



TOO



LITTLE

DIFFERENT.

IS

A

TOOD

TooD. It's short for attitude.

*Now is the time for living truthfully, no more pretending.
We throw color and crystals and glitter on parts of
ourselves we once tried to hide. We embrace our contradictions
and our complicated selves. Bring your atti(TooD) and speak your
truths at full blast. TooD is a commitment to emotional honesty.
TooD is makeup for every body, everywhere.*

MY NAME IS SHARI

My journey hasn't been a straight line. I am a writer, an advocate for underserved teens, a board member for diversity at the American Ballet Theater, and an activist on the Miami and New York art scenes. But my story starts as a first generation Iranian-American, in a sea of blond hair and blue eyes. Nothing gave me more shame than my unibrow. Desperate to hide the way I looked, I plucked the hairs that bridged me to my ancestry and felt a flood of relief that perhaps only then I could fit in.

Then I became a mother to three girls. My first two daughters were fair-skinned, all-American blondes. Six years ago, I birthed my youngest child a dark-haired, dark-eyed, unibrowed replica of the younger self I had denied. How could I teach this little girl to love herself when I was still ashamed of my own reflection? I want them to live in a world that celebrates the beauty of being - without the pressure to conceal or contour.

As an act of acceptance, I grew in my unibrow, and began to discover the joy and liberation that comes with refusing to hide one's truth. Shame became a stigma right on my face, but knowing who I was made me invincible — and it all happened when I changed my atti(TooD). I started @myfiercebrow on Instagram to shine a light on my journey — and to celebrate what was once my greatest flaw. It was then that I learned how contagious freedom can be.

Et voilà TooD Beauty was born.

TooD is all about innovative makeup formulas that reimagine how we relate to makeup and how we see ourselves. We're going beyond eyes, lids and cheeks. We're coloring outside the lines. Our true selves follow no rules and TooD's mission is to bring agency back to the consumer - to define their own beauty standards.

Developing clean beauty products has been the foundation of the TooD formula ethos, but we needed non-toxic products (with non-toxic thinking) in addition to packaging that heals rather than harms the earth. I created products that would be safe for anyone to wear - from my own daughters to anyone who wishes to express themselves fully, to experiment with color and joy. It's time to remove shame from our beauty expression.

The beauty of being, now isn't that our birthright?







IS

COMMITTED
TO

SHARING
THE

UNTOLD
BEAUTY

STORIES.

SHARI'S COMMITMENT TO DIVERSITY EQUITY AND INCLUSION

AMPLIFYING VOICES AND CREATING SPACES FOR ALL

"Because I always felt like I never belonged, it's my vision to make sure that if I can change a system or take away pain from others who feel that same way, I do."

- Shari is the founder, trustee and co-chair of the RISE advisory council for the American Ballet Theatre, an initiative that pushes forward DEI objectives, including anti-discrimination education with facilitated discussions, training for board, staff and students, while amplifying awareness and understanding within the organization and the communities they serve.
- Shari recently negotiated an 8-book deal with Random House from toddler to teen audiences that will shift the perception of how ballet is seen in the world, showing that it's for all cultures, gender identities, bodies and abilities; Shari's first book in the series, My Daddy Can Fly, will be released in September of 2021.
- Shari is a mentor for Free Arts, an organization based in New York City that provides underserved teens with arts programming and professional development; Shari conducts quarterly mentorship sessions, where she shares her own personal story of becoming to help teens see their own potential in establishing their creative mark in this world
- A beauty world thought leader pushing for inclusion and will be featured in a beauty Content Killers panel hosted by Launch Metrics, with YouTube's Derek Blasberg, The Wall Group's Ali Bird, makeup artist Jezz Hill and Digital Brand Architects' Reesa Lake
- Established (in partnership with the Global Empowerment Mission) the only K-12 school in the Bahamas built in the aftermath of hurricane Dorian, and pushed for an inaugural mental health-focused curriculum in a region deeply impacted by the trauma of natural disaster

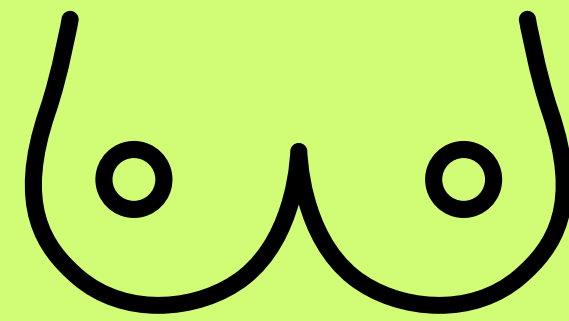
TOOD FINDS *these rule*

ANIMAL CRUELTY, ANIMAL TESTING, GLUTEN, ARTIFICIAL FRAGRANCE, ARTIFICIAL SHADES, PARABENS, SULFATES, PHTHALATES, SILICONES, FORMALDEHYDE NPE (NONYLPHENOL ETHOXYLATE), MINERAL OIL, PEG, PROP 65 INGREDIENTS, ALUMINUM SALTS, ANIMAL OILS, MUSKS, AND FATS, BUTYLATED HYDROXYANISOLE (BHA), BUTYLATED HYDROXYTOLUENE (BHT), CARBON BLACK & BLACK 2, COAL TAR, RETINYL PALMITATE, HYDROQUINONE, LEAD AND LEAD ACETATE, MERCURY AND MERCURY COMPOUNDS, TOLUENE, TRICLOSAN & TRICLOCARBON, 1,4 DIOXANE, METHYLCHLOROISOTHIAZOLINONE AND METHYLISOTHIAZOLINONE, PETROLATUM AND PARAFFIN, INSOLUBLE PLASTIC MICROBEADS

DERMATOLOGIST TESTED, ALLERGY TESTED. FREE OF LATEX & NUT ALLERGENS.



