





## ABOUT US

Welcome to our world, where clean beauty meets originality and sensoriality. Our mission is to create experiences. When you feel, touch, smell, and apply our products, you'll understand what NCLA Beauty is all about. Whether you are applying our sweeter than sweet lip treatments, or our refreshing body scrubs, you'll want seconds. We create clean, feel-good beauty products that are effective, colorful, and sense-ational! We're Elin and Anh-Thu, two Asian-American sisters who are living their dream creating one of a kind products and formulas that we'd love for you to meet. We're so glad you're here!



## ELIN

CEO

I started NCLA Beauty in 2010 when our entire inventory fit in a small closet of my studio apartment. I remember thinking how on earth am I every going to sell all of this inventory?! I knocked on doors of local retailers (quite literally walked up to stores), and asked them if they would be interested in carrying our products. Fast forward to over a decade later, I've created the products of my dreams, and am constantly creating and formulating more. My mission is to create an 'OMG' moment for every time someone opens up one of our products. It's true what they say, as long as you love what you do you'll never work a day in your life.



## ANH-THU

COO

When I started working at NCLA Beauty, I had just graduated high school. I'd take the train to LA and Elin and I would work nights, sometimes until 2:00 AM. I slept on a couch in our studio apartment/warehouse that was dangerously close to a 10 foot shelf stacked with boxes. Years down the line and dozens of product launches later, I can truly say every step of the way was worth it. My mission is to continue to bring customers clean, effective beauty products that evoke feelings from the way they smell, feel, and look! I'm so thankful for this journey so far. We're so proud to be female and Asian American owned company!





LIP CARE



BODY CARE



NAIL CARE

# NAIL LACQUERS



7-Free



Cruelty Free



Vegan



## 7-Free Formula

NO Formaldehyde, Formaldehyde Resin, Camphor, DBP, Zylene, Toluene, TPHP\*



## Vegan & Cruelty-Free



## Made in U.S.A.



## Creams, metallics, glitters, holos available



## Quick dry & chip resistant



# SO RICH CUTICLE OIL



Mineral Oil  
Free



Safflower Seed Oil



Vitamin E



Cruelty Free



Vegan



Award-winning oil



Should be used in daily regimen to hydrate & nourish hands & cuticles.



Vitamin E is a powerful antioxidant to help prevent aging.



Safflower oil hydrates hands and cuticles



Made in U.S.A.





# SUGAR, SUGAR

ALL NATURAL LIP SCRUB



100% Natural



Cruelty Free



Vegan

## INGREDIENTS WE LOVE



Sugar



Agave Nectar



Shea Butter



Vitamin E + C



**Sugar gently exfoliates lips**



**Agave nectar soothes and nurtures lips**



**Shea butter softens and protects lips**



**Vitamin E + C hydrates and brightens lips**



**Recommended use: 2 - 3x a week**



**Made in U.S.A.**



# BALM BABE

## ALL NATURAL LIP BALM



100% Natural



Cruelty Free



Vegan

### INGREDIENTS WE LOVE



Coconut Oil



Agave Nectar



Avocado Oil



Vitamin E + C



**Coconut oil protects and moisturizes lips**



**Agave nectar soothes and nurtures lips**



**Avocado butter reduces signs of aging**



**Vitamin E + C hydrates and brightens lips**



**Made in U.S.A.**





# LIPSTICK

LONG LASTING INTENSE LIPSTICK



Paraben Free



Cruelty Free



Vegan

## INGREDIENTS WE LOVE



Castor Oil



Vitamin E



**Formulated with castor oil, antioxidants, vitamin E & C**



**Paraben & Phalate Free**



**Cruelty Free & Vegan**



**Made in U.S.A.**



# HEY SUGAR BODY SCRUB

EXFOLIATING ALL NATURAL BODY SCRUB



100% Natural



Cruelty Free



Vegan

## INGREDIENTS WE LOVE



Sugar



Organic  
Shea Butter



Cocoa Butter



Mango Butter



Organic  
Hemp Seed Oil



**Sugar gently exfoliates skin**



**Shea butter softens and protects skin**



**Cocoa butter moisturizes and deeply hydrates**



**Mango butter rejuvenates and boosts elasticity**



**Hemp seed oil soothes and nurtures**



**Made in U.S.A.**



## AWARDS





## WHERE TO FIND US

URBAN OUTFITTERS

ANTHROPOLOGIE

The Beverly Hills Hotel Spa

DOLLS KILL

REVOLVE

NORDSTROM

DOUGLAS

lookfantastic  
Luxury hair & beauty

de Bijenkorf 

ZALORA

Le Manoir

LANDMARK

SEPHORA  
SINGAPORE

golimoi

amazon

نمشي  
NAMSHI

Galeries  
Lafayette

cult  
BEAUTY

ADDOONY  
أدونى بيوتي  
BEAUTY

COBIGELOW  
ESTABLISHED 1838  
APOTHECARIES

the  
detox  
market

