

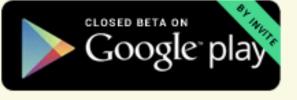
MAHSA SAJADI

THE APP:

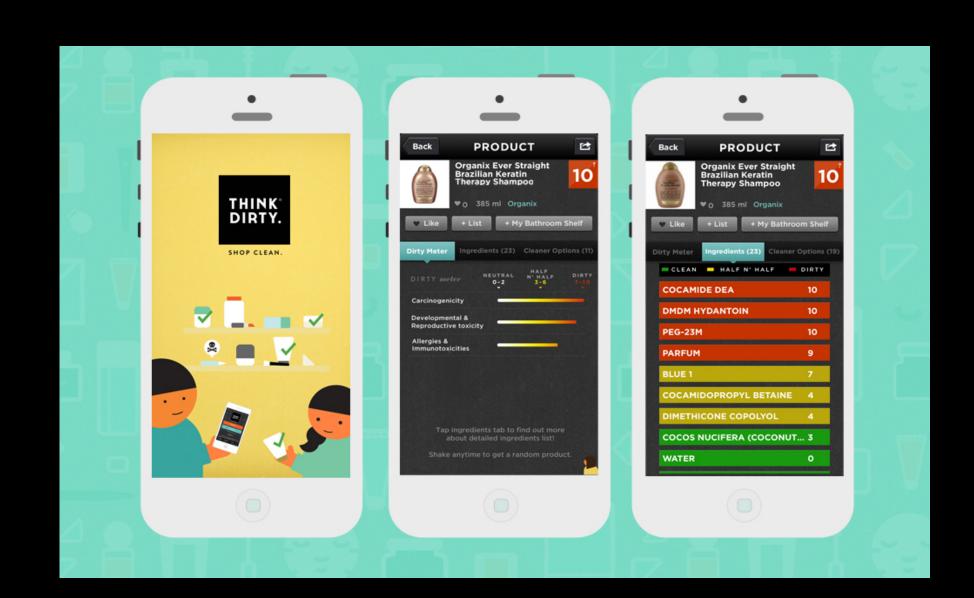
WE EMPOWER INGREDIENT-CONSCIOUS **CONSUMERS TO CHOOSE THE SAFEST BEAUTY + PERSONAL PRODUCTS!**

Think Dirty® app is the easiest way to learn about the potentially toxic ingredients in your cosmetics and personal care products. Just scan the product barcode and Think Dirty will give you easy-to-understand info on the product, its ingredients, and shop cleaner options!





DIRTY METER DEFINITION Product's ingredients have potential serious negative long Product's ingredients have potential moderate negative long Product does not contain any ingredients which have a documented potential negative health impact Ingredients not yet rated





LEARNINGS:

Running a start-up is not an easy task

Knowing how to code can come in VERY handy

Zero-budget marketing is possible and effective

Incubators are a fun and inspiring environment to work

Always pretend like you have no funding

You get the opportunity to work on a variety of tasks

You gain first-hand experience from true innovators

Start-ups fosters creative thinking

Personal ownership of an idea/ company is extremely motivating

KEY

Holiday Promotions

Contest Time: Summer Just

Got Better with a Giveway

from our Rated Clean Brand -

Enter to win a La Mav Bronzer, Tinted Lip Treatment and a Mineral Foundation of your choice that will pair beautifully with La Mav's BB

With the large influx of BB creams from so many different brands, we have been on a hunt to find the best clean one. When we heard La Mav had come out with an organic BB cream, we could not wait to

Stored in a serum-like container, this BB cream instantly gives it away that it is more than just a cream that evens out your skin tone;

surely, it protects your skin against the sun and prevents signs of

Check out our review below and enter! Good luck.

