

IMARAİS BEAUTY

PLANT-BASED INGESTIBLE BEAUTY



IMARAIS BEAUTY

@imaraisbeauty

imaraisbeauty.com

Imarais Beauty is an industry-first line of plant-based ingestible beauty & wellness products that lives in the world of prestige beauty.

“What you put on your body is a topical solution, but what you put in your body is the true solution.”



MISSION

Integrating the latest developments and ingredients in beauty, plant-based nutrition and functional foods to create a revolutionary approach to wellness and optimal health, resulting in creative and bold marketplace disruption - plant-based ingestible beauty.





FOUNDER | SOMMER RAY

Imara's Beauty was founded by Sommer Ray who is a lifelong fitness advocate, and has always been a big advocate of beauty from within and taking a holistic approach to wellness. Sommer is one of the most popular content creators in the world accumulating more than 40 million followers on her social media platforms combined.

Sommer is known for her expressive and friendly personality as well as being a leader in self-empowerment. She is redefining the modern woman; making her own choices about her image and demonstrating leadership as a woman in business. This female empowerment is highlighted to our community in our platforms, public relations and partnerships.

Celebrating women is something we embody. We plan to continuously work towards empowering future generations of girls through our actions and representation.

SOMMER RAY

Sommer Ray is one of the most popular content creators and models in the world accumulating more than 40 million followers on her social media platforms combined.



