skincare united with our incredible community to bring hope and support to those affected by the disaster.



\$ 35K
DONATED

To Women Helping Women Maui, The Maui Farm, and Maui Humane Society



On August 17th & 18th, we committed to donating 100% of the profits from select products to assist our partners in Maui. Through our combined efforts, we proudly contributed \$35,000 to support people and animals through Women Helping Women Maui, The Maui Farm, and Maui Humane Society. Additionally, we supplied \$2,000 worth of vital emergency relief items, including cots, pillows, sleeping bags, flashlights, and undergarments suited for all.

\$ 2K
DONATED

Worth of vital emergency relief items supplied

BRIGHTENING LIVES WITH GIRLS INC.

Thrive Causemetics partnered with The Marvels on **November 1, 2023**, to release a special kit featuring three travel-size Brilliant Eye Brightener shades. This collaboration carried a philanthropic mission: \$15,000 from the kit's proceeds was donated to Girls Inc., an organization committed to empowering girls to be strong, smart, and bold. This contribution supports programs like Operation SMART, which fosters young women's enthusiasm and expertise in STEM fields, aiding them in achieving educational and career goals. Through this partnership, we were able to help reach 90,000 girls across 350 cities that the 76 Girls Inc. affiliates are located in. Additionally, we packed 250 makeup bags with Thrive Causemetics products for the girls enrolled in Girls Inc. programs, to empowering and uplift young women in our communities.



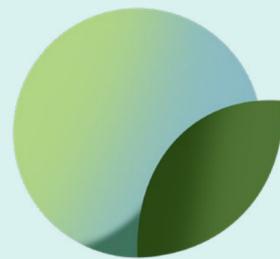
\$15K
DONATED TO
girls inc.



200
COSMETIC BAGS

With an assortment of our best-selling clean, vegan and cruelty free Thrive Causemetics donated to Girls Inc.

SUSTAINABILITY



Did you know? Our shipping processes are carbon neutral, which means that every shipment from our warehouses is thoroughly calculated so we know exactly how to neutralize our environmental footprint through reforestation and biodiversity efforts. We've removed 3,445,754 kg of shipping emissions so far!

BEACH CLEANUPS + 4OCEAN PARTNERSHIP

From April through July 2023, Team Thrive Causemetics rallied together in a series of impactful beach clean-ups at Venice Beach, CA, and Golden Gardens Beach, Seattle, WA, to mark the launch of our newest skincare venture, Bigger Than Beauty Skincare. In a monumental stride towards sustainability, we proudly announced our partnership with 4Ocean, a renowned ocean cleanup organization dedicated to combating the ocean plastic crisis.



As an official [4Ocean](#) Certified Cleanup Partner, our collaboration has already facilitated the removal of 20,000 pounds of plastic from our oceans. By bottling our products in eco-friendly packaging and actively participating in beach clean-ups, Thrive Causemetics and Bigger Than Beauty Skincare reaffirm our commitment to a cleaner, more sustainable future, aligning with our ethos of responsible stewardship of the environment.



40%

Reduction in plastic from the launch of Bigger Than Beauty Skincare®

NEW 2023

GIVING

PARTNERS



LAS VEGAS, NV

UTOPIA - LAS VEGAS

utopialasvegas.org



LGBTQ+

UTOPIA - Las Vegas is a Queer and Trans Pacific Islander led nonprofit organized to provide safe spaces and resources for LGBTQ+ Pacific Islanders searching for employment, inclusive healthcare, support group, housing, and more through civic engagement, cultural stewardship, and community organizing. Thrive Causemetics was honored to form a new partnership with them in 2023 as we have been partnered with their sibling organization, UTOPIA Washington.



“Our L.O.V.E (Let Our Voices Echo) Support Group is a safe, inclusive place to help build self esteem. Having Thrive Causemetics products in our welcome kits for each attendee helps them build motivation, not only through the beautiful product but the words ‘Thrive Causemetics’. Recipients are reminded to continue to THRIVE through everything that tries to break them down, because the most important CAUSE in your life is to rise above everything and live your life the way you want.”

\$460,000+

DONATED

Total MSRP in 2023

Thrive Causemetics products are distributed during their support groups that are held every month throughout the year.

SAN FRANCISCO, CA PROJECT BY PROJECT

projectbyproject.org



RACIAL +
SOCIAL JUSTICE

Project by Project San Francisco's mission is to uplift and enrich the Asian American community by creating a safe and encouraging environment. They also work to support their local partner organizations in spreading awareness and demonstrating change.



