



THINK DIRTY.®



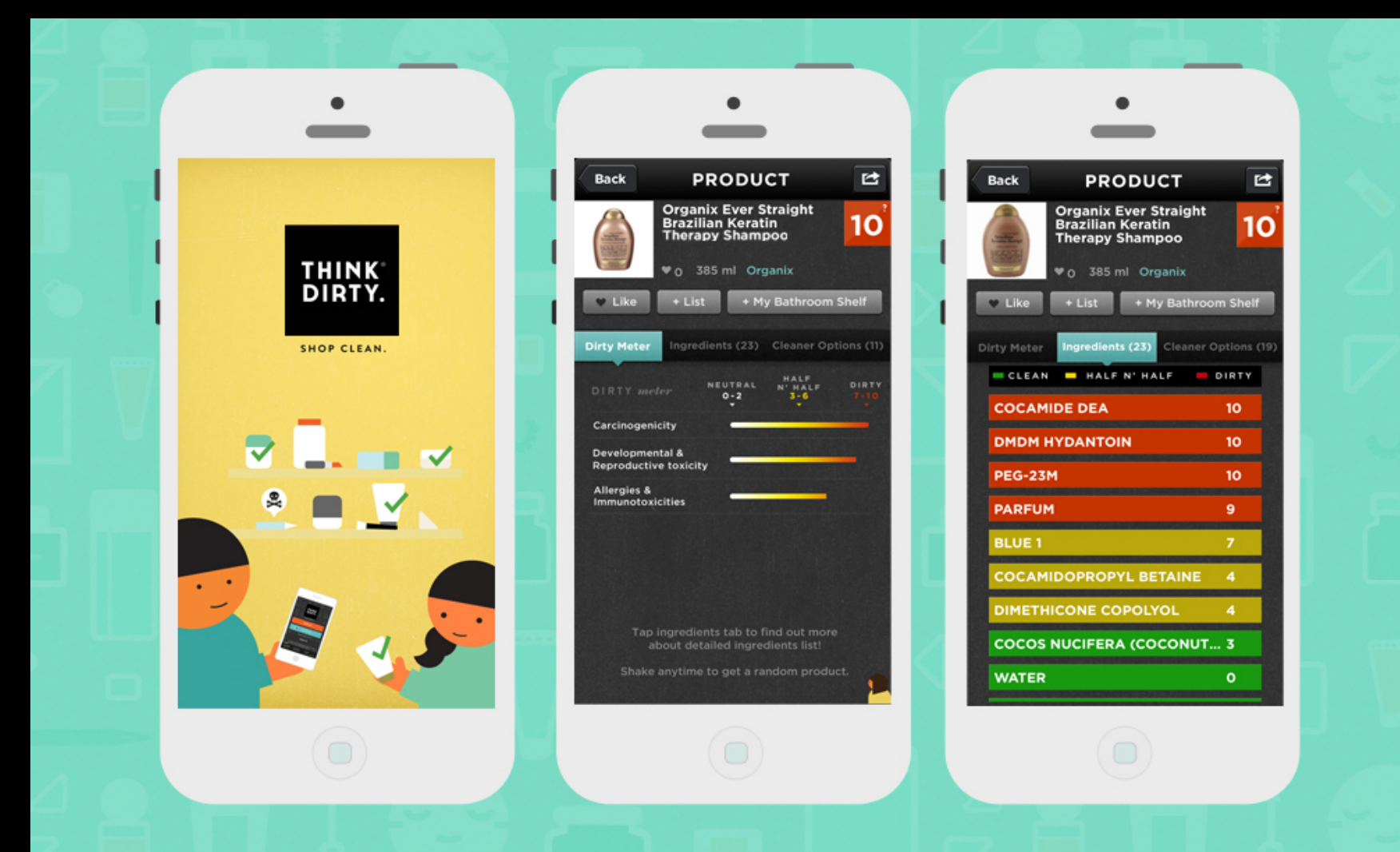
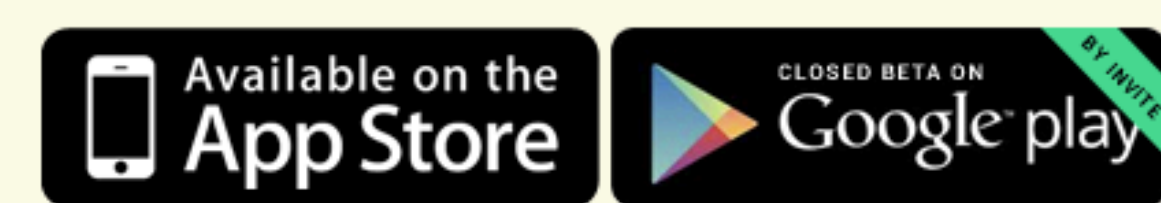
MAHSA SAJADI

MARKETING & PRODUCT INTELLIGENCE ASSISTANT

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!