BIPOC



Female Founded



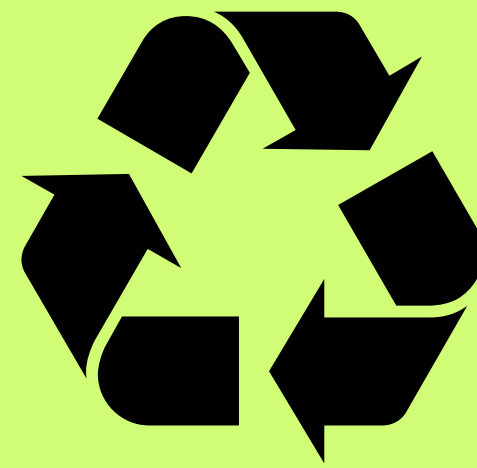
Forest
Stewardship
Council



Leaping Bunny
Certified



Vegan



Recyclable



The only one-swipe
application made with
BioGlitter



Made in the USA

TooD is the next phase in shade cosmetics. It brings to life something that does not yet exist in the market. *Makeup for your brows, hair and face that redefines the art form and serves all genders.* Its products are easy to apply and easy to clean. No tutorials, glam squad or time required.



TRUE BEAUTY DOES NOT REQUIRE WE ERASE WHO WE ARE. IT DEMANDS WE EMBRACE IT.

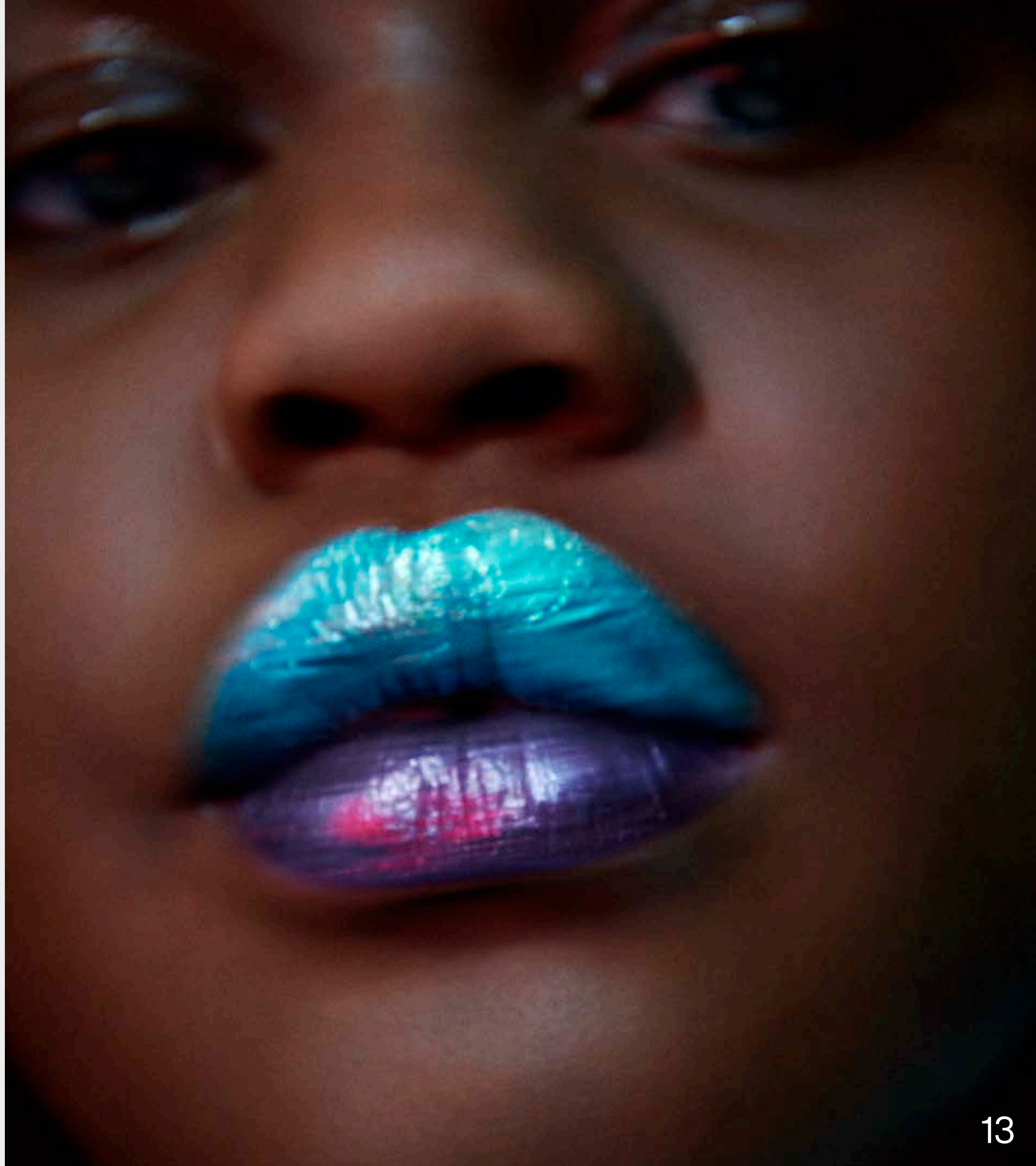


I started **TooD** as a celebration of individuality and self-expression. **TooD** is an awakening to your own power, your creative spirit, an invitation to experiment, to explore instead of apologize, to shade outside the lines instead of conform, to dance and feel and discover that which makes us different makes us extraordinary.