We just hosted our first Thrive Causemetics giveaway event at Florence Fang Community Farm, a community site in San Francisco that aims to improve food security, increase healthy living habits, and increase social connectedness within and between communities of color. The elders who volunteer there every weekend were thrilled to receive the products, especially the Filtered Effects™ Protecting Primer SPF 37, because they spend many hours performing laborious tasks in the sun!

\$110,000+
DONATED
Total MSRP in 2023

Thrive Causemetics products were donated to Project by Project's nonprofit partners, such as elder volunteers and the Oakland Asian Cultural Center.

LOS ANGELES, CA

PEACE OVER VIOLENCE

peaceoverviolence.org



DOMESTIC ABUSE

Peace Over Violence is a multicultural, community-based and volunteer-centered organization dedicated to building healthy relationships, families and communities free from sexual, domestic and interpersonal violence. To achieve this mission their agency manages five departments delivering the services of Emergency, Intervention, Prevention, Education and Advocacy.



“What you all do at Thrive Causemetics and what Karissa has created embodies empowered protection. The work you do with the charitable community ensuring that women and other vulnerable groups are recognized and accepted is unprecedented. Thank you for making me feel empowered, through your words, your actions, and your caring.”

\$95,000+

DONATED

Total MSRP in 2023

Youth Over Violence participants were gifted Thrive Causemetics products as a token of appreciation for their work and commitment to the program and the Students Together Organizing Peace (STOP) Club.

HOUSTON, TX

THE PERIWINKLE FOUNDATION

periwinklefoundation.org



CANCER

The Periwinkle Foundation develops and provides programs that positively change the lives of children, young adults and families who are challenged by cancer and other life-threatening illnesses and are cared for at Texas Children's Hospital.



“One young lady arrived at camp clearly in the midst of treatment - bald, few eyelashes, minimal eyebrows, thin, and fragile. This young warrior declared she needed help discovering the Best Mascara on the planet. Moments later, I walk into the bathroom to discover this young lady perched on the sink countertop, sitting cross-legged and staring at the mirror surrounded by her team of makeup consultants. All ten other girls were huddled around her with their magic mascara in hand. They tested ten different mascaras – they found the ONE (Thrive Causemetics). And they found each other! Thank you for your assistance in making this the best week of the year.”

\$70,000+
DONATED
Total MSRP in 2023



The Periwinkle Foundation provides Thrive Causemetics products for teens at Camp Periwinkle (a camp for children/teens with cancer). They hold a spa afternoon for the teens, including makeup artists who teach them how to use cosmetic products.

TEMPE, AZ

MULLIGAN'S MANOR

mulligansmanor.com



**HOMELESSNESS
+ POVERTY**

Mulligan's Manor creates a supportive and safe environment for Arizona Department of Child Safety's LGBTQIA+ youth. Mulligan's provides a safe home, professional counseling, and education that leads to family reunification when possible, or creates a pathway to future independence.



“After receiving the gift basket from this company, I researched them because they are such WONDERFUL products! I will ALWAYS use Thrive Causemetics now because, in addition to having such high-quality merchandise, they represent the best of everything I believe in. I have been a vegan for many years and Thrive Causemetics is not only a vegan product, but they are also CRUELTY-FREE for animal's sakes. Another thing about Thrive Causemetics is that they donate to so many worthy causes that they lift everyone up in communities all around the country. Thank you Thrive Causemetics for supporting Mulligan's Manor, Inc. and everyone they are able to reach!” - Trisha S., Mulligan's Manor

\$120,000+
DONATED
Total MSRP in 2023

Thrive Causemetics products are distributed to the residents of their LGBTQ foster care group home and to some of their counseling clients.

LOS ANGELES, CA

JVS SOCAL

jvs-socal.org



VETERANS

JVS SoCal helps veterans build better lives, one job at a time, by empowering individuals to achieve dignity and economic independence through sustainable employment.



\$300,000+

DONATED

Total MSRP in 2023

Thrive Causemetics products are placed into 'welcome home' kits for homeless veterans, and distributed to veterans seeking employment.



AUSTIN, TX CON MI MADRE

conmimadre.org



EDUCATION

Con Mi Madre empowers young Latinas and their mothers through education and support services that increase preparedness, participation, and success in post-secondary education.



Con Mi **MADRE**
Mothers And Daughters Raising Expectations



\$300,000+

DONATED

Total MSRP in 2023

Thrive Causemetics products are provided in 'beauty kits' to students heading into college, as well as their mothers for empowerment and to build confidence.

