

**R Ó E N**

**B R A N D B O O K**



LUXE MAKEUP

ORIGINAL FORMULAS

CLEAN INGREDIENTS

GLUTEN FREE

CRUELTY FREE

VEGAN

R Ó E N

# WHO WE ARE

RÓEN Beauty was founded in 2019 by beauty devotee and clean beauty advocate Tiffany Thurston Scott in the heart of Los Angeles. Her vision is a collaboration of glamour, artistry, and wellbeing which has inspired a cult-like global following that began with their uniquely designed Hero eyeshadows.

Her passion has helped lead the clean beauty revolution with innovative formulas that are glamorous and easy to use without compromising on performance and wearability. Tiffany works closely with RÓEN's Creative Beauty Director, Irish-born celebrity makeup artist Kate Synnott, to bring you on-trend red carpet worthy products that work effortlessly for women's everyday needs. The brand is well known for its extraordinarily prominent fanbase such as Rosie Huntington-Whiteley, Hailey Bieber, Miley Cyrus, and Georgia May Jagger.





## ABOUT

RÓEN BEAUTY strives to bring you makeup that is high performing, innovative and easy to use without compromising on ingredients. When choosing RÓEN, you choose luxe products that meet the highest clean beauty standards in the world. We believe that health and beauty are not mutually exclusive, and that you can in fact wear bold and striking makeup without harmful ingredients. Our proprietary formula blends are unique and unprecedented, proving that high glamour can intersect with healthy living and give you both the confidence and peace of mind you want from a makeup brand.

**RÓEN Beauty first launched in March 2019** with four innovative eyeshadows. Its curated line of cosmetics including skincare are now available globally across North America, the UK, Europe, and the Middle East.

# OUR FOUNDERS

Our CEO, **Tiffany Thurston Scott** grew up in the mountainous state of Utah, where she developed an exceptional appreciation for nature and holistic living. After moving to the coast of Southern California to pursue her academic studies, Tiffany found that beyond her love for living on the Pacific Coast, she was beginning to develop a passion for the glamour and allure that was woven into Angeleno culture. Always enjoying testing and playing with various cosmetics, it wasn't long until Tiffany realized that most of her favorite iconic brands were formulated with harmful ingredients. As she continued to educate herself, she discovered there was a real need for luxe, high performing cosmetics that also serve those who are mindful of harmful ingredients and ethical practices. Tiffany immersed herself in the world of clean beauty, researching ingredients and collaborating with talented makeup artists who also share this philosophy.



New York native **David Roemer** joined the company shortly after its inception, spearheading the creative direction of the brand. His creative vision shaped RÓEN's unique point of reference of being a contemporary fashion forward, luxurious clean beauty brand.

## Beauty Creative Director

As Beauty Creative Director **Kate Synnott** integrates her years of beauty, celebrity make-up artistry and red carpet experience to RÓEN. Originally from Ireland, Kate's expertise is modern Hollywood glamour with glowing skin that accentuates each clients' natural beauty. Kate's consummate eye for beauty and strong work ethic propelled her career to London where she began to work for British beauty mogul, Charlotte Tilbury. As Global Lead Artist, Kate worked alongside Charlotte for red carpet events and editorial photo shoots while simultaneously gaining notability and creating a high-profile client list of her own. She has created makeup looks for celebrities at every major red carpet event globally from the Met Gala and Golden Globes to the Cannes Film Festival. Kate's work has been featured in Vogue, In Style Magazine, Love Magazine, Allure, Marie Claire, Numéro, New York, Elle, and many others.



# WHAT WE BELIEVE IN



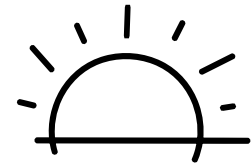
## CRUELTY FREE

Beyond the formulas, we believe that clean beauty is conscious living which means we absolutely never test on animals and are proud to share that we are officially Leaping Bunny Approved.