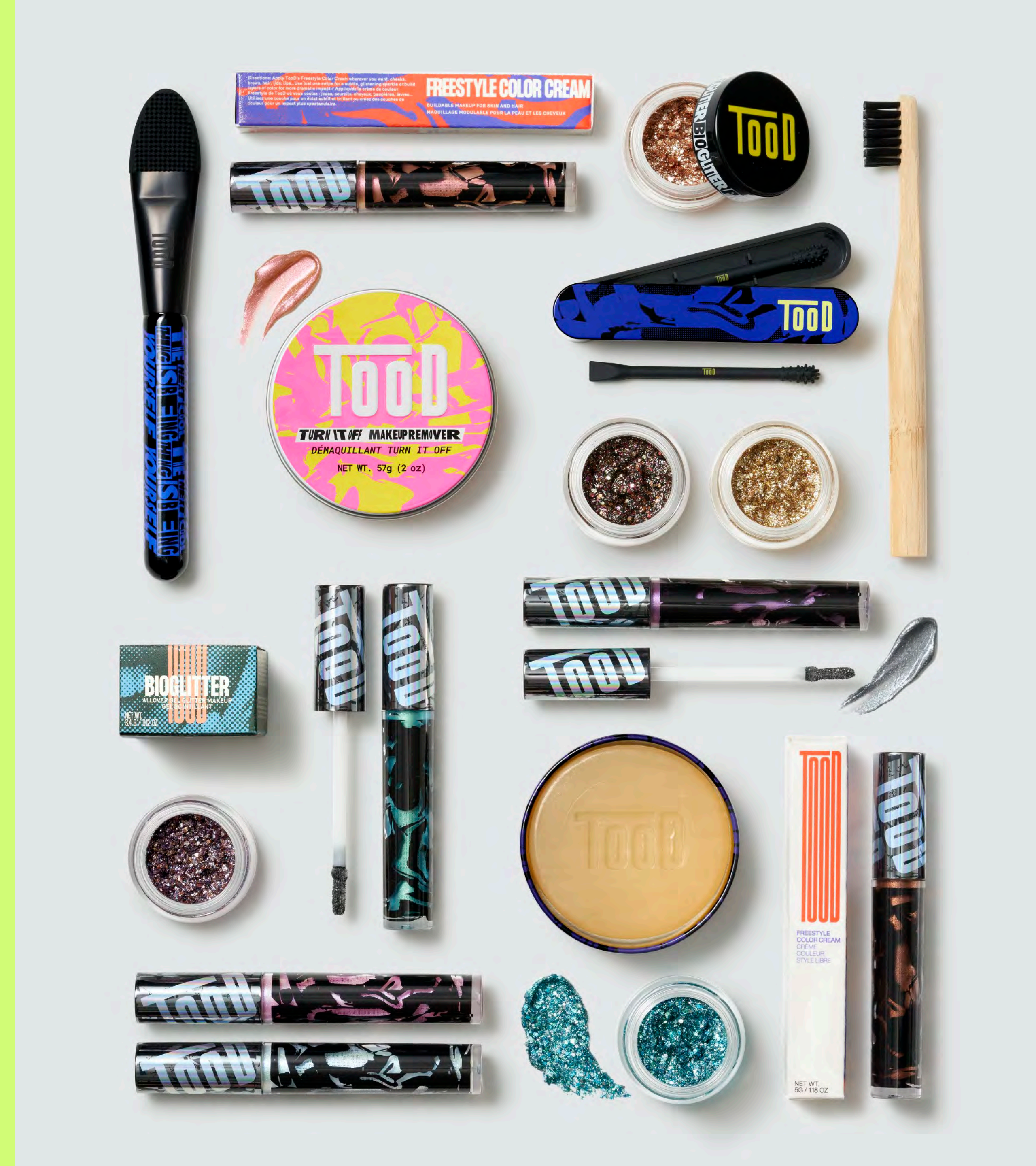
***TooD** gives you the power to live out loud creatively. It's not just breaking the rules, it's dismantling a system and rebuilding it from the ashes, allowing anyone to celebrate themselves fully.*

We believe that when you're comfortable with who you are, you allow others to take off their masks and shine their light. We ignore what's "normal." We celebrate what's different as confident, brave, original.

*We tell the world: **This is me.***



THE RANGE





FREESTYLE COLOR CREAM

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

There are no rules about where TooD should go — eyebrows, armpits or collarbone — as long as you are celebrating who you are. It's time to shade outside the lines.

TooD’s Freestyle Color Cream can be used individually or blended together in combinations that are unique to you. We don’t have “one side” to who we are — Celebrate every one of your sides with this line of high-shimmer, buildable shade creams that can go anywhere — face, body or hair. Each shade has been specially formulated to stick to hair and can be used individually, or blend shades together in combinations that are unique to you. This non-toxic, non-stick formula comes off in one swipe with no residue.

KEY INGREDIENTS & BENEFITS:

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: Helps to soothe the eye and diminish eye sensitivity and irritation. Helps to minimize visible appearance of fine lines and wrinkles.

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

Ingredients: *Water, Mica, Calcium Sodium Borosilicate, Tin Oxide, Synthetic Fluorphlogopite, Glycerin, Propanediol, PVP, Carbomer, Sodium Benzoate, Xanthan Gum, Sodium Hydroxide, Citric Acid, Potassium Sorbate, Syringa Vulgaris (Lilac) Leaf Cell Culture Extract, Ictasol, Salix Alba (Willow) Bark Extract,Melia Azadirachta Leaf Extract, Curcuma Longa (Turmeric) Root Extract, Oligopeptide-10, Euphrasia Officinalis Extract, Pimpinella Anisum (Anise) Seed Extract, Nigella Sativa Seed Extract, Silica.* **May Contain:** *Ferric Ferrocyanide, Titanium Dioxide, Iron Oxides*





TOOD—NOLOGY

Color cosmetics with skincare formulations

Now with L.L.A.S.C.(Lash Line and Skin Clean) Complex

L.L.S.A.C. Complex is a naturally derived blend of extracts proven to soothe the eye area. An ophthalmologist developed and tested formula that helps:

- Reduce bacteria on the skin
- Keep the lash line and eyelid clean
- Reduce skin irritation and eye sensitivity from clogged oil glands due to makeup build up.

By maintaining healthy skin around the eye area and preventing skin irritation, eyes and eyelids feel healthier and more hydrated without the need to sacrifice wearing bold pigments.

KEY L.L.A.S.C. COMPLEX BENEFITS:

- Ophthalmologist developed and tested
- Naturally derived
- Balances natural skin flora
- In vitro anti-bacterial activity, In vitro anti-irritant efficacy

KEY PRODUCT BENEFITS:

- Reduces the appearance of premature signs of aging around the eye area
- Diminishes eye sensitivity and irritation



PACKAGING:

- Eco-friendly vial with wand applicator
- Uses recyclable vials with outer packaging constructed of 100% recycled and reclaimed Kaolin clay-coated paperboard
- Made using solar energy
- Made in USA

FORMULA:

Vegan, Cruelty Free, Gluten Free
Fragrance Free, Parabens Free, Sulfates Free,
Phthalates Free, Latex Free, Allergy tested



THE WORLD'S
FIRST
ONE-SWIPE
TOODBEAUTY.COM
**BIO
DEGRADABLE
GLITTER**

TOODBEAUTY.COM
@TOODBEAUTY

Tood





BIOGLITTER™

PRICING: \$26

TooD BioGlitter™ is a true innovation in the world of glitter cosmetics. Through a desire to help bring joy to all without hurting our planet, we have pioneered the first to market one swipe biodegradable glitter. TooD's BioGlitter™ is made from plant cellulose, making it biodegradable in as little as 28 days in natural environments. Vibrant, fun, and just as easy to add as it is to remove, you can show your attiTooD proudly knowing it's good for the earth and for you. Available in six shades.