KEY LEARNINGS :

DIRTY METER™	DEFINITION
8 - 10	Product's ingredients have potential serious negative long term health effects
4 - 7	Product's ingredients have potential moderate negative long term health effects
0 - 3	Product does not contain any ingredients which have a documented potential negative health impact
N/R	Ingredients not yet rated

THINK DIRTY BUZZ!



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 in

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

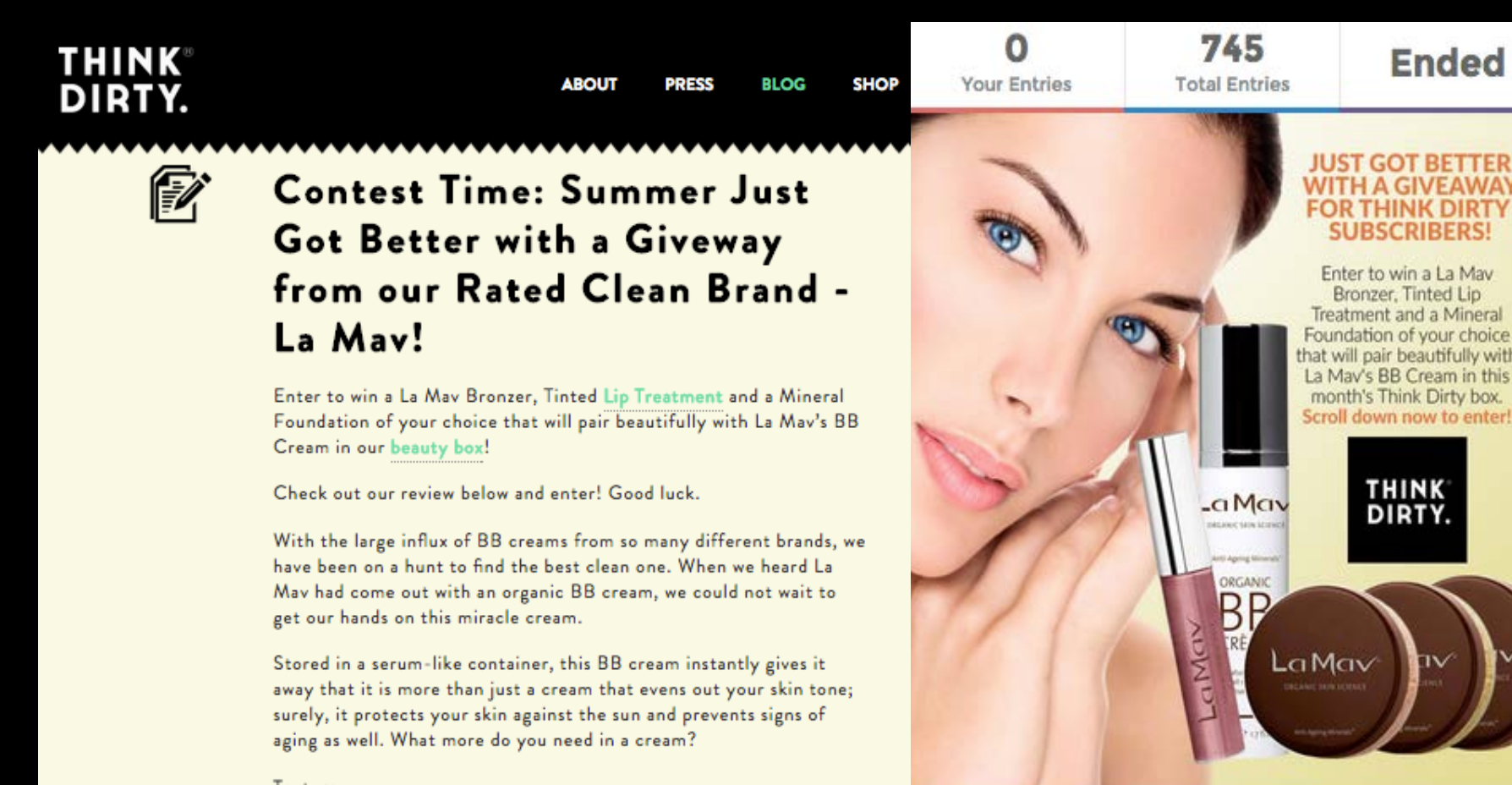
MY ROLE :