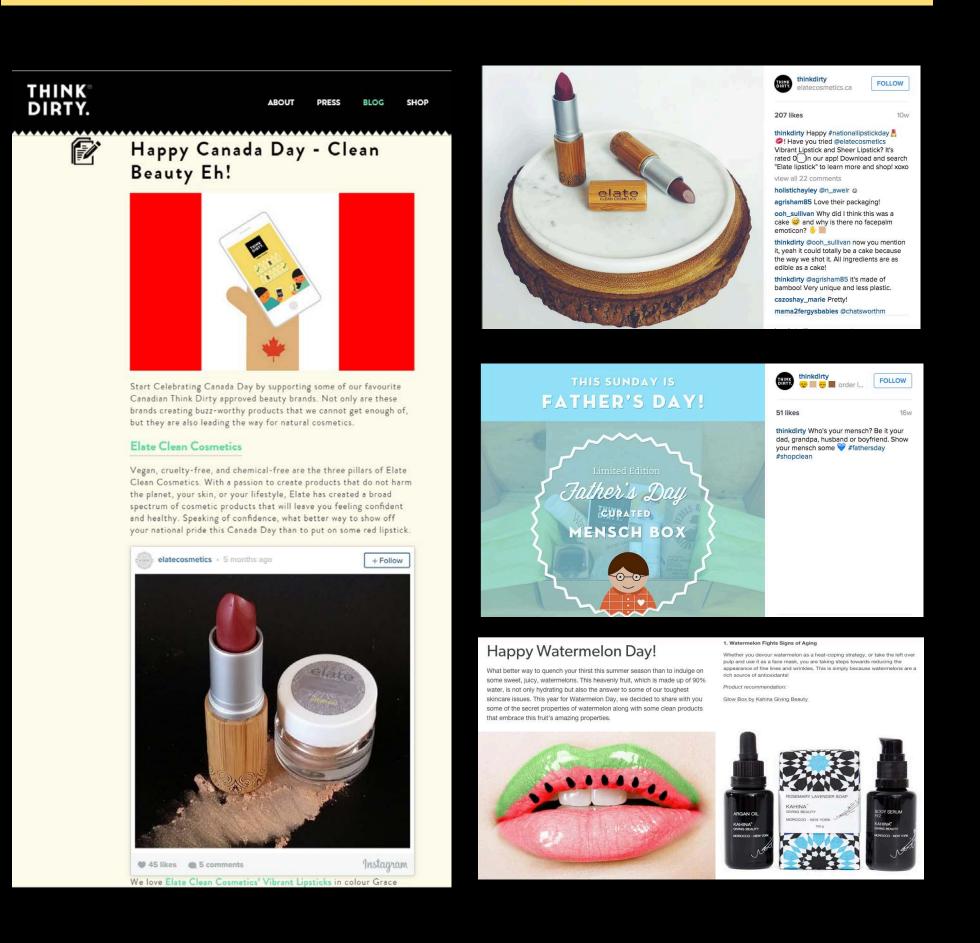
aging as well. What more do you need in a cream?

get our hands on this miracle cream.

Contests

La Mav!

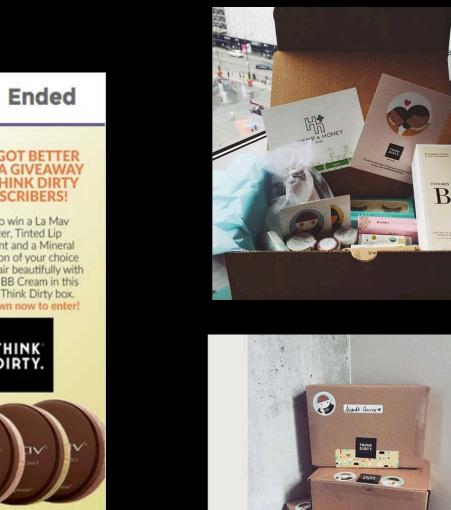
THINK[®] DIRTY.

