

TRIBALURE

COSMETICS & SKINCARE

Celebrating Wholistic Beauty



Company DESCRIPTION

Welcome to Tribalure's journey - where tradition meets innovation in the world of Indigenous Beauty. Discover our commitment to blending Indigenous heritage, wholistic beauty and modern elegance. Join us as we share our unique story through the artistry of our products.

TRIBALURE IS 100% INDIGENOUS-OWNED.
ONLINE. COSMETICS AND SKINCARE COMPANY.

100%

Company OVERVIEW

CORE COMPETENCIES

Tribalure is committed to revolutionizing the beauty industry by honouring and amplifying Indigenous representation. Through our products, storytelling, and platform, we aim to celebrate and empower Indigenous cultures, fostering greater representation and appreciation within the global beauty landscape.

OUR COMPETITIVE ADVANTAGE

Expanding Indigenous representation within the beauty industry offers a transformative gateway, fostering cultural appreciation, authenticity, and inclusivity. By amplifying Indigenous faces, voices, traditions, and contributions, we unlock a profound opportunity to redefine beauty standards, drive social impact, and create a more diverse, empowered industry.

COMPANY FOUNDERS

Both founders assume the roles of CEO and COO.



Our PRODUCTS

Our current line includes: a red carrying cosmetics case adorned with a feather/dreamcatcher key chain, a 10-piece makeup brush set, a dreamcatcher pressed powder, a feather-shaped eye-liner, a red lip gloss, a strawberry-scented lip balm, and a red nail polish.

Current Markets/Areas: We currently sell our products in Canada and the US.

Target Markets: Our target market includes Indigenous and non-Indigenous professional women ages 30-65 who support wholistic natural beauty.

Quality Products: Tribalure is proud to offer cosmetic products that are free from parabens, sulfates, and alcohol. Additionally, our products are never tested on animals, reflecting our commitment to cruelty-free practices and the well-being of all living creatures.





Tribalure's OFFERINGS

ONLINE SALES

Customers include Indigenous women in Canada and the US. Our sales are driven through social media platforms and beauty influencers, as well as direct sales at tradeshows and marketing events.

CORPORATE GIFTING

Clients such as the Aboriginal Finance Officers Association (AFOA), First Nations within Canada, Bank of Montreal (BMO), Canada Chinese Business Council (CCBC), Meyers Norris Penny LLP (MNP).

WORKSHOP DELIVERY

Tribalure provide customized 2-day Self-Empowerment & Wellness Workshops that can be delivered on-site or virtually, in a structured and interactive session designed to create an environment for meaningful exposure and appreciation of our products. Our tailored workshops are designed to engage participants and foster empowerment, well-being and personal growth.

Our ADVANTAGE

The beauty market in North America (2022) was robust and growing. It was estimated to be worth \$90 billion. Our target markets include: Indigenous women and those who support Indigenous women (North America), those who value Wholistic Beauty.

WHAT MAKES US DIFFERENT

- Inclusivity:** Embracing diversity is at the core of Tribalure. We prioritize creating products suitable for all skin tones and types, ensuring everyone feels represented and valued.
- Wholistic Approach:** Tribalure focuses not only on outer beauty but also on inner well-being. We promote self-care practices that encompass mind, body, and spirit for a complete sense of wellness.
- Sustainable Practices:** Our commitment to sustainability is evident in our sourcing, production, and packaging, aiming to minimize our environmental impact while supporting local communities.

Our CERTIFICATIONS

Tribalure is a certified member of the Canadian Council for Aboriginal Business (CCAB).

Tribalure is certified through the WEConnect International Women's Business Enterprise (WBE).

Tribalure was recently awarded with a capstone project through BASF and Seneca Polytechnic to develop, produce and market a signature product to commence in April 2024.

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I'm a huge fan of Tribalure Cosmetics and love, love, LOVE their feather-shaped eyeliner!

Our REACH

Our sales are driven through social media platforms and beauty influencers, as well as direct sales at trade shows and marketing events. Customers include Indigenous and non-Indigenous women in Canada and the US.