OTHER FUNCTIONS:

- The first one-swipe biodegradable glitter in the world
- Exclusive use of the BioGlitter™ Seal
- Unparalleled in its performance, application and formulation
- Available in a range of six exclusive shades: Amethyst, Moonstone, Citrine, Jasper, Obsidian and Tiger's Eye

KEY INGREDIENTS

- BISABOLOC: 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



CITRINE ✓



MOONSTONE ✓



AMETHYST ✓



TIGER'S EYE ✓



OBSIDIAN



JASPER ✓

PACKAGING:

- Recycled Packaging
- Packaged in glass jars with airtight lids, the outer packaging is constructed of 100% recycled and reclaimed Kaolin clay coated paperboard.
- Exclusive use of the BioGlitter™ Seal
- Made using solar energy
- Made in USA

PRICING: \$26

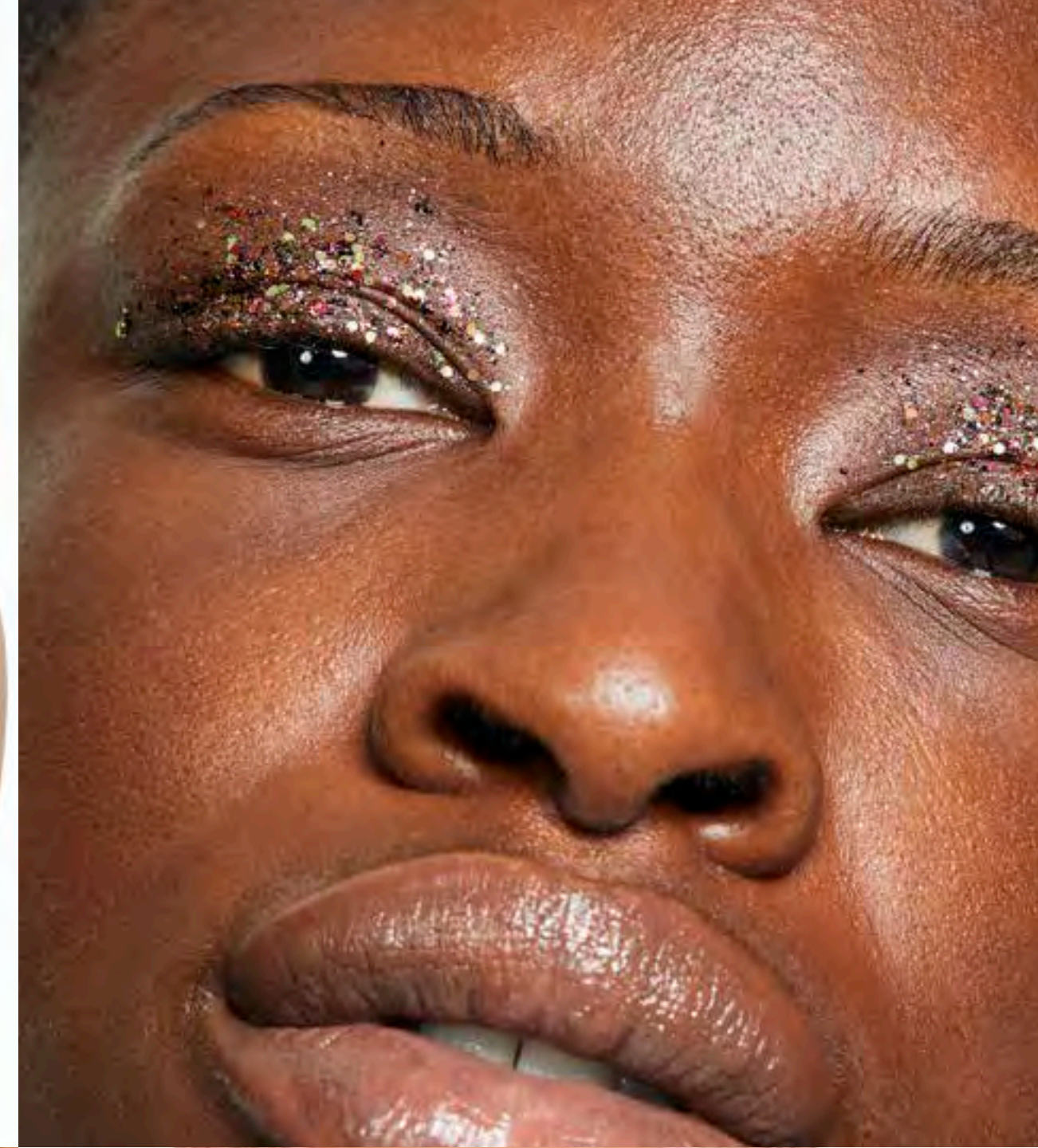
FILL: 3.4 g / 12 oz

FORMULA:

Vegan (select shades ✓), Cruelty Free, Gluten Free
Fragrance Free, Parabens Free, Sulfates Free,
Phthalates Free, Latex Free, Allergy Tested
Dermatologist Tested

THE ONLY ONE-SWIPE
APPLICATION
MADE WITH:

Bio-glitter®





TURN IT ON SOAP BROWS

PRICING: \$24 **FILL:** 57 g / 2 oz

Discover nature's antidote to laminating.

With just a brush and some water, 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 to help maintain lamination.

PACKAGING:

- Recycled & recyclable / upcyclable metal tins are printed with soy-based inks and food grade materials
- Made in USA

KEY INGREDIENTS & BENEFITS:

Glycerin & Coconut Acit: Helps to moisturize skin.

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

TURN IT ON SOAP BROWS: DISCOVER NATURE'S ANTIDOTE TO LAMINATING



BEFORE



AFTER



TURN IT OFF MAKEUP REMOVER

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

No one says you have to be the same person every single day, and with this makeup remover, you don't have to be. In a 2 oz. reusable tin, this 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 all-natural remover is great for both kids and adults, dissolving even the stickiest glitters and face paints or the most stubborn of lipstick—it works for you, and not the other way around.