CONWAY, AR COMMUNITY CONNECTIONS

communityconnectionsar.org



**UNDERRESOURCED
YOUTH**

Community Connections is dedicated to improving the lives of children with disabilities and their families.



\$120,000+
DONATED
Total MSRP in 2023

Community Connections provides Thrive Causemetics products to the young adults they serve, supplying them with the tools to look and feel their best.

IMPACT

EVENTS

BIGGER THAN BEAUTY SKINCARE® LAUNCH EVENT

On April 19, 2023, we successfully launched Bigger Than Beauty Skincare® at Bottomless Closet in NYC. In partnership with Bottomless Closet, a longtime Thrive Causemetics Giving Partner, we celebrated the debut of our new brand in the heart of New York City. Attendees were treated to an exclusive preview of our high-performing, non-irritating formulas, housed in more sustainable packaging, aligning with our commitment to environmental responsibility.

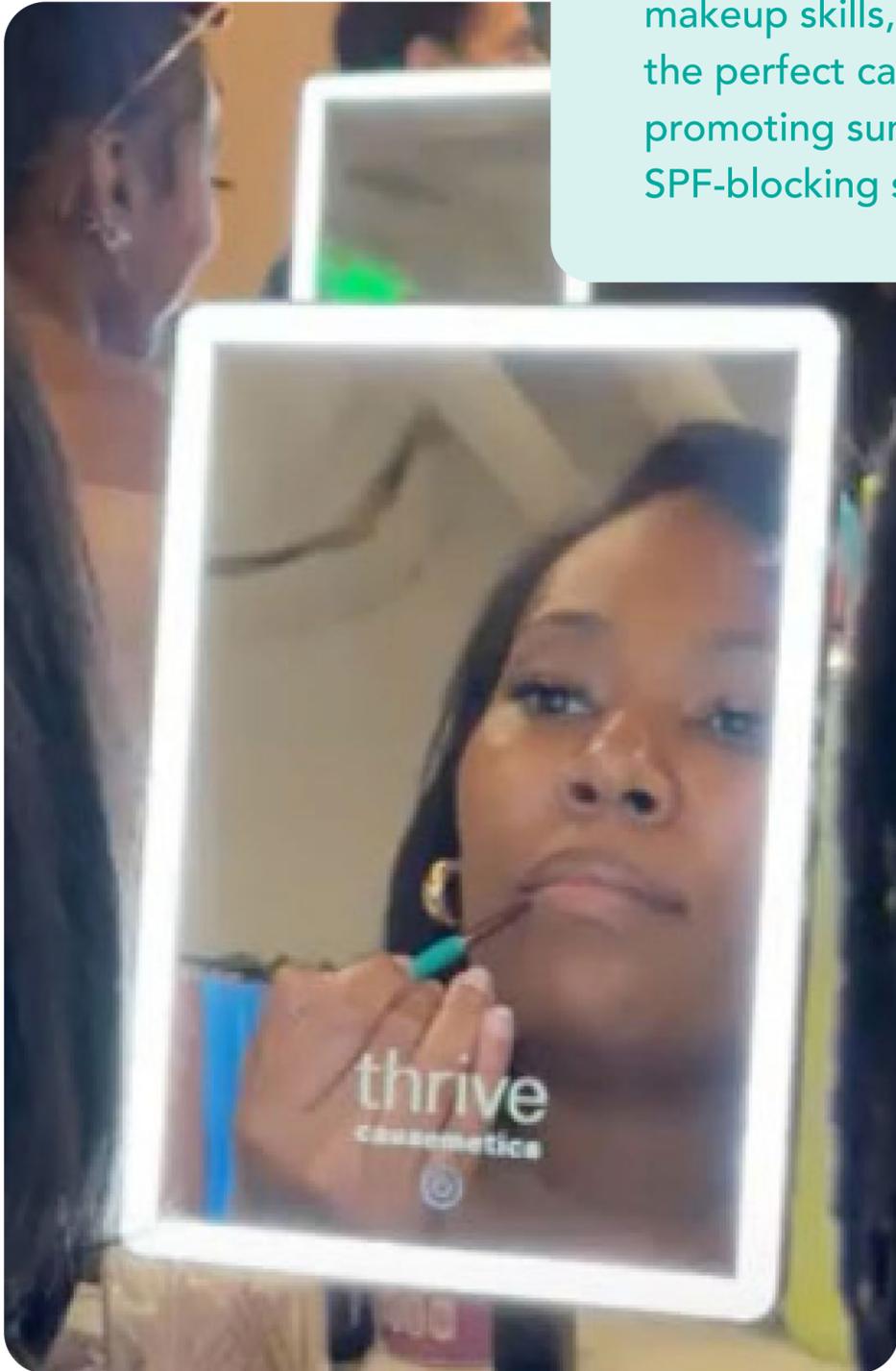
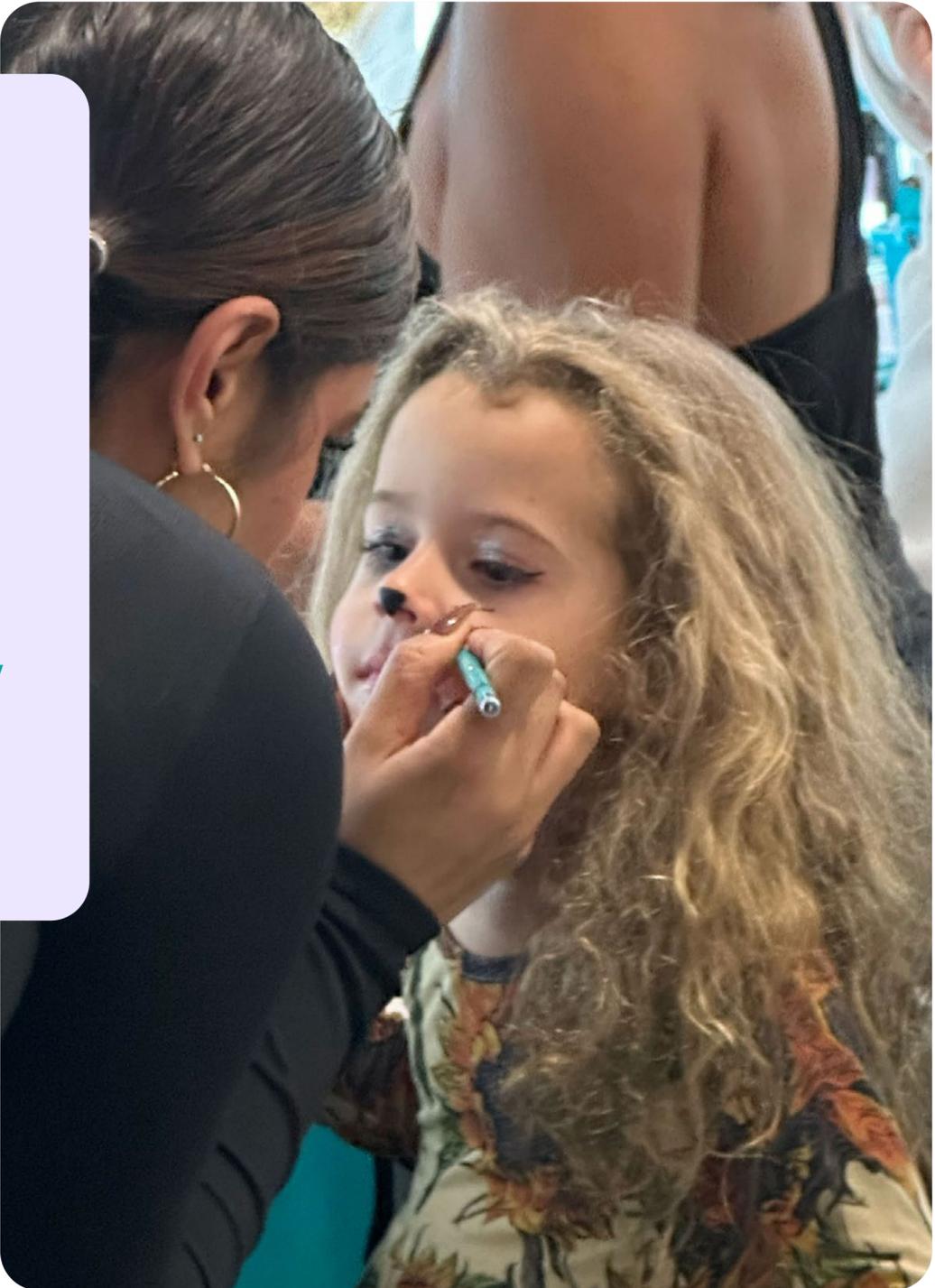


This event not only marked a milestone in our journey but also signifies our dedication to expanding our giving mission by catering to sensitive skin needs and advancing sustainability efforts for a brighter, more inclusive future.