## MOTHER EARTH & SUSTAINABILITY

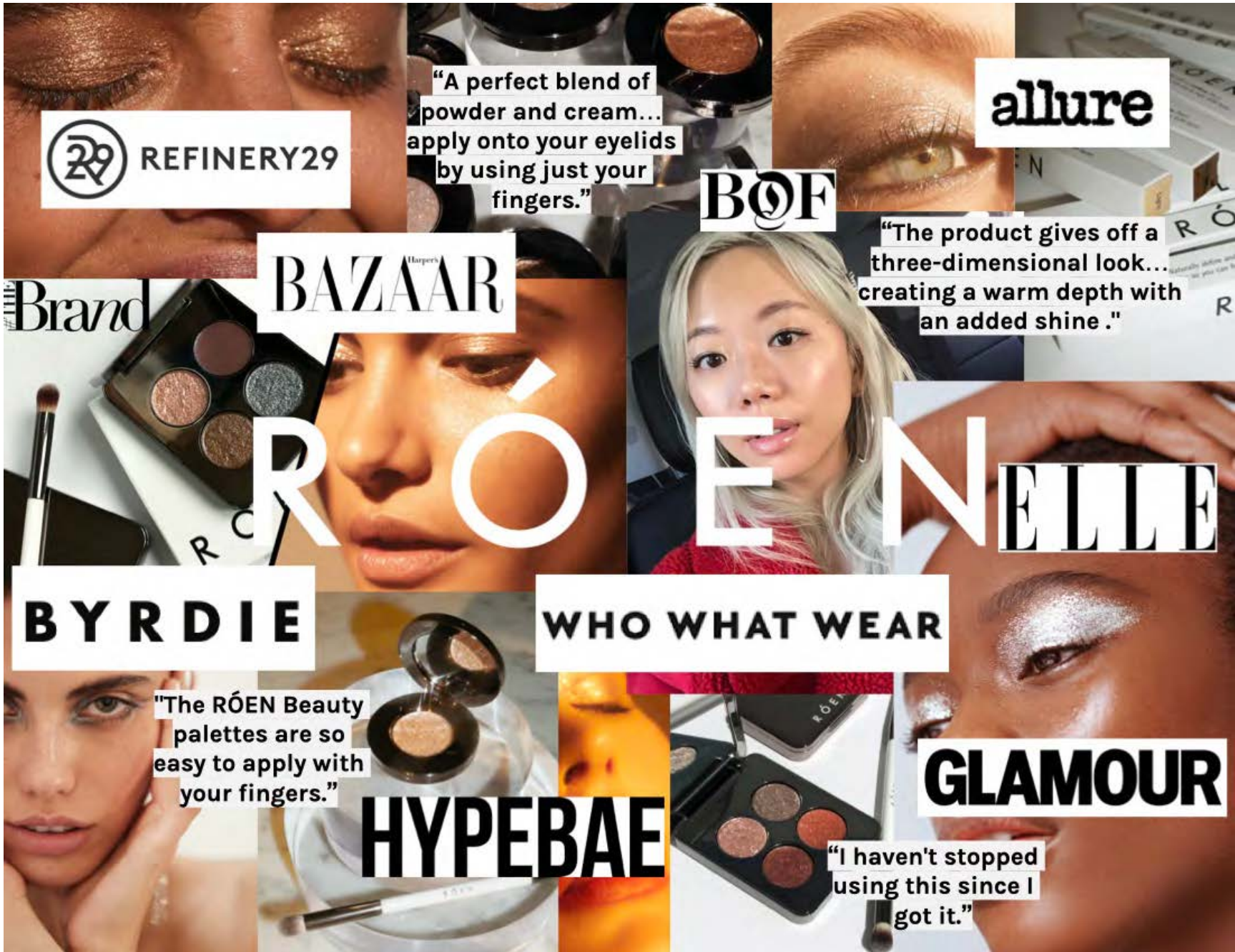
We love Mother Earth, and by doing our part to practice sustainability we do our best to minimize waste in all capacities. Our products are packaged in a reusable and biodegradable duster bag, and all of our products are packaged in 100% recyclable cartons that are designed to be relatively small in order to reduce the amount of material utilized. Rest assured that we are constantly improving upon these practices as we continue to do our best to care for the planet.



## TRANSPARENCY & SOCIAL RESPONSIBILITY

Our philosophy is to be honest and transparent about our practices and ingredients. We are proud to partner with world-renowned labs who emphasize social responsibility in being part of the Responsible Mica Initiative, an effort to ensure that any mica being used is from carefully selected raw material manufacturers and 100% ethically-sourced.