PACKAGING:

- Recycled & recyclable / upcyclable metal tins are printed with soy-based inks and food grade materials
- Made in USA

KEY INGREDIENTS & BENEFITS:

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

Ingredients: *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)*



**TURN IT OFF
MAKEUP REMOVER:
IT *WORKS* FOR YOU,
NOT THE OTHER *WAY*
AROUND**





TOODBRUSH

PRICING: \$12

TooDBrush isn't like any other makeup brush — 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.

PACKAGING:

- Brush is made with natural bristles and recyclable bamboo
- Featuring a laser cut logo to reduce waste
- Outer packaging uses paper certified by the Forest Stewardship Council (FSC)

TOODBRUSH:
THE BEST BRUSH
FOR BROWS, EDGES
STACHES OR
ANYTHING ELSE
THAT NEEDS
A LITTLE TLC





MAGIC SWAB

PRICING: \$16

Protect your brows and the environment with this double-sided silicone wand that is designed to work like your fingertips, yet keep those germs away from your face. The 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 with a face cleanser to shampoo your brows to help remove product build-up, exfoliate and deep cleanse brow hair roots.
- Use the smooth side for makeup clean-up or to create graphic looks with Freestyle Color Cream or BioGlitter.

PACKAGING:

- Made with gentle and easy-to-clean silicone that's durable enough to last a lifetime of reuse
- Includes a slide-covered hard-shell case and a self-closing hinge so you can take it anywhere and use it again and again
- Swab handle, carton and belly band are certified by the Forest Stewardship Council (FSC)

**MAGIC SWAB:
DESIGNED TO *WORK*
LIKE YOUR FINGERTIPS,
YET KEEP THOSE
GERMS AWAY FROM
YOUR FACE**





PAINTBRUSH

PRICING: \$18

Your “magic wand” for weaving BioGlitter formula across your skin and hair. This teardrop shaped, dual-sided silicone brush with a recycled wooden handle glides effortlessly. The smooth side applies pigment and glitter evenly. The soft textured side brushes through brows and hair. Washable, durable and multifunctional, it minimizes contact with bacteria on your skin, promoting a clearer and healthier complexion. The need for single use makeup applicators has ended.

PACKAGING:

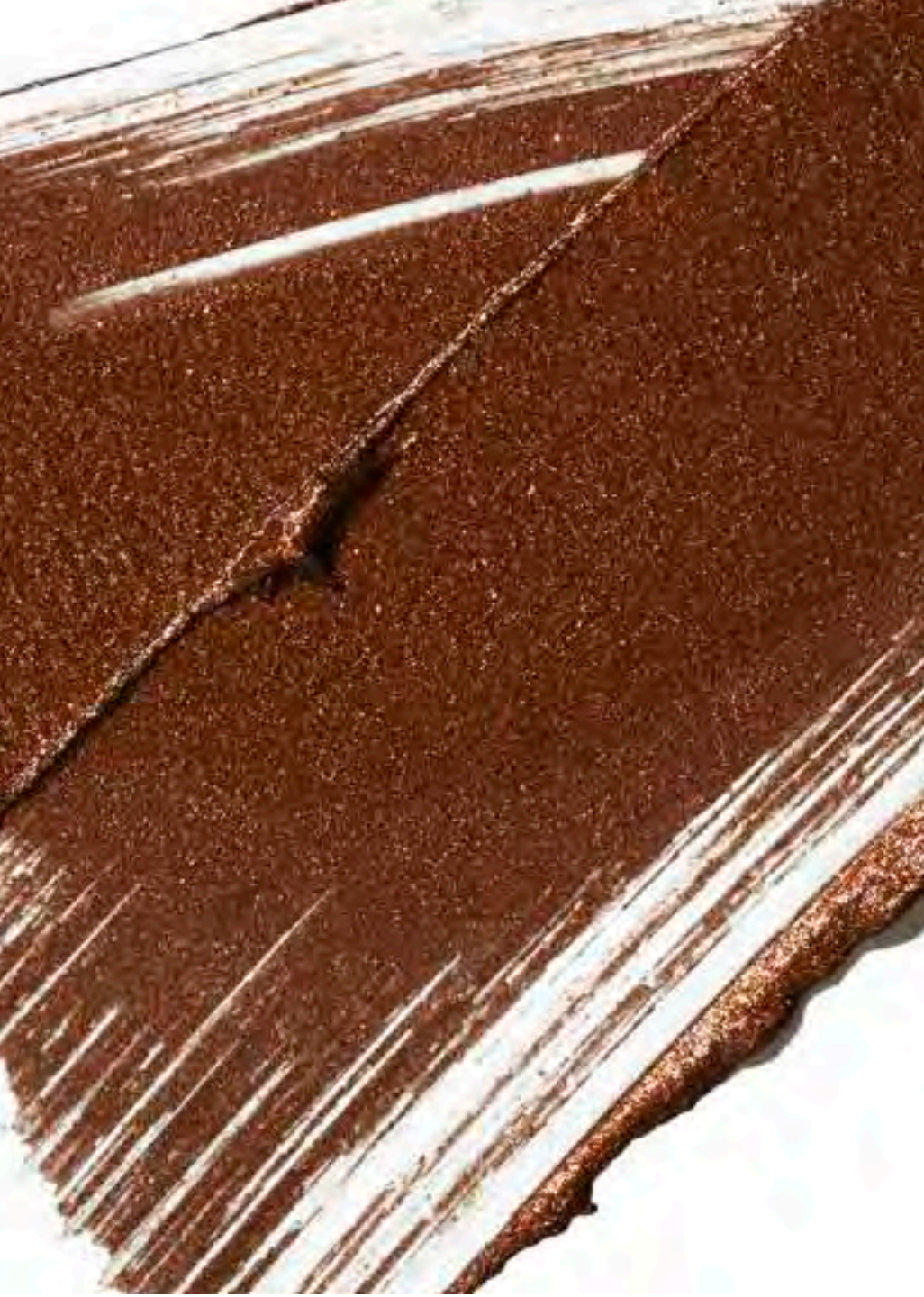
- Eco-friendly non-toxic silicone brush
- Ferrule: Aluminum
- Handle: Wood certified by the Forest Stewardship Council (FSC)

PAINTBRUSH: YOUR "MAGIC WAND" WEAVING BIOGLITTER FORMULA ACROSS YOUR SKIN AND HAIR.





