

MEDIA KIT 2020

Backgrounder Products Factsheet Bio Approved Quotes



BACKGROUNDER

CHEEBONE BEAUTY COSMETICS INC.

About

Cheekbone Beauty is an Indigenous owned and founded, digitally-native, Canadian cosmetics company established in 2016 by Jennifer Harper. Based out of St. Catharines, Ontario, Cheekbone Beauty is known for creating high quality, cruelty-free beauty products such as liquid lipsticks and complexion products including contour and highlight palettes. Keeping in line with her Anishinaabe roots, Jenn's Cheekbone Beauty has launched an innovative line of sustainable lipsticks in 2020. Cheekbone's aim is to not only make a difference in the lives of Indigenous youth through addressing the educational funding crisis but to also create a space in the beauty industry where Indigenous youth feel represented.

Our Mission

Cheekbone Beauty was founded in the belief that we can all make a difference. Jenn learned about her own grandmother's experience in residential schools through the Truth and Reconciliation Commission of Canada report in 2015, she vowed to do what she could to help break the generational educational crisis Canadian Indigenous youth face. The Warrior Women liquid lipstick are named for inspiring Indigenous women like Olympian and speaker Waneek Horn-Miller, activist Sarain Fox, outspoken former Mrs. Universe Ashley Callingbull and legendary singer-songwriter Buffy Sainte-Marie. Cheekbone Beauty aims to make Indigenous youth feel seen in the beauty community by showcasing some of the fearless Indigenous women reaching beyond the cultural divide and making a difference.


Cheekbone Beauty is highlighting and sharing stories about Indigenous peoples throughout all aspects of the business. From the standing donation of 10% of profits supporting to Shannen's Dream to Jenn's speaking engagements on how her experience growing up with a white mother and feeling

**CHEEBONE BEAUTY
IS A INDIGENOUS OWNED
CANADIAN COSMETICS
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JENNIFER HARPER.**



**FEARLESS INDIGENOUS WOMEN
REACHING BEYOND THE
CULTURAL DIVIDE AND MAKING
A DIFFERENCE.**

ashamed of her Indigenous roots, a family that struggled with addiction, losing a loved one to suicide, and her own struggle with alcoholism, played into the mission centred Cheekbone Beauty.



Pink Feather Program

Cheekbone Beauty ships a pink feather with every order as a unique symbol of the company's mission statement of spreading LOVE and gratitude. It also is reminder to pass on kindness.

PRODUCTS

Contour Kit
 Brow Gel - 3 shades
 Lipgloss - 6 shades
 Highlighter Kit
 Warrior Women Liquid Lipstick - 19 shades
 Sustain Lipstick - 3 shades



Sustain Lipstick



Lipgloss



Contour Kit



Brow Gel



Highlighter Kit



Warrior Women Liquid Lipstick

CHEEKBONE BEAUTY: THE FACTS

PRODUCTS**Contour Kit**

Earth

Brow Gel - 3 shades

Tan, Brown, Black

Lipgloss - 6 shadesSweetgrass - Perfect Nude, Fire - Blue Red, Sundance - Soft Coral,
Sunset - Orange Red, Pink Moon - Soft Pink, Wild Berry - Dark Pink**Highlighter Kit**

Stardust

Warrior Women Liquid Lipstick - 19 shadesAlanis, Pam, Tantoo, Sônia, Ashley, Devery, Bethany,
Roseanne, Amber, Autmun, Buffy, Melina, Cindy,
Shannen, Sarain, Waneek, Tanya, Sunny, Nikki**Sustain Lipstick - 3 shades**

Aki - Red, Askîhk - Rose, Kéyah - Nude

AWARDS AND ACCOLADES

Since launching her business in 2016, Jenn has been recognized with a number of awards including the "Social Enterprise Award" at the 17th Annual Women in Business Awards hosted by the Women in Niagara (WIN) Council and the Greater Niagara Chamber of Commerce and the Social Enterprise of the Year - Ontario Award through Start-Up Canada.