**BOTTOMLESS
CLOSET®**

GET READY FOR HALLOWEEN EVENT

On October 24, 2023, Thrive Causemetics joined forces with Bluestone Sunshields for the "Get Ready for Halloween" event. We welcomed several Giving Partners to our event space, including [Teen Cancer America](#), [Black Women for Wellness](#), [The Foundation for Living Beauty](#), and [Positive Results Center](#).



This collaborative effort aimed to empower attendees with makeup skills, focusing on creating the perfect cat eye, while also promoting sun safety by donating SPF-blocking sunshields.



SKINCARE & MAKEUP BAG DONATIONS

Throughout March, April, August, and October 2023, our Los Angeles and Seattle offices came together for our Skincare + Make-Up Bag Packouts, fostering a strong sense of community while nurturing lasting relationships with our Giving Partner family. Employees gathered to learn about the impactful work of our Giving Partner recipients and personally packed over 2,000 makeup bags filled with Thrive Causemetics products. These events are not just about assembling bags; they're about making a tangible difference in the lives of those we support.



We've had the privilege of hand-delivering these donations to incredible nonprofit partners such as [Upward Bound House](#), [Black Women for Wellness](#), [Bottomless Closet](#), [Foster Love](#), [Angel Hanz for the Homeless](#), [Armonia Cuscatleca](#), [Positive Results Center](#), [Foundation for Living Beauty](#), [Ovarian Cancer Circle](#), [Safe Place for Youth](#), and [Team Michelle and Friends](#), further solidifying our commitment to making a positive impact in our communities.



WEST HOLLYWOOD PRIDE PARADE

On June 4, 2023, in the vibrant city of Los Angeles, Thrive Causemetics proudly participated in the West Hollywood Pride Parade alongside our incredible Giving Partner, TransLatin@ Coalition. As we marched, we celebrated the beauty and resilience of Trans pride, standing in solidarity with the Trans community.

We are honored to partner with the [TransLatin@ Coalition](#) and remain dedicated to amplifying their voices and advancing their cause.

FASHION SHOW VOLUNTEERING AS MAKEUP ARTISTS

In 2023, Thrive Causemetics proudly extended our support to diverse communities through our participation in two significant fashion show events.

On October 26th, in Los Angeles, we collaborated with [The Foundation for Living Beauty](#) for their annual Fashion Show, providing makeup looks for cancer thrivers, and on **November 18th**, we partnered with the [TransLatin@ Coalition](#) for the GARRAS Fashion Show, offering our makeup artistry skills to models from the Trans community.

By volunteering our time and expertise, we strive to uplift and celebrate individuals from all walks of life.

GIVING TUESDAY

On November 28, 2023, Thrive Causemetics made a significant impact on Giving Tuesday by partnering with [Beauty 2 the Streetz](#) in Los Angeles and [Mary's Place](#) in Seattle to support homeless communities. In L.A., our dedicated team provided essential services such as meals, hair washing, and distributing necessities to individuals living on skid row.



Meanwhile, in Seattle, our team contributed by packing makeup bags and sorting clothing items at [Mary's Place](#) warehouse, preparing for the upcoming holiday season.

NAMESAKES

TRIPLE THREAT COLOR STICK BRONZING SHADES LAUNCH EVENT

At Thrive Causemetics, we have a special tradition of naming our products after individuals who have left an incredible impact on our community. Imagine the excitement when we had the opportunity to personally surprise several Giving Partner namesakes at our [Triple Threat Color Stick bronzing and contouring](#) launch event in Los Angeles! This innovative product offers bold color and a radiant glow when applied directly to lips, face, or body.

What's more, each shade in our [Triple Threat Color Stick Bronzing Shades](#) collection is named after individuals who embody the spirit of being triple threats in their own right!



HONORED NAMESAKES



TREASURE MALLORY

Board of Directors at [Our Own](#)

Treasure embodies authenticity and uses entrepreneurial skills to inspire, craft handmade products, and foster inclusive environments for marginalized creators to flourish.



ADRIENNE N. SPIRES

Program Manager for [Black Women For Wellness](#)

Adrienne, with over 20 years of nonprofit experience, specializes in promoting equity and addressing various forms of violence and health issues, while also advocating for women's wellness worldwide as a devoted wife, mother, and grandmother.

