

Ready to take
your beauty
routine to the
next level?



Endure™ Beauty

organic with an edge

Media Kit



Contents

About the brand 3 - 5

EndureLash® 6 - 7

Endure™ 8 - 9

Endure™ Beauty 10 - 12

Endure™ Beauty Spa 13 - 15

Retail Locations 16

Price Points 17

Press, Media & Reviews 18 - 22

Stay Connected 23



Our Mission

To Endure: to suffer through something painful or tragic, to remain in existence, to live through, to last....Endure™ Beauty was created in an effort to help others enduring through tragedy involving their child by giving back towards the growth and development of Chyler's Family Room Projects. The heart and soul of each product is a detailed reflection of the founder, Nikki Huebner's daughter, Chyler. From the pop of pink to the price points that always include the numbers 5/10, Chyler's birthday. Each product is instilling hope into others who have lived through or had to...Endure. With Love, Endure in Pink





Meet Nikki

Nikki Huebner is a mother, inventor, serial entrepreneur, senior Journalist for Lash Inc. International Magazine, and one-third owner of Lash Common based out of Canada. Her studies and 16-year career were originally in dentistry, where she obtained her Bachelor of Science Degree in Dental Hygiene and Biology, then a 4-year clinical career, and finally, she sold medical devices for oral and maxillofacial surgery until the launch of Endure™ Beauty.

Her charitable brand, Endure™ Beauty, is modernizing and broadening the horizons of the Lash Industry as it currently stands and continuing to hit the organic beauty market with rapid growth. Her innovative organic products, such as Endurelash® Organic Eyelash Cloths, and the Endure™ Under Eye Gel Therapy Pads, are add on products that have shown to increase the hygiene, maintenance and luxury of the lash extension service in general, as well as add increased revenue to the accomplished Lash Artist today! Also, her clean beauty philosophy is captivating the organic beauty markets; even women's fashion boutiques!

The heart and soul behind the Endure™ Beauty Brand are the charitable aspects. Nikki lost a daughter in a tragic accident back in 2010. So, her true-life mission is to give back HOPE through, Chyler's Family Room Projects, an extension of the Ronald McDonald House Charities. Her designs can help map the future of what the Lash Industry needs now to sustain, innovate, and ensure the safety and efficacy of the lash world we know and love! Along with tapping into the organic beauty world with her dual-purpose creations!





Our Cause

Chyler Nicole Huebner was an angel to all who knew and loved her. As her family sat together in a Raleigh hospital on November 13, 2010, they prayed that she would find a way to keep bringing light to those around her. After Chyler's passing, her spirit lives on in the work of Ronald McDonald House Charities of North Carolina. Donations to the Chapter in Chyler's memory will go toward Family Room additions in local hospitals where families can take a moment to rest and find solace.

The Huebners want others to know there is a place for them during difficult times when a child is ill. Chyler's family invites you to learn more about the Ronald McDonald House Family Rooms and how you can make a difference in a child's life.

Becoming an entrepreneur was a tug Nikki felt in her heart. She quit her 16 year career in the dental/medical device field to fully dive into this endeavor. As soon as she established her product, she wanted to come up with a word that would mean to last. Using the word endure is in honor of my late daughter, Chyler, who died in a tragic accident. Chyler was a girly girl who loved playing with Mommy's makeup. Even the retail price points are detailed in the brand, \$25.10 - Chyler's Birthday is May 10th. The official Brand Launch was May 10th, and every product is launched on the 10th of the month! She continues to endure for Chyler and donate a portion of Endure Beauty's proceeds to charitable organizations to keep her memory alive.

Endure™ Beauty is committed to donating a portion of our end of year proceeds to the Ronald McDonald House Charities Family Room Projects, in memory of Chyler Nicole Huebner. We also are proud to support Kids and Cars.



EndureLash® Organic Eyelash Cloths

Protect your delicate eye area with the first cloths of it's kind, the EndureLash®'s soft, hypo-allergenic, organic fiber cloths. EndureLash® makes healthy maintenance of your lash extensions an easy part of your overall beauty routine. Both cloths are proudly made in the USA. Patent Pending.