**SOCIAL
ENTERPRISE
AWARD**AT THE 17TH ANNUAL WOMEN
IN BUSINESS AWARDS**CONTRIBUTIONS TO
THE CAUSE**

Cheekbone Beauty has donated \$8005 to the First Nations Child & Family Caring Society's 'Shannen's Dream' program to date, to address the educational funding crisis. In 2018, the District School Board of Niagara matched her donation, noting they were proud that their Indigenous students had someone they could look up to. Over \$20,000 of products have been donated to organizations that support youth, women and children. In 2020, we donated \$6250 to the Navajo Water Project, an organization that brings water to Navajo people in several US states to sponsor a family to receive clean water and a solar power system.

**DONATED
\$8,005**TO THE FIRST NATIONS CHILD
& FAMILY CARING SOCIETY,
SHANNEN'S DREAM PROGRAM

THE HISTORY OF CHEEKBONE BEAUTY

2016**Cheekbone Launches**

Cheekbone Beauty's Online Store Launched with first products: Lip Gloss, Contour Palette, and Brow Gel.

2017**Won the "Social Enterprise Award"**

Jenn won the "Social Enterprise Award" at the 17th Annual Women in Business Awards hosted by the Women in Niagara (WIN) Council and the Greater Niagara Chamber of Commerce.

2017**First Dragon's Den Audition**

Jenn first auditioned for the TV show Dragon's Den with no call back.

2017**Introduction of Warrior Women Collection**

Introduced Capsule Warrior Women Collection which expands with new shades each season.

2018**Second Dragon's Den Audition**

Jenn auditioned for Dragon's Den for a second time, again with no call back.

2018**Won the Social Enterprise of the Year - Ontario Award**

Jenn and Cheekbone Beauty won the Social Enterprise of the Year - Ontario Award through Start-Up Canada.

2019**Third Dragon's Den Audition**

Jenn auditioned for Dragon's Den for the third time, successfully! She was finally called to head into the den!

2019**New website launch**

Working with Hughes & Co in Thorold, Ontario, the team created and launched a brand new website and upgraded shopping experience.

2019**Named a Chatelaine Woman of the Year**

Jenn Harper was named a Chatelaine Woman of the Year in 2019, recognizing her as a woman who is making Canada, and the rest of the world, a better place.

2020**Launched Sustainable Line of 'Sustain' Lipstick****2020****Launched the GIVE Box**

In 2020, we launched our seasonal Give Box, from which a portion of the proceeds are donated to an Indigenous not-for-profit.



**AT CHEEKBONE BEAUTY,
EMPOWERING
INDIGENOUS YOUTH
IS AT THE HEART OF
EVERYTHING WE DO,
THE REASON WE EXIST!**

*Migwech for all
your support!*

ABOUT JENN HARPER

Jennifer Harper has been making a name for herself in the beauty industry for a number of years but has been gaining popularity quickly after being on the hit CBC show, Dragons Den. Cheekbone Beauty is helping Indigenous youth see themselves in a beauty brand. Having founded Cheekbone Beauty four and a half years ago, she has tirelessly worked a full-time high-level sales job in Toronto, Ontario while living in Niagara. It was important to her to raise her children with her husband in the place she grew up.

Throughout her life, Jenn struggled to accept her Indigenous roots as she lived with her Caucasian mother. She was estranged from her Indigenous family for much of her child and adult life. After learning about her grandmother's experience in residential schools, she understood how her family was affected by generational trauma. This drove her to understand and overcome her own struggle with alcoholism. She reunited with her family including her brother B. J., and began to learn about and explore her Indigenous family history and culture.