HONORED NAMESAKES



ARIANNA HERERRA

Former Case Manager with
[Upward Bound House](#)

Ariana utilizes her expertise to cultivate meaningful relationships with families, providing life coaching and case management to overcome barriers to permanent housing.



KAYLA GORE

Founder of [My Sistah's House](#)

Kayla coordinates homeless services, provides training on Trans inclusivity, and campaigns for housing equity and fair treatment of transgender individuals by law enforcement, demonstrating empathy, compassion, and resilience.



JASMINE POGUE

Facilitator Coordinator with [Dialogue On Race Louisiana](#)

Jasmine brings creativity, curiosity, and a collaborative spirit to her work, while actively promoting progressive dialogue and fostering inclusive conversations about race and equity. support calls for cancer patients.



JAN MIDDLETON

Director of Education & Peer Support
for [Pink Ribbon Good](#)

Jan is a cancer survivor and mom of two, dedicated to providing compassionate care and organizing virtual support calls for cancer patients.

DREAM CHASER™ REVIVING POWDER BLUSH

August 9, 2023

Meet the Dream Chaser™ Reviving Powder Blush with an effortless, long-lasting flush of dreamy color. Our ultra-blendable, talc-free powder blush is crafted to visibly smooth your skin with a weightless, natural finish.



Each shade is named after inspiring individuals in our community, infusing your makeup routine with a touch of their uplifting spirit.



HONORED NAMESAKES



HEATHER MILBURN

Marketing + Communications Director
for [Faithfully Restored](#)

Heather is a mom, wife, and cancer survivor whose journey has instilled in her a profound belief in love, resilience, and the power of community, aiming to spread the message of hope and support through her work.



DESTINAE NACIN

On The Board for [Step Sisters](#)

Destinae provides support for breast cancer patients, spreading awareness, and balancing her role as a 5th grade teacher, wife, and mother of two kids.



MIDORI DAVIDSON

Board Chairwoman for [Break The Silence Against Domestic Violence](#)

Midori, a domestic abuse survivor for 17 years, pioneered a helpline and financial literacy program to empower survivors, drawing from her own experience and personal tragedy after losing her mother to domestic violence 36 years ago.

TAFFY JOHNSON

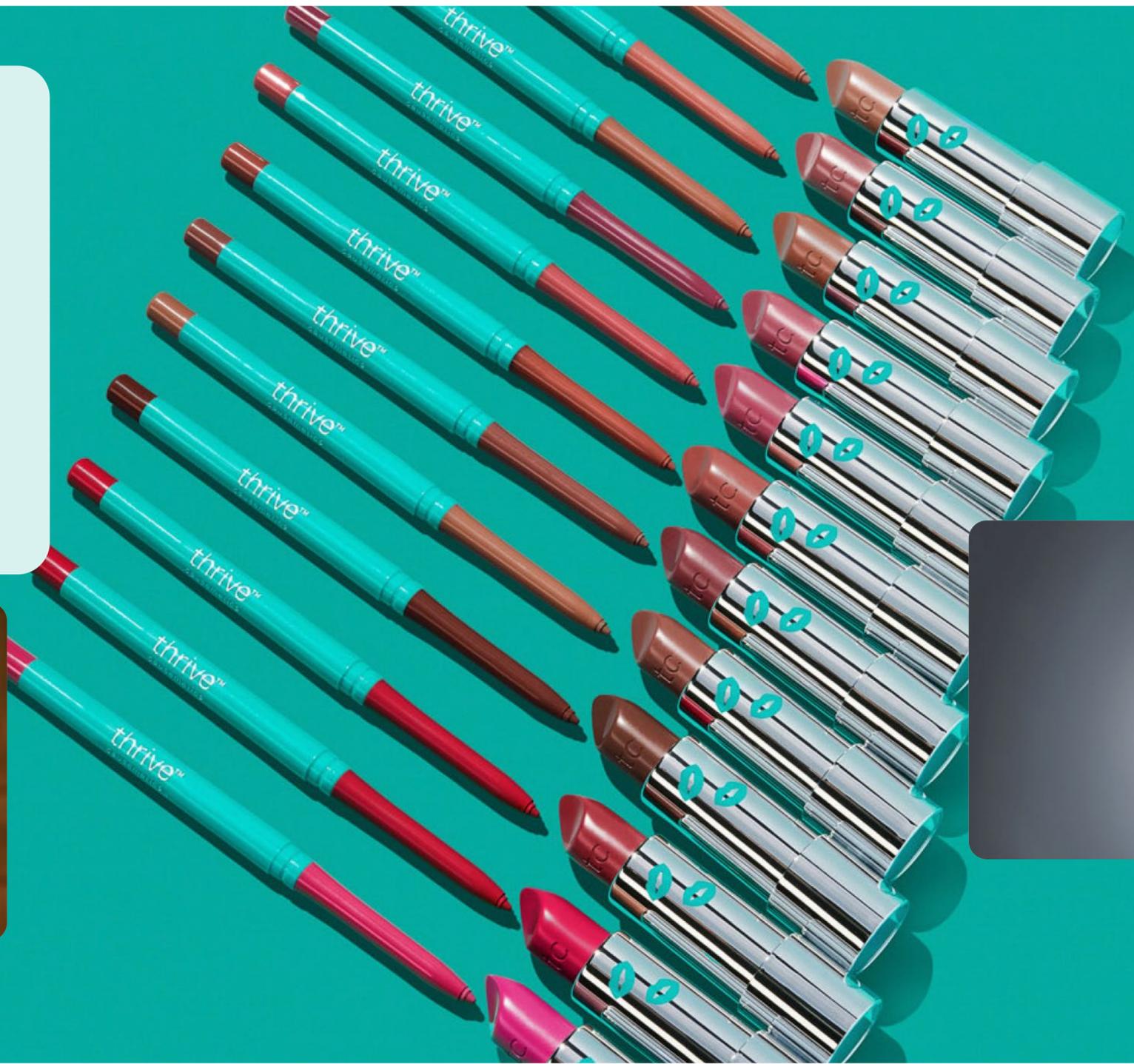
Executive Director for
[UTOPIA Washington](#)