TOOD IS FOR
THE CURIOUS,
AND THOSE WHO
BRAVE, INSIST
ON JOY - FROM AGE
3 TO 93



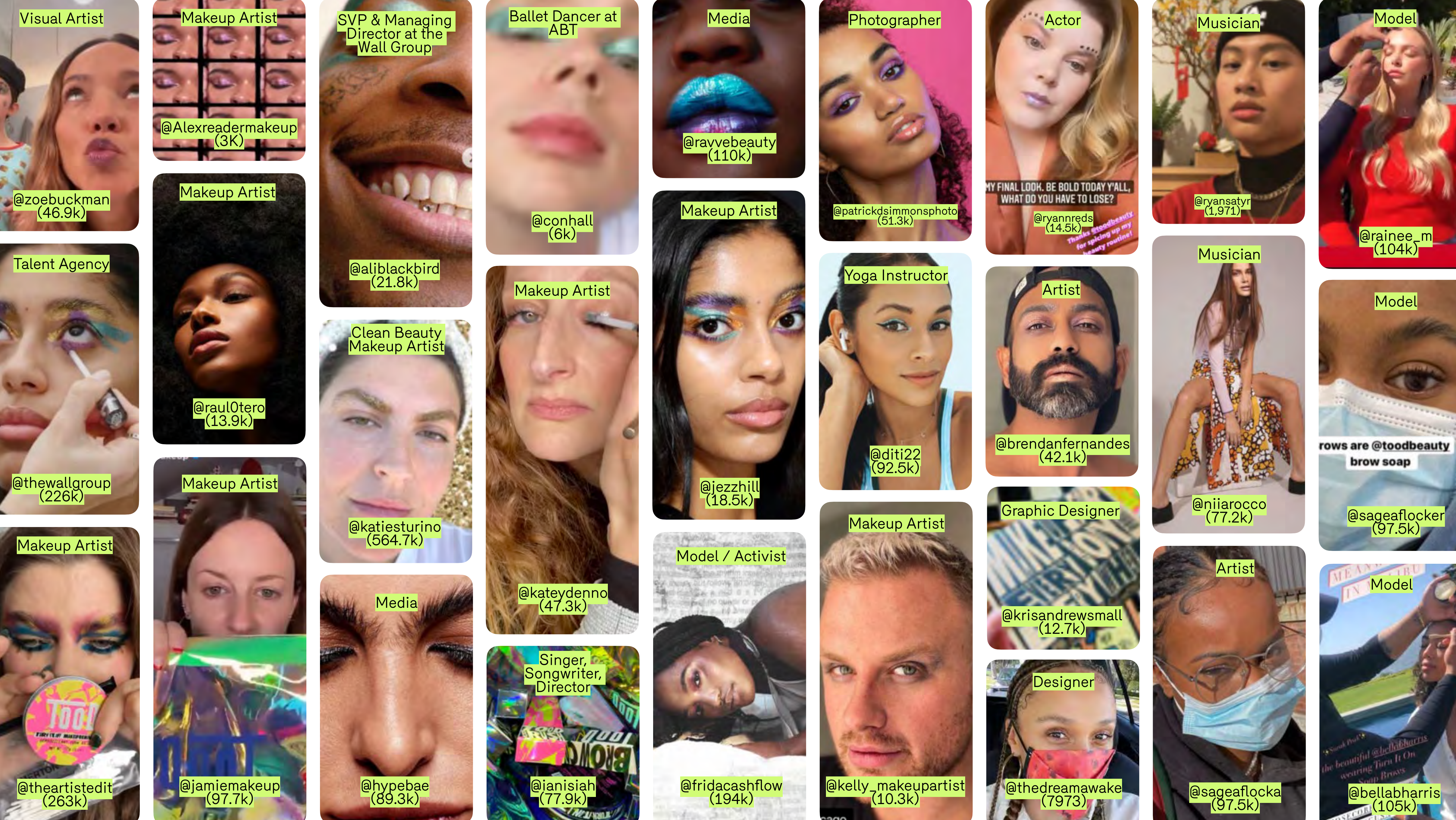
BECAUSE THERE ISNT ENOUGH MAKEUP IN THE WORLD



TO COVER UP FOR THE LACK OF SELF-LOVE.



MAKEUP FOR EVERY BODY EVERYWHERE



Visual Artist

Makeup Artist

SVP & Managing
Director at the
Wall Group

Ballet Dancer at
ABT

Media

Photographer

Actor

Musician

Model

@alexreadermakeup
(3K)

Makeup Artist

@aliblackbird
(21.8k)

@conhall
(6k)

Makeup Artist

@patrickdsimmonsphoto
(51.3k)

MY FINAL LOOK. BE BOLD TODAY Y'ALL,
WHAT DO YOU HAVE TO LOSE?
@ryannreds
(14.5k)
Thanks @toodbeauty
for spicing up my
beauty routine!

@ryansatyr
(1,971)

@rainee_m
(104k)

@zoebuckman
(46.9k)

Talent Agency

@raul0tero
(13.9k)

Clean Beauty
Makeup Artist

@katiesturino
(564.7k)

Makeup Artist

@kateydenno
(47.3k)

@jezzhill
(18.5k)

Yoga Instructor

@diti22
(92.5k)

Artist

@brendanfernandes
(42.1k)

Musician

@niiarocco
(77.2k)

Model

rows are @toodbeauty
brow soap

@sageaflocker
(97.5k)

@thewallgroup
(226k)

Makeup Artist

@jamiemakeup
(97.7k)

Media

@hypebae
(89.3k)

Singer,
Songwriter,
Director

@ianisiah
(77.9k)

Model / Activist

@fridacashflow
(194k)

Makeup Artist

@kelly_makeupartist
(10.3k)

Graphic Designer

@krisandrewsmall
(12.7k)

Artist

@sageaflocka
(97.5k)

Designer

@thedreamawake
(7973)

Model

@bellabharris
(105k)

Makeup Artist

@theartistedit
(263k)



“Ocean-Friendly Glitter
TooD’s new plant-cellulose BioGlitter is smartly suspended in an easy-to-apply (read: explosion proof) gel and biodegrades in water in just 28 days.”

