



IN SEARCH OF
AROUND THE WORLD BEAUTY
TRADITIONS CULTURE RITUALS ADVENTURE

| **AROUND THE WORLD BEAUTY** |

Founder Stephanie Flor

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Social Media: ATWBeauty

www.AroundTheWorldBeauty.com

MISSION

Around the World Beauty, is a multi-media brand about rituals and traditions still practiced in different cultures by women all over the world.

Mission Statement

From Cleopatra's milk baths to India's 5,000 year old Ayurvedic system, there are countless beauty regimens that have existed from the beginning of our time. Japan's famous pedicure uses little black fish to eat away dead skin and in Spain women bathe in chocolate to soften the skin and increase blood flow circulation.

Around the World Beauty reveals beauty methods and techniques that are practiced in different cultures. The website introduces readers to international beauty rituals and traditions that empower the movement of beauty in all phases of culture. Its mission is to keep beauty heritage alive, the secrets told by their ancestors and grandparents to feel more beautiful and discover the ancient secrets of beauty.

Around the World Beauty reaches its audience through an online website, email newsletters, video, and social media channels.



ATWBeauty: Media Info

BLOG STATS

Vistors- 27,379

Monthly Views- 1500 +

Posts per Week: 2-3 posts

Updated June, 2014

Monthly Average Jan -June 2014

SOCIAL REACH



Facebook- 1041 +



Twitter- 3004+



Instagram- 1300 +



Pintrest- 52

AUDIENCE



Young Females over 19

Beauty Industry Professionals



Women Travelers

AS SEEN IN.....

GLAMOUR

Woman's World
A great week made easy!

NBC LATINO



GO!
Girl Guides
el Guides for Women, Volunteers and Solo Adventurers

mamás LATINAS

total**beauty**

MARTHA
MARTHA STEWART LIVING RADIO

beauty **RIOT**.COM

COSMOPOLITAN
for **Latinas**

REDBOOK

eHow

LATINA POPSUGAR

OK!
MAGAZINE

YAHOO!
Shine

Ponte Bella

Leonor Greyl
Líquido para el cabello

Silk
Crema para el cabello

Favoritos de los expertos
TOMA NOTA DE ESTA SELECCIÓN DE SUS PRODUCTOS FAVORITOS

Tips, Tips, Tips

THE HOLLYWOOD
KAYLEEN McADAMS

MAMI KNOWS BEST
OUR BEAUTY GURUS SHARE HOW THEIR MAMAS' WISDOM HELPED THEM.

STEPHANIE FLOR
BY LISA BRESLER

the beautiful mom's tips!

Stephanie Flor, makeup artist, has passed Flor draws inspiration from her mother's beauty routine, but still relies on a few husband tips.

MAMI KNOWS BEST
OUR BEAUTY GURUS SHARE HOW THEIR MAMAS' WISDOM HELPED THEM.

STEPHANIE FLOR
BY LISA BRESLER

best you

LIGHTEN UNDER-EYE SHADOWS with Manzanilla

SHRINK LARGE PORES with Orange Juice

FADE AGE SPOTS with Turmeric

THE GOOD LIFE REPORT

AGELESS BEAUTY MAKEUP FIXES

Flatter Your Features

Open Up Your Eyes

People En Espanol 2014

Glamour 2014

Latina 2014

Womens Day 2014

Dr. Oz 2014

FOUNDER: STEPHANIE FLOR



BIOGRAPHY

Stephanie Flor is a makeup artist who works regularly with industry leaders ranging from music artists to celebrity personalities. Her clients include music artists Mariah Carey, rapper Eve, Sting, comedian Kathy Griffin, politicians Mexican President Felipe Calderon, and the Israel President Shimon Peres.

She founded [Around the World Beauty](#), a beauty blog about rituals and traditions still practiced in different cultures by women all over the world in 2012.

She has been featured “Young & Inspiring: ones to watch” for Latina magazine, and recently won the Cosmo for Latinas blog spotlight in April 2013. She has been profiled by and contributes beauty tips and trends to *Teen Vogue*, *Womens World*, *Glamour*, *InStyle*, [TotalBeauty.com](#), and [BeautyRiot.com](#). She is regularly hired to do makeup for photoshoots and video productions for *Cosmopolitan*, *Glamour*, L’Oreal, People, Martha Stewart, *The New Yorker*, *Time*, OWN-Oprah, Victoria’s Secret, and *Womens Wear Daily* (WWD).