# PRESS



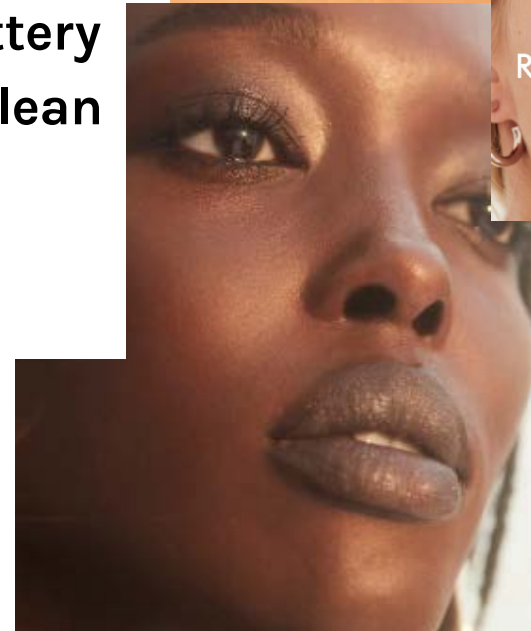
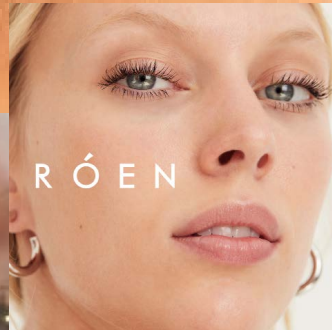


## 2021 Awards



**“Long after I switched to a cleaner beauty routine, I was still using conventional mascara. The thing I most look for is a smooth application, and the natural products I tried clumped in seconds. This gives me the soft, fluttery look I'm going for, with a clean ingredient list to boot.**

**—M.K.”**

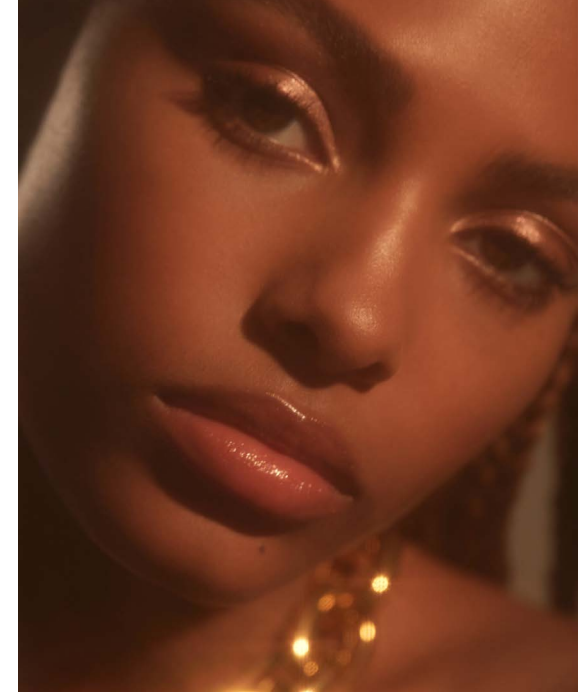


# 2021 Awards



Best Makeup in the Bonus Beauty category

"All the shine without the stickiness, this shimmer-touched gloss boasts the benefits of a balm."



# WHAT THEY'RE SAYING

## ALLURE

"I haven't stopped using this since I got it. It's my go-to lazy girl eye palette. The formula of these shadows is so creamy that I can apply and blend them with just my fingers."

## POPSUGAR

"RÓEN's mission is to make luxurious, high-quality makeup products without compromising on ingredients. All of the products are made with clean, nontoxic ingredients and are vegan, gluten-free, and cruelty-free."

## GLAMOUR

"One coat is pretty, but once I layer up to two or three, my lashes get to insane levels of thickness and length."

## ELLE

"The coolest eyeshadow that's vegan, cruelty free. The perfect party vibe."

## SAVOIR FLAIR

"When a beauty brand comes along that has the likes of Rosie Huntington-Whiteley and Miley Cyrus hooked, you know it's going to be nothing short of amazing."

R Ó E N

PRIMARY RETAILERS

bluemercury®  
makeup • skincare • spa

NICHE BEAUTY

*cult*  
**BEAUTY**

HARVEY NICHOLS

*Saks  
Fifth  
Avenue*

REVOLVE





# RÓÉN

LUXE | GLAMOUROUS | CLEAN BEAUTY REDEFINED