1.3M



26.3M

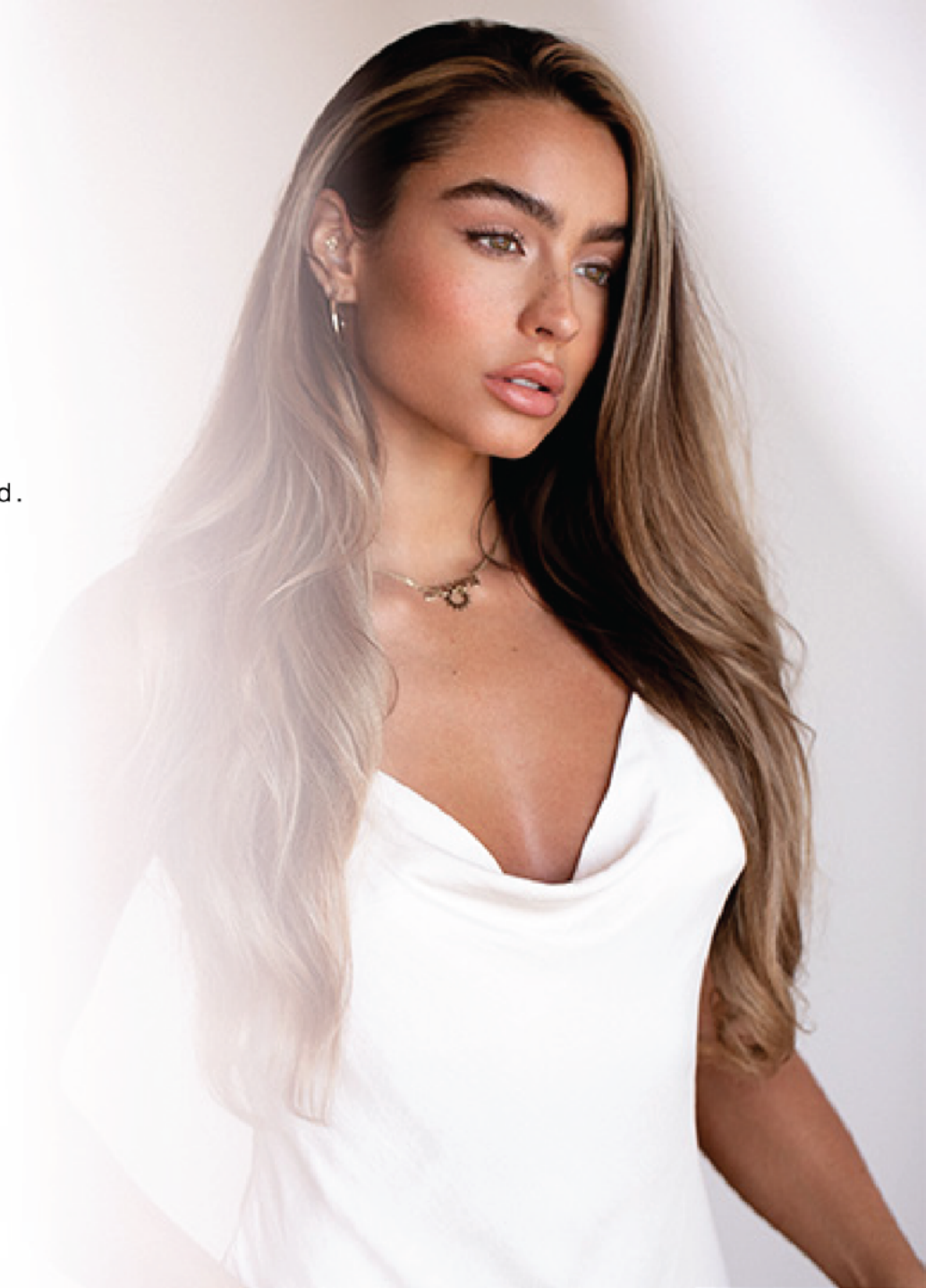


12.3M



1.82M

+40 Million



ETHOS



AS SEEN IN

Forbes

WWD

Entrepreneur

BYRDIE

b Beauty
Independent

GLOSSY

GRAZIA

NATIONAL POST

BeautyMatter

mer Ray?

celebrity at the forefront of our brand," Hershenshorn told me in *The Influence Marketing Podcast*. "We wanted somebody who would lend credibility to our brand with Gen-Z and with younger millennials."

we searched for someone with a sizeable audience but that didn't just hawk a lot of products. They wanted someone who empowered their audience with meaningful content. They quickly gravitated toward Ray, who had accumulated a combined audience of roughly 40 million people.

Ray explains her page is "authentically Sommer."

"I don't post heavily edited and over-produced content," she says. "I post what I love — my family, my snakes, my friends, my daily routines, my bedtime thoughts, my morning routines. People keep coming back to my page because I have built a real, authentic relationship with my audience."

Hershenshorn and Heffer also loved that she was constantly ahead of the curve in health and fitness. "She started bodybuilding way before all the other girls got into bodybuilding," Hershenshorn said on the podcast. "I'm a fellow innovator."

They also found a content creator with a loyal audience that they also found a content creator in a good position to take a product like *Glow* to the next level. And Ray was in a good position to take a product like *Glow* to the next level.

BEAUTY FASHION



POP

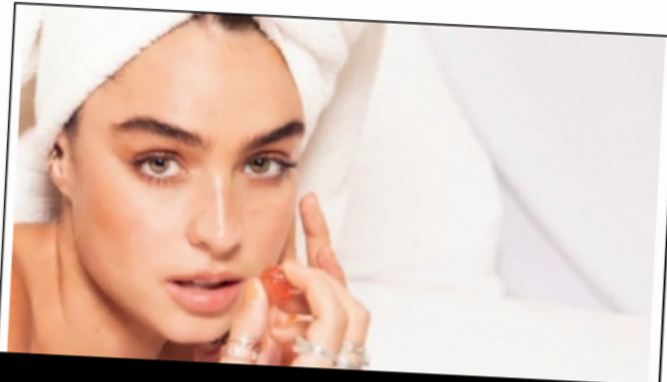
Influencers are trying to make gummy supplements sexy

BY SARA SPRUCH-FEINER | JUL 28, 2021

BREAKING NEWS

Vegan Edible Moisturizer Sees Success With Influencer Sommer Ray

Sustainability is at the core of this plant-based wellness gummy line.



Sommer Ray is branching out into wellness with a new line of skin care gummies.



Why Sommer Ray?

"We wanted a celebrity at the forefront of our brand," Hershenshorn told me in *The Influence Marketing Podcast*. "We wanted somebody who would lend credibility to our brand with Gen-Z and with younger millennials."

we and Heffer searched for someone with a sizeable audience but that didn't just hawk a lot of products. They wanted someone who empowered their audience with meaningful content. They quickly gravitated toward Ray, who had accumulated a combined audience of roughly 40 million people.

Ray explains her page is "authentically Sommer."

"I don't post heavily edited and over-produced content," she says. "I post what I love — my family, my snakes, my friends, my daily routines, my bedtime thoughts, my morning routines. People keep coming back to my page because I have built a real, authentic relationship with my audience."

Hershenshorn and Heffer also loved that she was constantly ahead of the curve in health and fitness. "She started bodybuilding way before all the other girls got into bodybuilding," Hershenshorn said on the podcast. "I'm an innovator."

A new product for a new kind of influencer-entrepreneur

In June, mega-influencer Sommer Ray launched a new skin care approach called Inarais Beauty. It's a sugar-free, plant-based gummy that promises to hydrate and "glow" your skin.

But she didn't just lend her name to someone else's product. She's its chief innovation officer and even pushed her co-founders to nail down the plant-based and vegan-friendly formula which helps *Glow*, its first gummy product, stand out.