Reusable

Durable fabric is machine washable without losing any of its unique properties, providing a more hygienic method of drying your lashes and removing eye make-up.

Cost Effective

Skip buying cotton rounds, harsh removers, or make-up wipes to use on your delicate eye area. Our cloths also protect expensive extensions with less snags and no lint.

Organic

Environmentally friendly, hypoallergenic fiber blends that reduce cosmetic waste.

Convenient

Great for anyone on the go — take easily with you for the gym, pool, or travel!





Eye Make-Up Removal Cloth

Made with Organic Bamboo. For the Lash Lovers, our EndureLash® Organic Eye Makeup Removal Cloths are a safe, hypo-allergenic tool to help you safely cleanse the delicate skin around your eyes. The Eye Makeup Removal Cloth works well with just warm water for people with allergies and sensitivities, but also works amazing with cleansers and oils. You will no longer need harsh chemicals, cotton rounds, disposable wipes, or makeup sponges that can harbor bacteria. EndureLash® Organic Eye Makeup Removal Cloths provide a better, more hygienic way to remove eye makeup.



Drying Cloth

Made of 100% Organic Cotton Terry. EndureLash® Organic Drying Cloths are hypo-allergenic and safe to use around the sensitive eye area. The unique fabric weave and spin protects against shedding, snagging and pulling, which means fewer lost lashes. Our cloth gently absorbs excess water and beautifully feathers the lashes back into place. EndureLash® Drying Cloths are the perfect tool to protect and prolong your eyelash investment.

Endure™ Organic Under Eye Therapy Gel Pads

The Endure™ Under Eye Therapy Gel Pads are the first ever dual-purpose pads that can be used for an at home luxury treatment or an upgrade to a lash service! The encapsulated collagen delivered formulas won't leak into the eye and are tactile so you can multi-task around your home or provide a luxury upgrade to any lash service.

The gel pads are available in four different formulas that are formulated to target specific under eye problems like puffiness, inflammation, dehydration, and weariness.





Under Eye Therapy Gel Pads

Awakening

The Awakening formula includes Organic Green Tea Seed Extract, Organic Arnica Extract and Caffeine. The pads are formulated to:

- Protect the skin under your eyes against damaging free radicals with organic anti-oxidants
- Relieve puffiness and swelling

Hydrating

The Hydrating formula includes Organic Pineapple Extract, Organic Cucumber Extract and Organic Aloe Extract. The pads are formulated to:

- Hydrate and moisturize the skin under your eyes
- Naturally soothe and calm distressed skin

Rejuvenating

The Rejuvenating formula includes Organic Burdock Extract, Organic Blackberry Seed Extract and Allantoin. The pads are formulated to:

- Detoxify and protect
- Reduce inflammation and promote new skin growth
- Nourish the skin

Renewing

The Renewing formula includes Organic Calendula Extract, Organic Wild Carrot Seed Extract and Allantoin. The pads are formulated to:

- Rejuvenate and revitalize tired eyes
- Reduce inflammation and promote new skin growth
- Protect and nourish the skin under your eyes

Endure™ Beauty Organic Facial Cloth

Made with Organic Bamboo, the Endure™ Beauty Organic Facial Cloth is reusable and removes your make-up instantly. The cloths are also an excellent after-care tool for anyone who has undergone any aggressive facial treatments such as lasers and dermatological treatments. This first of its kind miracle cloth is hypoallergenic and works well with just warm water for those with sensitive skin, but also works amazing with cleansers and oils. It also lessens waste by not needing to use disposable wipes or cotton rounds. It can be washed and reused for upwards of 9 months! It's fabulous for travel too! Now you have the simple, hypoallergenic, green, and MODERN way to cleanse your entire face.

Reusable

Durable fabric is machine washable without losing any of its unique properties. Our cloths can be washed and reused for upwards of 9 months.

Cost Effective

Skip buying cotton rounds, harsh removers, or make-up wipes to use on your delicate eye area.

Organic

Environmentally friendly, hypoallergenic fiber blends that reduce cosmetic waste.

Convenient

Great for anyone on the go — take easily with you for the gym, pool, or travel!