- 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
- Assist with ingredient data analysis and product submissions
- Address and resolve the concerns and requests of App users

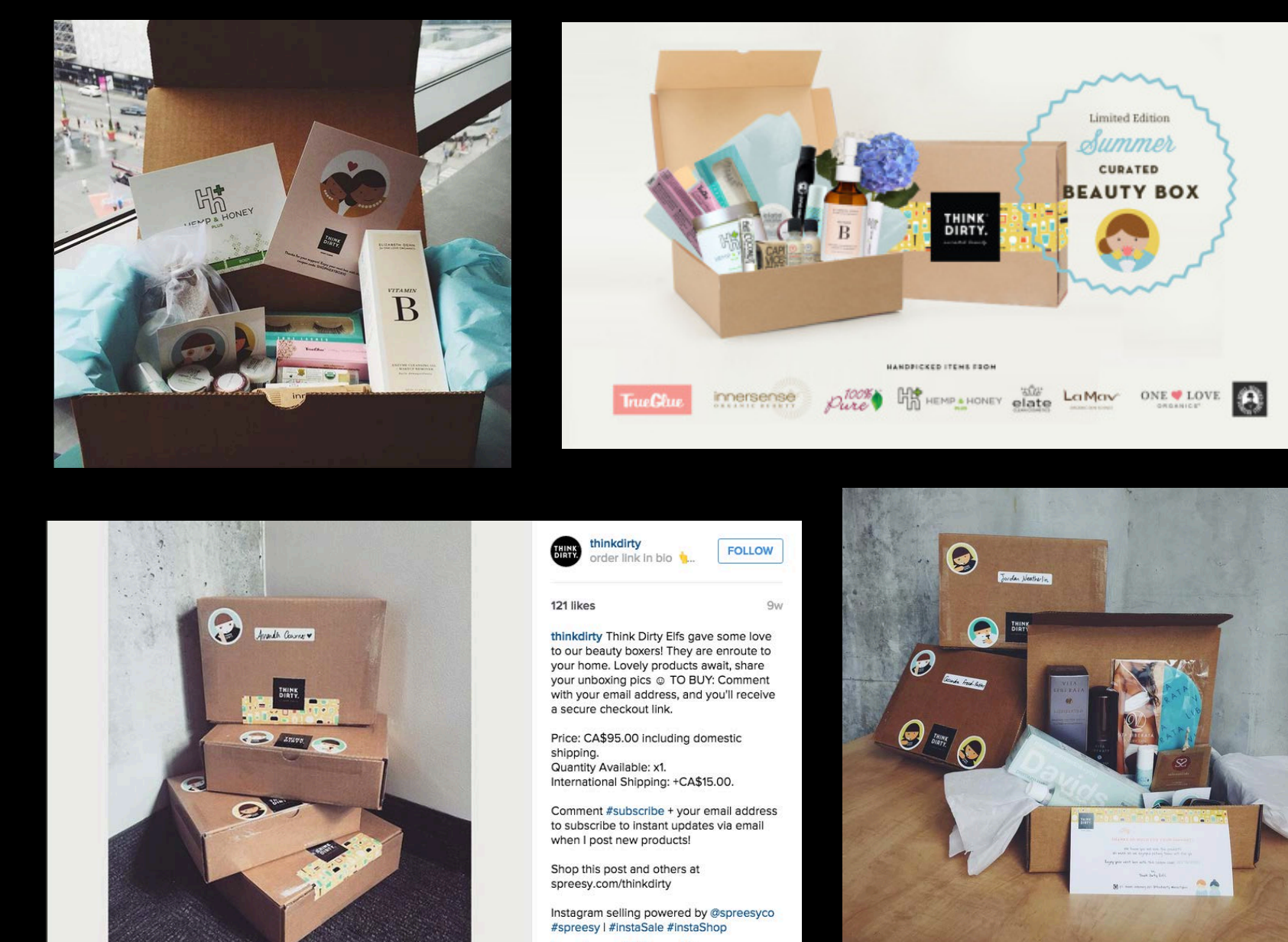


MY WORK :