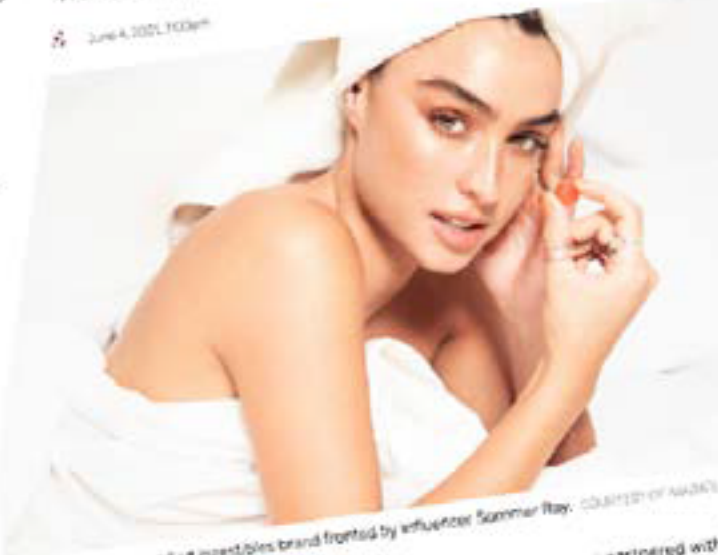
"It's my job to innovate and always be looking for that 'something' that will set the brand forward and really differentiate *Inarais Beauty* from other skin care companies," she explains in an interview with *Entrepreneur*. "I am passionate about animals. A lot of ingestible skin care companies use collagen in their products. However, those ingredients are not plant-based and often animal derived."

co-founders Felicia...

VE: Influencer Sommer Ray's New Beauty Line

A certified ingestibles brand that enters the market with *Glow*, a beauty gummy.

JUNE 4, 2021 10:00 AM



Inarais is a PETA-certified ingestibles brand fronted by influencer Sommer Ray. COURTESY OF INARAI

Sommer Ray is the face of a new beauty brand. The influencer has partnered with her co-founder of supplement company Nutrabolics, and Felicia Hershenshorn, to launch Inarais, a PETA-certified ingestibles brand. Inarais, whose name is a play on the word "glow," launches with *Glow*, a gummy that has active ingredients for skin health.

TO READ THE FULL STORY

...ers the new barons of industry? That notion is as old as time. Never mind the atrocious #fail of the influencer era. The new barons of industry? That notion is as old as time. Never mind the atrocious #fail of the influencer era. The new barons of industry? That notion is as old as time. Never mind the atrocious #fail of the influencer era.

...Cosmetics, the white-label line carrying the name of the brand. After an incredible build up of anticipation for the product line, customers trashed it. It was so bad she shut down all social media channels, sans YouTube. (She has since recovered, though) and the company seems to have fixed it's early problem.

...the early mistakes some influencers made in moving to product lines served a purpose: They educated others on the dangers of a new wave of influence-preneur is emerging. Like the early mistakes some influencers made in moving to product lines served a purpose: They educated others on the dangers of a new wave of influence-preneur is emerging. Like the early mistakes some influencers made in moving to product lines served a purpose: They educated others on the dangers of a new wave of influence-preneur is emerging.

GLOW

Want hydrated, glowing, and plump-looking skin?

These skincare gummies are packed with powerful natural ingredients to fight discoloration, significantly increase moisture, and detoxify skin.

Amazing for sensitive skin, dry skin, and inflamed skin. Actually, all types of skin.

- Light lemon flavoring
- Completely sugar-free
- One-month supply
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Marine Algae



Vegan Squalane



Vitamin C



GLOW INGREDIENTS



Detoxifies Skin.

Marine Algae is a rich source of omega-3 long chain polyunsaturated fatty acids and is associated with the skins photoprotection.



Hydrates Skin.

Olive Leaf Extract prevents ongoing loss of hydration that impairs dermal suppleness. It is fantastic for inflamed, sensitive and dry skin.



Protects Skin.

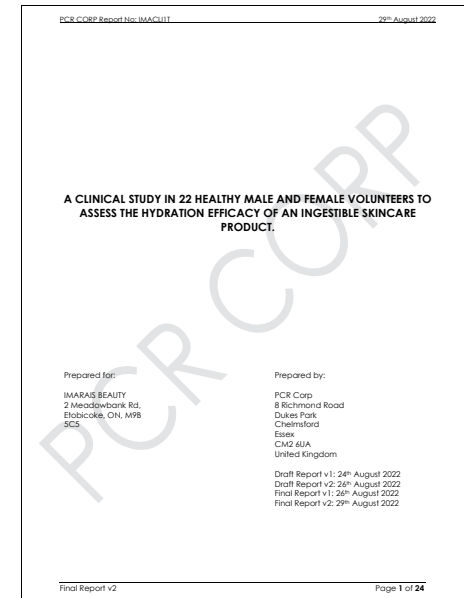
Activated-C is a form of Vitamin C that is fast-acting & can help reduce the intensity and appearance of existing discolorations, evens skin tone and improves clarity.