“4. TooD BioGlitter in Moonstone
It’s surprising that something so sparkly can be so fraught. A lot of glitter is made of micro-plastics, which pollute waterways. But these chunky blue sparkles (in a silky gel base) are made from biodegradable plant cellulose.”

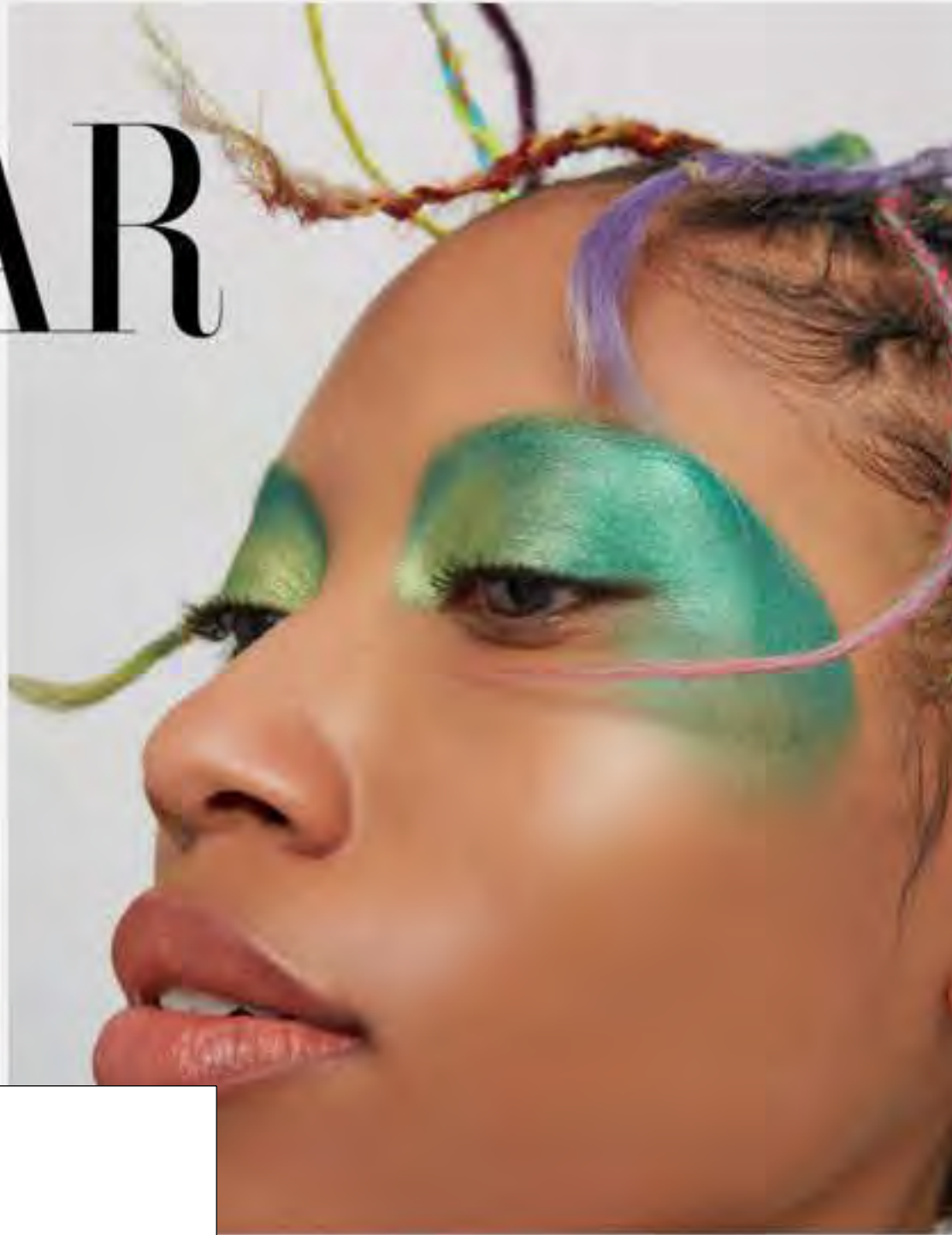


(Makeup)
These Are The New Indie Beauty Brands To Have On Your Radar Now
TZR
BY SARA SPRUCH- FEINER
3.26.2021
So many launches, so little time

“This entire brand — filled with playful, shadeful sustainably minded makeup — was inspired by the founder’s unbrow and her mission to embrace her natural beauty while encouraging others to do the same. The resulting Brow Shade Cream comes in ten metallic shades meant for use by anyone, anywhere.”

Harper's
BAZAAR

BRAZIL
JANUARY 2021



EXCLUSIVE: Launchmetrics Spotlights Diversity and Inclusivity in Beauty Advertising

The data research and insights company's Beauty Content Killers campaign runs through May 19.

