

ABOUT TOOD



TooD is a beauty brand at the intersection of clean, colorful, and high-performing cosmetics. While our products are non-toxic, so is our mindset. We believe makeup is about joy, creativity and experimentation. We want to help you remove shame and insecurity from your beauty expression by giving you the paints and tools to express how YOU feel (not what you're told to look like).

Whether it's gliding Free Style Color Creams onto your hair or swiping the first-to-market certified biodegradable BioGlitter across your lids, TooD's products are made to use wherever your imagination takes you: on your unibrow or edges, as eyeshadow or lipgloss. It's for Every Body Everywhere.

Founded in 2021 by Shari Siadat, TooD was born out of Shari's journey of reclaiming her own beauty narrative. After years of being bullied over having a unibrow, Shari spent decades trying to hide and conform to a society where she did not fit in. After becoming a mother, Shari decided to grow back her unibrow to show her daughters how to take back personal power by changing her attitude toward herself; now throwing colors and crystals on parts of her body she once tried to hide.

We believe that people should embrace (NOT ERASE) their truest selves. We invite you to write and share your own beauty rules. No longer should anyone have to cover up who they are. Isn't it about time we live in a world where we are fully embraced? As is? Welcome to TooD. Short for Attitude.

FREESTYLE COLOR CREAM



COLORS: ASLEEP/AWAKE, GIVE/TAKE, INNER/OUTER, KNOWN/UNKNOWN, PUSH/PULL, PAST/PRESENT, REAL/FAKE, SUN/MOON, BROTHER/SISTER, SWEET/SOUR

PRICING: \$24 **FILL:** 5 g / .18 oz

TooD's Freestyle Color Cream can be used individually or blended together in combinations that are unique to you. This non-toxic, non-stick high-shimmer, buildable color can go anywhere—face, body or edges, or hair. This silky formula glides on easily and lasts all day.

KEY INGREDIENTS:

A combination of naturally derived extracts • Lilac Leaf Extract • White Willow Bark Extract • Turmeric Root Extract • Neem Tree Leaf Extract • Euphrasia (Eyebright) Plant Extract • Anise Seed Extract • Black Cumin Seed Extract • Glycerin

Innovative jellifying agent: • Completely transparent base has a creamy lightweight dry texture.

• Enhances the multidimensional pearl effect. • Provides longer lasting benefits.

Film forming agent: • Extra fixative holding power • High rub-off resistance. • High performance and high comfort • Non-sticky feel

INCI: *Water (aqua), mica, iron oxides, calcium sodium borosilicate, glycerin, propanediol, titanium dioxide, synthetic fluorophlogopite, calcium aluminum borosilicate, carbomer, citric acid, silica, sodium hydroxide, sodium benzoate, xanthan gum, sodium shale oil sulfonate, potassium sorbate, salix alba (willow) bark extract, tin oxide, nigella sativa seed extract, pimpinella anisum seed extract, euphrasia officinalis extract, melia azadirachta leaf extract, curcuma longa (tumeric) root extract, maltodextrin, syringa vulgaris leaf cell culture extract*

BIOGLITTER



COLOR: CITRINE, MOONSTONE, AMETHYST, TIGER'S EYE, JASPER

PRICING: \$26 **FILL:** 3.4 g / .12 oz

TooD's BioGlitter is made from non-toxic, plastic-free, plant cellulose, making it biodegradable in as little as 28 days in natural environments. Easy-to-use, with one-swipe, you can create multidimensional sparkle anywhere on your body, face, or hair.

KEY INGREDIENTS:

- **Bisabolol** Helps to soothe irritated skin, provide antioxidant benefits, and improve the visible signs of aging.
- **Bioglitter** - Highly reflective plant cellulose derived biodegradable pearls that biodegrade in little as 28 days in a natural environment.
- **Vitamin E** Helps to provide antioxidant benefits.
- **Glycerin** Helps to moisturize skin.

INCI: *Isododecane, Rayon, Hydrogenated Styrene/isoprene Copolymer, Glycerin, Styrene/acrylates Copolymer, Trimethylsiloxysilicate, Water / Aqua / Eau, Urea, Tocopheryl Acetate, Bisabolol, Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate, Yellow 5 Lake (CI 19140), Aluminum (CI 77000), Red 7 Lake (CI 15850). May Contain +/- Blue Lake (CI 42090), Red 7 (CI 15850) (VEGAN)*

TURN IT ON SOAP BROWS



PRICING: \$22 **FILL:** 57 g / 2 oz

With just a brush and some water, ToOD's Turn It On Soap Brows is a vegetable-based soap that gives long-lasting hold, definition, and thickness to your brows day or night. Brush on lightly for a natural, polished look, or layer up for a dramatic, fluffy, laminated look.

KEY INGREDIENTS:

- **Glycerin:** Helps to moisturize skin.

INCI: *Sodium Palmate, Sodium Palm Kernelate, Water/Aqua/Eau, Glycerin, Sorbitol, Coconut Acid, Sodium Chloride, Tetrasodium Glutamate Diacetate (VEGAN)*

TOODBRUSH



PRICING: \$12

This multipurpose bamboo brush can be used to apply products or scrub away ingredients. Use it to define and fluff your brows with Turn It On Soap Brows, or to remove product from the hairline, brows or that little section you just can't reach with Turn It Off Makeup Remover. TooDBrush also works great without product, too — It's the best brush for brows, edges, beards, staches or anything else that needs a little TLC.

OTHER FUNCTIONS:

- Works great without product. Tames and grooms natural-looking brows, edges, beards, and mustaches.
- Use it for dry brushing. Inspired by traditional Ayurvedic method, helps to massage and soothe hair scalp area for increased circulation and positive energy. Stroke gently and always brush toward the center of the body.
- Helps to exfoliate to prevent unclogs pores for those hair plucking or shaving areas.

MAGIC SWAB



PRICING: \$16

TooD's Magic Swab has a textured side for applying TooD BioGlitter or Freestyle Color Cream, and a smooth side for creating razor-sharp lines and abstract curves.

OTHER FUNCTIONS:

- Use the textured side as a micro-circulating brow scalp care massager to help stimulate blood circulation of the scalp for skin soothing benefits.
- Use the textured side with face cleanser to shampoo your brows to help remove product build up, exfoliate and deep cleanse brow hair roots.

PAINTBRUSH



PRICING: \$18

TooD's multi use PaintBrush is durable and easily washable, made from silicone and recycled wood. The smooth side applies pigment and glitter evenly while the soft textured side gently brushes through brows and hair.

PACKAGING:

- Eco-friendly non-toxic silicone brush
- Ferrule: Aluminum
- Handle: Wood certified by the Forest Stewardship Council (FSC)

TURN IT OFF MAKEUP REMOVER



PRICING: \$22 **FILL:** 57 g / 2 oz

TooD's Turn It Off Makeup Remover is not only for removing makeup on the face—pop it out of its tin, and it goes great on the body, too. This nourishing, all-natural remover dissolves the stickiest glitters or the most stubborn lipsticks without irritating your skin.

KEY INGREDIENTS:

- **Coconut Acid:** Provides anti-inflammatory benefits. Produces a fluffy lather and helps create the firmness of the soap.

INCI: Sodium Cocoyl Isethionate, Stearic Acid, Coconut Acid, Sodium Isethionate, Water/Aqua/Eau, Cetearyl Alcohol, Cetearyl Glucoside, Coco-Glucoside, Benzyl Alcohol, Dehydroacetic Acid, Sucrose Cocoate, Sodium Isostearoyl Lactylate (VEGAN)