CLINICAL STUDY

IMARAİS Beauty Publishes The First Clinical Study Demonstrating The Benefits of Ingestible Skincare.

- conducted by the renowned **Princeton Consumer Research Corporation**
- featured 25 subjects across all skin types (ages 18 - 65) for a duration of 60 days
- **91%** of subjects said their skin felt & looked moisturized
- **87%** of subjects said their skin felt hydrated
- **87%** of subjects said their skin had a healthy glow

**CLINICALLY PROVEN
TO IMPROVE
SKIN HYDRATION
BY 17.75%.**



[Click Here For Details](#)



GROW

Say hello to healthy, luscious hair!

These haircare gummies are packed with organic functional mushrooms to support healthy hair growth and nourish the scalp.

A delicious & convenient way to get shiny, fuller hair.

- Berry flavoring
- Completely sugar-free
- One-month supply
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Chaga Mushroom



Reishi Mushroom



Snow Mushroom



GROW INGREDIENTS



Grow.

Chaga help maintain strong, healthy hair and supports hair growth. Anti-aging benefits for your hair, chaga can prevent your scalp from aging, which can affect its ability to retain moisture. Strengthens hair follicles. Chaga health benefits allow you to retain key hair-boosting nutrients, which could help those that experience mild shedding.



Protect.

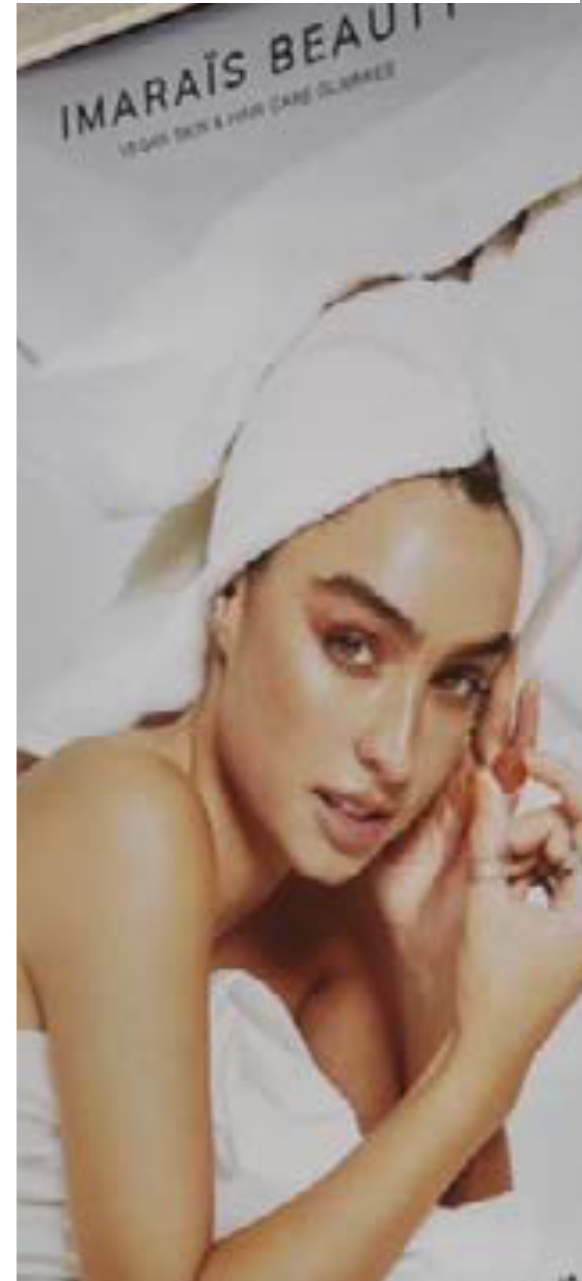
Jam-packed with antioxidants, Reishi mushrooms can protect your scalp from environmental toxins and free radical damage. Reduce free radical damage provides a healthier scalp and a better environment for hair follicles to regrow stronger, thicker hair!



Hydrate.

Snow mushrooms boost skin and body health via cell hydration, to lock in moisture and maintain the integrity of hair and scalp.

IN STORE



IMARAÏS BEAUTY™

www.imaraisbeauty.com

@imaraisbeauty

aaron@imaraisbeauty.com

robert@imaraisbeauty.com