During the development of Cheekbone Beauty, Jenn researched the current makeup landscape as well as charities that are helping close the educational funding gap that exists between Indigenous and non-Indigenous students. After in-depth research, the Cheekbone team found the First Nations Child & Family Caring Society (FNCFCs) and the connection between their mission and Jenn's family experience was serendipitous. Cheekbone Beauty continues to support the FNCFCs today by donating 10% of the profits to Shannen's Dream. During Cheekbone's infancy, Jenn endured a heavy personal loss with the suicide of her brother B.J. This loss, though difficult, has remained a driving force behind the desire to see Cheekbone Beauty succeed with its mission, to empower Indigenous youth.

In addition to Cheekbone's mission, she strives to educate as many Canadians as possible about the Residential School System and the effects it has had on my family and friends through decades of generational trauma. She speaks regularly to university, college and high school students about social entrepreneurship, empathy and the history of her First Nations family. She has also been invited to speak to various entrepreneur groups, women in business associations, Apple Canada and First Nations organizations.



APPROVED QUOTES

QUESTIONS FOR APPROVED QUOTES:

Questions about Dragon's Den

How did it feel to walk away from Dragon's Den?

I felt really empowered. The Dragons were really encouraging, this is a once in a lifetime opportunity, standing before six powerful business leaders, I soaked up every piece of advice and wanted to hear their feedback.

How did the Dragon's Den experience help you as a business owner?

It was awesome, I feel like we are doing something great and they helped me see where we needed to focus our work. It is not easy getting on the show, I tried out a few times before landing in front of the Dragons. This definitely has a lot to do with my own confidence as a business founder. We are very excited to for the next few years and to see how much we grow!

Questions about Jenn

Why did you decide to start Cheekbone?

I started Cheekbone Beauty for several reasons. I grew up feeling ashamed of who I was and where I came from, I never want any youth to feel this way. After years of healing, therapy and feeling the power of vulnerability I began to share my personal story. Not only was this extremely healing for me, I also realized how it could help others see their value. We are not our past mistakes, they do not need to define us. Having grown into a mature women with a balanced view of who I was, I wanted others who were struggling with identity issues, addiction issues and past traumas to see their potential. During my healing journey, reading stories about other peoples rise out of trauma, is what helped me see the possibilities for my life. Within the beauty space there didn't seem to be any brands highlighting Indigenous faces, knowing this industry has massive margins, it was also an opportunity to do good while creating a new business, work that feels good. At Cheekbone Beauty we get to send beautiful products to people and they send us photos and messages about how great the feel, what could be better!

How did you come up with the pink feather concept?

We were trying to say thank you through a symbol. I am so grateful for every order, for every ounce of support. I hope this model of giving back to your community and prioritizing those in need becomes more mainstream.

What inspired you to support Indigenous youth through your business?

It is really important that we help one another. The business model is based on community and the idea of sharing. I was once an Indigenous youth so I feel like I understand their situation, their feelings. All youth need the support of a loving community. Cheekbone Beauty wants to be relatable to all youth.



APPROVED QUOTES CONT.

More Questions

What makes Cheekbone Beauty different from other cosmetic companies?

Firstly, we exist to empower Indigenous youth. There is no other brand with that as their sole purpose. Cheekbone Beauty is creating a space where Indigenous youth, women and our community can feel represented in mainstream beauty. Cheekbone Beauty is also developing formulations that are far more sustainable than what is currently available in the market. We are building a Canadian made brand, while uplifting a community and focusing on green, clean, sustainably sourced ingredients. We like to call ourselves a socially conscious beauty brand.

How do you find inspiration for your product colours?

Our pigments are really powerful, the colour last longer than the average lipstick. We named this collection after Indigenous women doing incredible work in their communities and around the world. Like, all decisions at Cheekbone Beauty, we ask ourselves how will this enhance and empower the lives of Indigenous youth and how can we have fun while making really great products. Cheekbone Beauty's next generation of products, is focusing on leaving less of an impact on the planet. We are inspired by people and so many beautiful colours from nature. We want all people to see their potential and the importance of better raw ingredients and packaging sources.