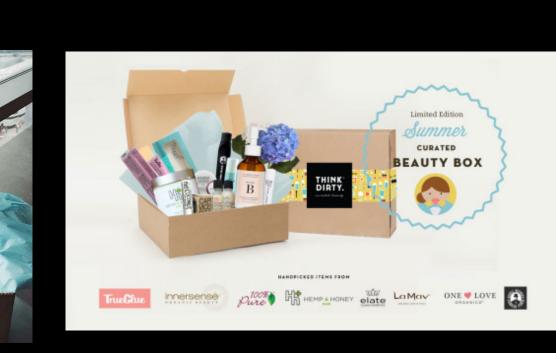


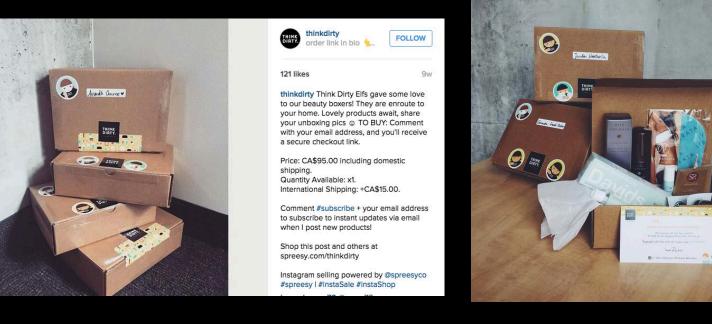
MARKETING & PRODUCT INTELLIGENCE ASSISTANT

MY WORK:

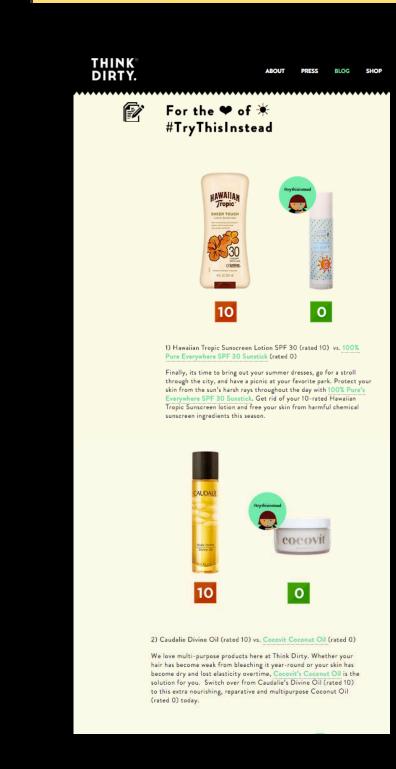
Beauty Boxes

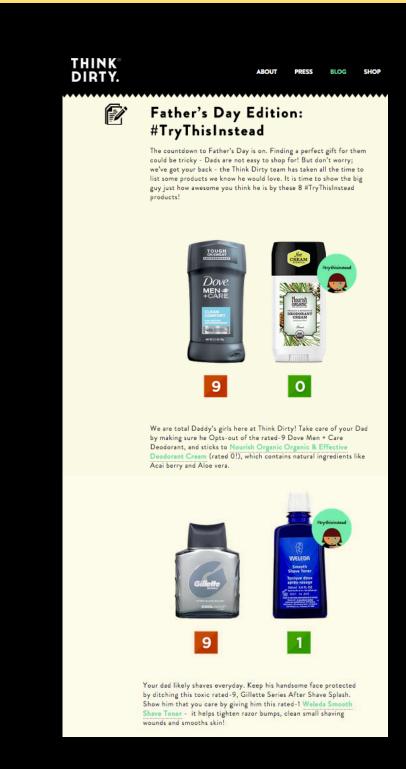






#TryThisInstead





MY ROLE:

- Research and identify potential partnerships
- Assist with content creation, blog and website writing
- Utilize social media tools to build awareness
- Reach out to current partners and develop new opportunities
- Help shape the marketing strategy of new program areas.
- Research the ingredients of cosmetics and personal care products
- Address and resolve the concerns and requests of App users

Assist with ingredient data analysis and product submissions