Endure™ Beauty Organic Facial Products

A facial system where each product is specifically formulated to organically purify, restore and promote a natural glow for the skin and lashes without the use of harsh chemicals.





Facial Cloth

Made with Organic Bamboo, this first of its kind miracle cloth is hypoallergenic and works well with just warm water for those with sensitive skin, but also works amazing with cleansers and oils. It also lessens waste by not needing to use disposable wipes or cotton rounds. It can be washed and reused for upwards of 9 months! It's fabulous for travel too! Now you have the simple, hypoallergenic, green, and MODERN way to cleanse your entire face.



Facial Cleanser

Organic Grape Seed Extract | Organic Green Tea Extract

Benefits:

- Revitalizes the skin giving an overall more youthful and fresher appearance.
- Tightens and tones the skin making pores look smaller.
- Energizes and invigorates the skin.
- Cleans acne-prone skin and contains antimicrobial/antibacterial properties.
- Purifies the skin by removing dirt and oils deep within the pores.
- Balances both dry and oily zones.



Lash Wash

Organic Cucumber Peel Extract

Benefits:

- Effectively removes oil and dirt build-up on lashes, lid margins, and under-eye area.
- Nourishes and Revitalizes the lashes and delicate skin around the eyes.
- Tones and tightens under-eye area.
- Refreshes lid margins and skin around the eyes leaving your skin looking and feeling revitalized, clean, and energized.

Facial Toner

Organic Rose Water | Organic Chamomile Extract

Benefits:

- Hydrates and refreshes the skin. Gives a supple and dewy appearance to skin.
- Revitalizes skin giving a younger overall appearance.
- Makes pores look smaller and improves the texture of the skin.
- Naturally balances skin's pH.
- Cools, invigorates and energizes skin.
- Cleanses oil from your lashes.
- Allows for make-up to go on smoother and last longer.



Skincare System

Includes:

- 1oz Facial Cleanser
- 1oz Lash Wash
- 1oz Facial Toner



Endure™ Beauty Spa Wrap

Made with Organic Bamboo, the Endure™ Beauty Organic Spa Wrap Our Organic Spa Wrap won't snag natural lashes or lash extensions. Gentle on skin that is sensitive, had a recent aggressive laser or peel during their facial.

Endure™ Beauty Spa Facial Products

Includes a Facial Cleanser, Facial Toner and Lash Wash sized at 1000ml. Each product is specifically formulated to organically purify, restore, and promote a natural glow for the skin and lashes without the use of harsh chemicals.



Spa Wrap

Made with Organic Bamboo, the Endure™ Beauty Organic Spa Wrap Our Organic Spa Wrap is designed to cover the circumference of the face and can be used as a product removal tool while giving facials. The wrap won't snag natural lashes or lash extensions and is gentle on skin that is sensitive, had a recent aggressive laser or peel during their facial.



Facial Cleanser (1,000ml)

Organic Grape Seed Extract | Organic Green Tea Extract

Benefits:

- Revitalizes the skin giving an overall more youthful and fresher appearance.
- Tightens and tones the skin making pores look smaller.
- Energizes and invigorates the skin.
- Cleans acne-prone skin and contains antimicrobial/antibacterial properties.
- Purifies the skin by removing dirt and oils deep within the pores.
- Balances both dry and oily zones.





Lash Wash (1,000ml)

Organic Cucumber Peel Extract

Benefits:

- Effectively removes oil and dirt build-up on lashes, lid margins, and under-eye area.
- Nourishes and Revitalizes the lashes and delicate skin around the eyes.
- Tones and tightens under-eye area.
- Refreshes lid margins and skin around the eyes leaving your skin looking and feeling revitalized, clean, and energized.



Facial Toner (1,000ml)

Organic Rose Water | Organic Chamomile Extract

Benefits:

- Hydrates and refreshes the skin. Gives a supple and dewy appearance to skin.
- Revitalizes skin giving a younger overall appearance.
- Makes pores look smaller and improves the texture of the skin.
- Naturally balances skin's pH.
- Cools, invigorates and energizes skin.
- Cleanses oil from your lashes.
- Allows for make-up to go on smoother and last longer.