Her website [AroundTheWorldBeauty.com](#) has more than 3,000 subscribers to its monthly newsletter. She’s traveled to the tip of India, where she took part in the Ayurvedic way of living, trekked Thailand in search of the long neck tribe, Central, and South America, climbing the pyramids and Machu Picchu to get closer to the sun. Her site contains articles, videos, and live chats with Stephanie as she travels the world in search of beauty.

She holds a BA from Fashion Institute of Technology in Advertising Marketing and Communications.

She lives in New York City.



ABOUT: ATWBEAUTY

Around the World Beauty reveals beauty methods and techniques that are practiced in different cultures. It introduces readers to beauty rituals and traditions from around the world.



Our multi-media brand focuses on beauty destinations and takes the reader on a journey to discover different beauty heritages. It reveals the beauty blueprint of each culture identifying where their idea of beauty came from and fun beauty facts.

Our website, and newsletters are a guide to your grandmother's odd beauty fixes like using garlic to remove nail stains and washing your hair with beer for extra volume. The Italians use olive oil for everything including their face, nails, and hair. What kind of Latina doesn't learn about red lipstick? Persian learn about kohl liner?

We recreate beauty rituals like transforming women into Indian brides or a Brazilian beauty into a Samba Queen, with simple step by step guide on our media sites that include posts, and video. It has fun at-home recipes inspired by the author's trips around the world, and her expertise as a makeup artist offers unique ideas, tricks, techniques with vivid photographs.



Around The World Beauty is not your regular beauty blog. It covers much more than how-tos, it focuses on the evolution of beauty. Many countries have a story or a reason behind why they prefer lighter skin, and adorn themselves such as the Kikuyu tribe in Kenya and the geishas in Japan. It brings ancient wisdom to modern life-- a beauty map of pictures and beauty care tips inspiring today's generations to embrace their heritage and plant a seed in the women to follow.

THE BRAND: **ATWBEAUTY**



- >> Website
- >> Beauty Travel Web-Series
- >> Newsletters
- >> Industry Expert
- >> Beauty Personality

WEBSITE

- >> Daily Posts
- >> How-to Video
- >> Travel Video-Diary
- >> Beauty Rituals From around the world beauty
- >> Spotlight: Brands who focus on beauty traditions
- >> Information about beauty products found on travels



Quarterly: NEWSLETTERS



- >> Beauty Travelers Experience
- >> Fun Facts
- >> How-To's Ritual
- >> Beauty Tradition Spotlight
- >> Ask the Expert ?
- >> 3000 Subscribers

ATWBEAUTY:2014

SPRING NOTICE

Traveling in Search of Beauty
With Love Stephanie Flor



BEAUTY WEB-SERIES

Across the globe regardless of your culture, economic or social status, all women seek to achieve the universal beauty truths. ATWBeauty Series is an educational documentary that connects the richness of beauty rituals, and unique indigenous beauty stories.

ATWBeauty explores beauty rituals & traditions that express and enhance beauty from women all over the world.

Beauty Anthropologist personality, Stephanie Flor, travels in search of beauty, identifying the differences and unique approaches to what is considered beautiful. Bringing awareness to viewers seeking to experiment and discover new ways of judging beauty. Our mission is keep Beauty Heritage Alive and support women in discovering their beauty roots.

Shooting Style: Influential , eye-opening, serious, emotional, educational

Story Telling Style: Interviews, still pictures, archive footage and music

watch my trailer



Season 1 - May 2014 (8 Episodes)

Thursdays 7pm est via Youtube.

www.AroundTheWorldBeauty.com



LITTLE HANDS HOLD THE SECRETS TO

ANCIENT BEAUTY

Traditions 🌺 Culture ✈️ Travel 👣

- ATWBEAUTY -

SOCIAL CONNECTIONS



@ATWBEAUTY



| CONTACT INFORMATION |

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