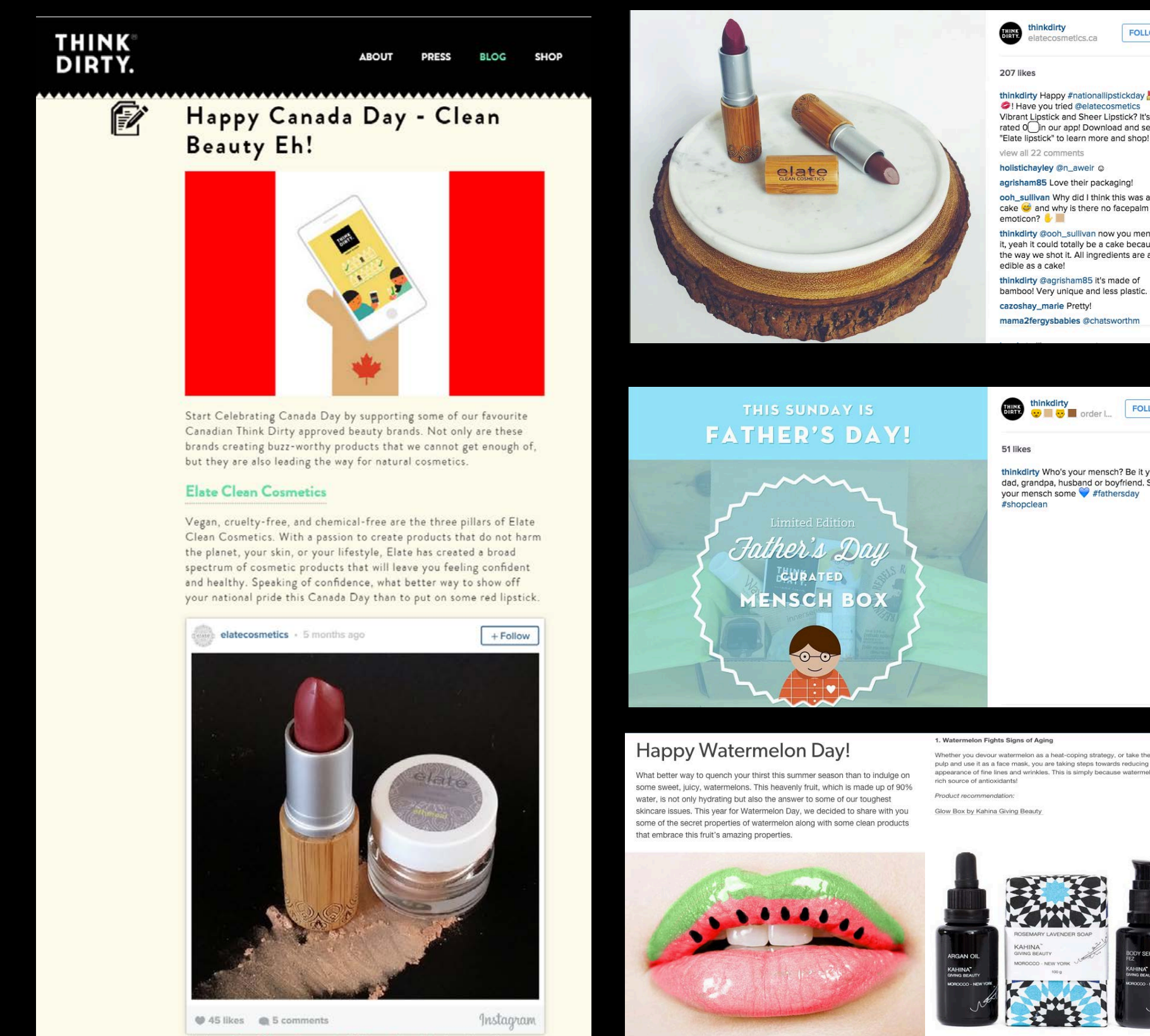
Contests



Beauty Boxes



Holiday Promotions



#TryThisInstead