By [Jennifer Weil](#) on April 7, 2021

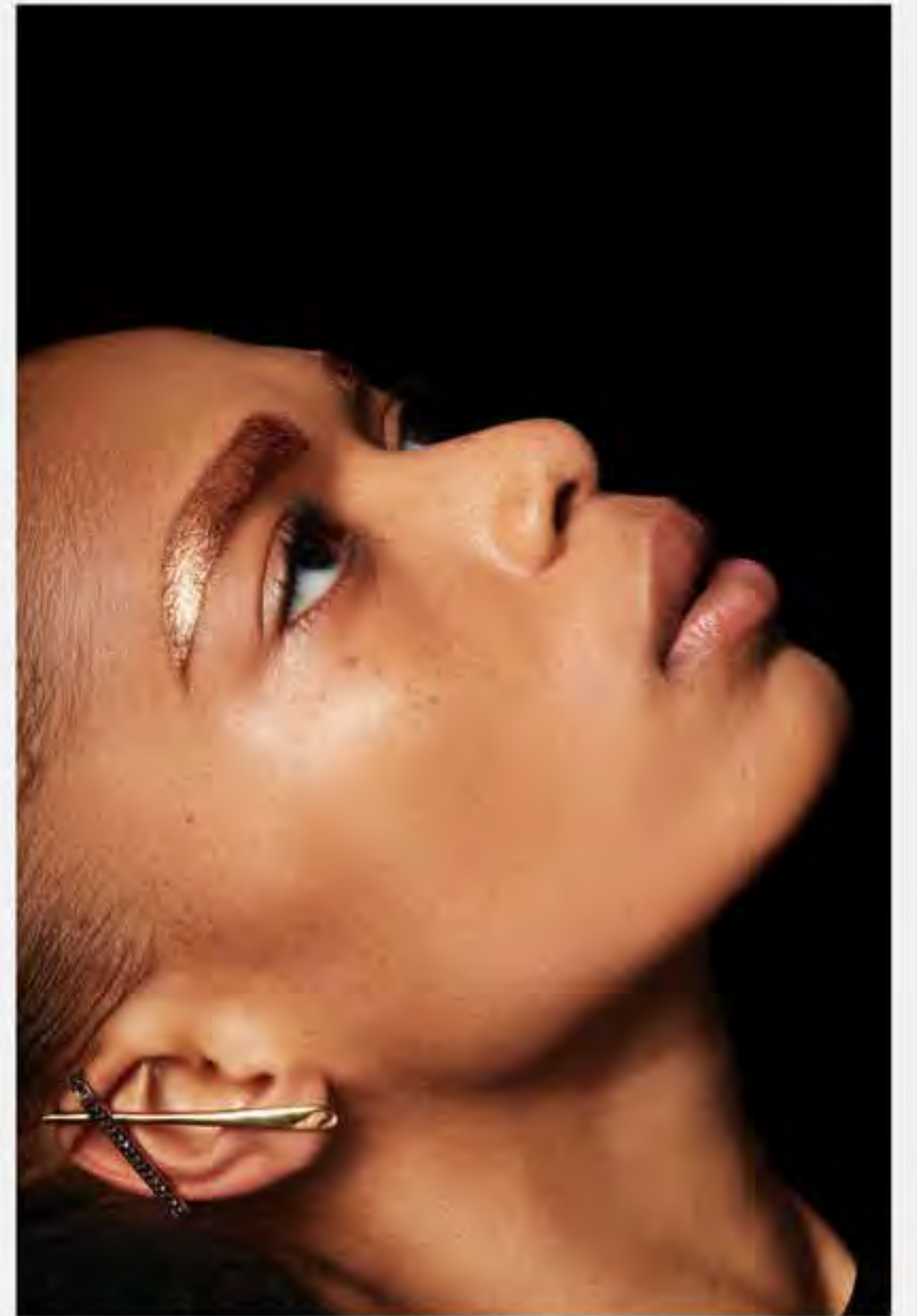
Beauty Content Killers will culminate on May 19, when Launchmetrics hosts a virtual event bringing together different industry player to talk about the theme of inclusivity and diversity. They will include YouTube's Derek Blasberg, Digital Brand Architects' Reesa Lake, The Wall Group's Ali Bird, makeup artist Jezz Hill and Tood Beauty's Shari Siadat.

WWD

"The Growth and Business of
Lashes and Brows."



Celebrating Unibrows Was
Step One for This Shadeful
New Beauty Line."



BAZAAR

"The Next Wave of Genderless Beauty Brands."



BeautyMatter



HYPEBAE

"I tried 'Soap Brows,' the transformative makeup trend taking over TikTok."

VANITY FAIR



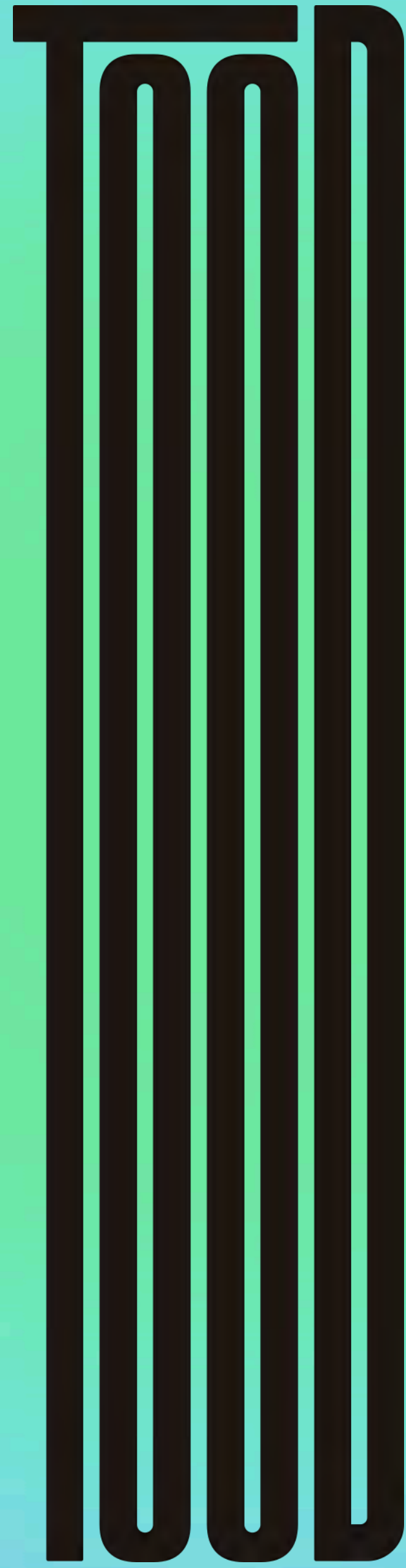
"Tood, a new inclusive color brand, aims to celebrate under appreciated facial features. Created by Shari Siadat, a first-generation Iranian-American who has championed her unibrow in recent years, the clean line launched with a glitter pigment in 10 shades—from pale gold (Real/Fake) to iridescent teal (Push/Pull). Designed for brow use, it plays just as well on cheeks and lips, as seen in Cass Bird's campaign images. During a Zoom launch event, the astrologist and energy healer on the call remembered Siadat saying that "she wanted to be a self-love drug dealer." The Euphoria crowd would approve—along with anyone at home game to experiment."

VOL 1. / HAIR POSITIVITY

TooD talks

#TooDTALKS is a series of conversations, led by our Founder, Shari Siadat around the issues the brand knows its consumers care about: dismantling harmful beauty standards, working towards a cleaner, more sustainable world, and mental health.





A MOVEMENT
A COMMUNITY
AN AWAKENING.

THANK YOU

@TooDBeauty

TooDBeauty.com

#TooDBeauty