Retail Locations

United States

Australia

Canada

Denmark

United Kingdom



EndureLash[®]

Organic Eye Make-up Removal Cloth \$25.10

Organic Drying Cloth \$25.10

Combo Pack \$45.10

Combo Pack includes: Organic Travel Drying Cloth and Organic Eye Make-up Removal Cloth

Endure[™]

Under Eye Therapy Gel Pads \$45.10

Endure[™] Beauty

Organic Facial Cloth \$25.10

Organic Facial Cleanser \$35.10

Organic Facial Toner \$35.10

Organic Lash Wash \$35.10

Organic Facial Skincare System \$55.10

Kit includes: 1fl oz Organic Facial Cleanser, 1fl oz Facial Toner and 1fl oz Lash Wash

Endure[™] Beauty Spa

Available for wholesale only. For wholesale pricing please see contact details on page 23.



Press, Media & Reviews





marie claire

fabfitfun

RADAR ONLINE

THE M·A·R·K·E·T
@★macy's

eye lash

Lash Inc.



SWAY

She Scribes!

Mom...
...are we there yet?



Organic authority



Crazy Beautiful
MAKEUP • LIFESTYLE

BOND Twenty



Mom Does Reviews
The sweet stuff of life

beautyinfozone

Insider Beauty
buzz

The News&Observer



Alisa Reyes

FashionManiac

HeyDoYou



Cosmetics & Toiletries

GLOBAL
COSMETIC
INDUSTRY



SOMETIMES
HOME

MAKING IT IN MANHATTAN

BeautyBeatBOX
YOUR PERSONAL BEAUTY SHOPPER

SOPHISTICATE'S
HAIRSTYLEGUIDE

BEAUTY LAUNCHPAD

Bek Air Mommie

ALEXISJOYVIPACCESS



Behind The Beauty

BEAUTY PROFESSOR
AN ACADEMIC'S HONEST OPINION ON ALL THINGS BEAUTY

THRIVE
GLOBAL

I've been getting eyelash extensions here and there for the past 3-4 years. Once I started using the Endure Lash Cloth to dry off my extensions, I never had my extensions last SO long. After the 3rd week, my extensions still looked full and fluffy. The cloth is perfect to travel with, super easy to wash, and amazing quality. If you are spending a good amount of money to get your extensions, you should definitely consider investing in getting Endure Lash Drying Cloth!

Tatyana Cheban 305k Followers

EndureLash has been such an amazing product for me! With JUST warm water I'm able to remove all my makeup!! Not only do I feel confident that I'm taking off my makeup with something that is SAFE, hypoallergenic, and cost-effective, I also love that I'm supporting a company that has a higher mission to serve others and help change the lives of kids and families who are facing unthinkable circumstances. I recommend EndureLash to everyone I know!

Molly Stillman 13.9K Followers

Y'all asked me to try it so I did! Press each eye for 5 seconds and voila! Taking off all the eye makeup without ruining my lashes. Apparently I didn't clean them well before. But EndureLash did the job in 5 seconds.

Zashia Santiago 383.1K Followers

I'm so impressed that this works so well with just warm water. I think this is a really good option for those with eyelash extensions because they're pricey and you want to make them last

Sam Schurmerman 263.6K Followers

I love cleaning my face with EndureLash's Eco-friendly makeup removal cloth. It leaves my skin smooth and dirt-free!

Lea Robinson 34.9K Followers

The Endure organic cleansing cloth is my must-have beauty item that I can't live without... I have very sensitive skin so having my Endure cloth as part of my every day beauty regimen has been a saving grace...

Alisa Reyes 7,597K Followers



Contact Us & Stay Connected

For press and business inquiries email wink@endurelash.com.

For wholesale inquiries contact our partners at MeyerSPA.

Phone: 1-888-450-1040
Email: service@meyerspa.com

Let's be social!



www.facebook.com/EndureBeauty



[@endurebeauty](https://www.instagram.com/endurebeauty)



www.youtube.com/channel/UCMhM6Rt-NIB_qBeBPSSD1YnQ

www.endurebeauty.com