Taffy is a fierce advocate for LGBTQIA+ rights and equality, providing refuge and support for Pacific Islander individuals while creating safe spaces and opportunities for career and life development within the QTPI community in Kent, WA.

IMPACT-FULL™ SMOOTHING LIPSTICK + LIP FILLER LIP LINER™

September 13, 2023

Impact-FULL Smoothing Lipstick is the perfect fusion of moisture and comfort, with a luxurious satin finish. Not only does it provide visibly smoother, fuller lips, but each shade also pays homage to individuals who have made a lasting impact on their community.



HONORED NAMESAKES



SHERYL KURLAND

Founder of
[Find Your Fabulosity](#)

Sheryl empowers domestic abuse survivors with new lipsticks that symbolize identity and inner beauty, by supporting nearly 300 women's shelters across the U.S.



KRIS SALKI

Executive Vice President of Development for
[Black Women's Health Imperative](#)

Kris strives to advance the organization's mission of achieving health equity for Black women in America through advocacy, education, and evidence-based strategies, hope and support through her work.



BRANDY-LEE YEE

Co-Founder of [Ma'i Movement](#)

Brandy channels her healthcare expertise and family-focused passion into combating period poverty in Hawai'i, advocating for cultural acceptance.



MAURJON ALSTON

Manager of Transitional Housing
at [Operation Homefront](#)

Maurjon, a former military child, dedicates herself to supporting military and veteran families by facilitating their transitions into homes of their own.

HONORED NAMESAKES



MONIQUE ZANTOP

Co-Founder and CEO of [Birth Brite Foster Closet](#)

Monique is a compassionate and driven mother of four with a background in foster parenting, known for her uplifting approach in providing assistance to foster children.



JO LAM

Founder of [Project Beauty](#)

Jo dedicates over 40 hours a week to support survivors of domestic violence, sex trafficking, and homelessness, providing mentorship driven by her own experience as a survivor and single mother.



ERIKA HARTMAN

Chief Executive Officer for [Safe Place for Youth](#)

With over 15 years in nonprofit work, Erika has focused on supporting homeless and underserved youth, particularly unhoused women and the LGBTQIA+ community, while her engagement in gang intervention and juvenile justice further reflects her dedication to marginalized communities.



KATRECE NOLEN

Former Board Member of [Step Sisters](#)

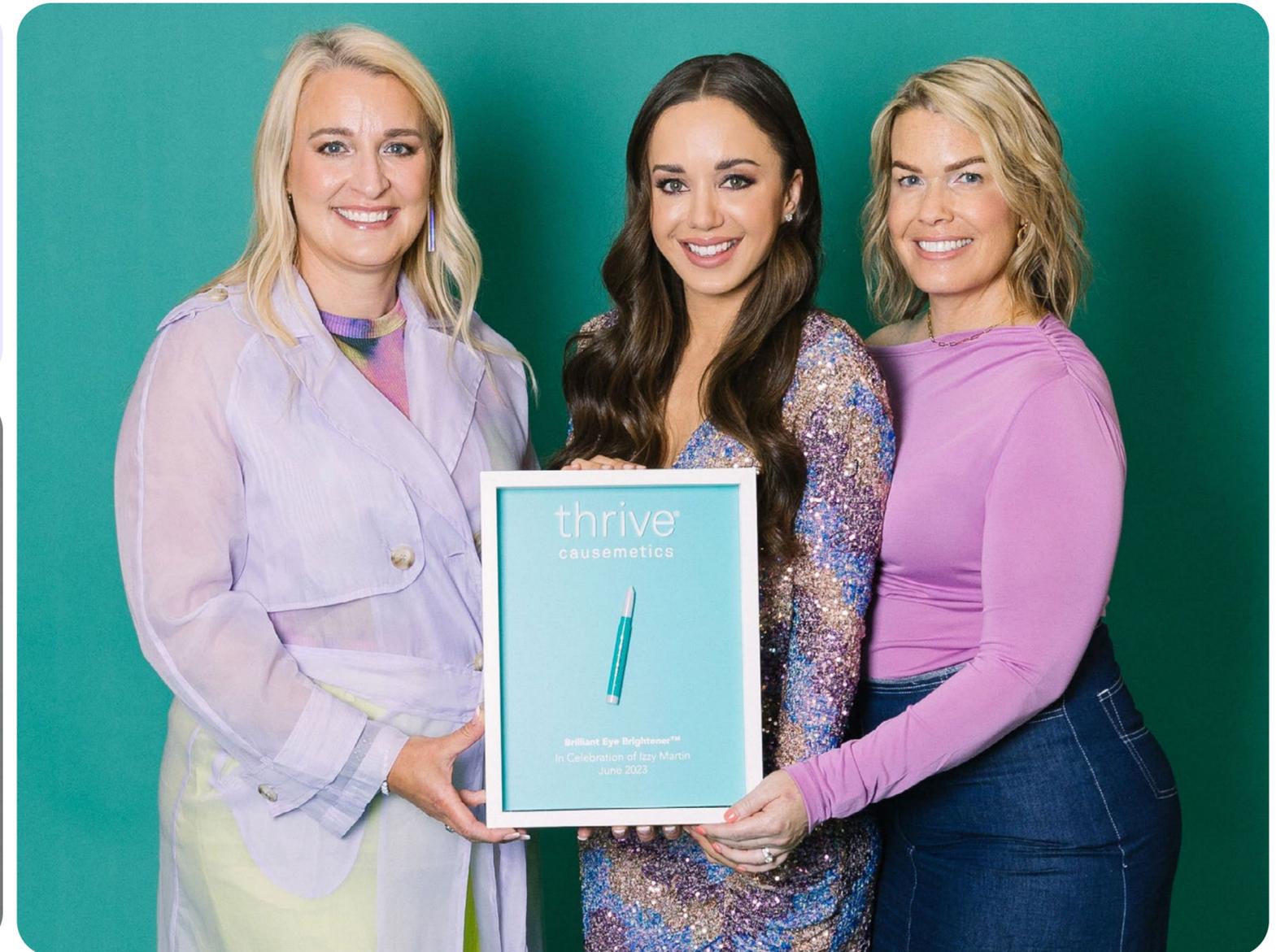
Katrece is a breast cancer survivor, author, and advocate who exemplifies “paying it forward” through her dedication to supporting women facing breast cancer.

BRILLIANT EYE BRIGHTENER PASTEL COLLECTION LAUNCH EVENT

Introducing our latest extension: the Brilliant Eye Brightener Pastel shades. These versatile cream-to-powder highlighter sticks are designed to illuminate and awaken your eyes, delivering an instant lift and a delicate wash of shimmering color. But what sets them apart? Each shade is thoughtfully named after shining lights in our community, infusing every application with a touch of personal inspiration.



Isabelle (Izzy) Grace Martin founded the #TeamIzzy Foundation to advocate for children with cancer through awareness, research, and familial support. She was diagnosed with osteosarcoma and lived a full, vibrant life of compassion and generosity.



From left to right, Christine Martin - Izzy's mother, Karissa, and Emily Herrell, Founder of the Warrior Mama Project

THANK YOU FOR HELPING COMMUNITIES THRIVE

thrive[®]
causemetics

bigger
than
beauty[™]
SKINCARE

