

A collage of three young women's faces, partially obscured by a semi-transparent pink overlay. The woman on the left has long dark hair and is looking directly at the camera with a slight smile. The woman in the center is smiling broadly, showing her teeth. The woman on the right is also smiling and looking towards the camera. The text is overlaid on the image in a clean, white, sans-serif font.

PARTNER WITH THE FUTURE

EXPERIENTIAL BRAND ACTIVATIONS



YOUR BRAND IN THEIR HANDS

We help brands build
relationships with their future
beauty consumers through
elevated, memorable experiences.



Trusted by 1000's of
families with 100+ 5 Star
Reviews...

We are Southern California's
luxury mobile beauty
experience for **tween and
teen girls aka GEN ALPHA.**





THE OPPORTUNITY

REAL LIFE = REAL IMPACT

- Today's beauty brands are competing for attention online.
- Girls are discovering skincare and beauty younger than ever
- Parents are searching for brands they can TRUST

WHY THIS WORKS **BETTER** THAN INFLUENCER MARKETING



TRADITIONAL **INFLUENCER**



One post



One scroll



Paid attention



Forgotten



MY **BEAUTY TRUCK**



Touch



Try



Learn



Share



Take home



Parents see it



Friends see it



Repeat purchase



Why Partner with Us

Traditional marketing is crowded.

Influencer marketing is changing.

My Beauty Truck offers:

- **Focused group of girls**
- **Hands on experience**
- **Product education**
- **Parent trust**
- **Emotional connection**
- **Lasting brand loyalty**

A HIGHLY ENGAGED, HARD-TO-REACH AUDIENCE

OUR AUDIENCE

Direct access to the next generation of beauty consumers — and the parents who buy for them.

GIRLS 9–14

Today's emerging beauty consumers

PARENTS 30–50

Primary purchasing decision makers

SOUTHERN CALIFORNIA

LA + Ventura County and surrounding areas

PREMIUM HOUSEHOLDS

High household income, brand loyal

BIRTHDAY CELEBRATIONS

High-intent, high-engagement moments

OUR REACH

A growing platform with real families and real influence.

100+

FIVE-STAR
REVIEWS

1,000+

FAMILIES
SERVED

200+

EVENTS
ANNUALLY

2,500

APPROXIMATELY
GIRLS REACHED ANNUALLY

10–15

AVERAGE EVENT SIZE
(GIRLS PER EVENT)

72%

OF GEN ALPHA INFLUENCES
HOUSEHOLD PURCHASES.

PARENTS RANK PRODUCT
SAFETY AND TRUST
AS THEIR #1 CONCERN.

BRAND PREFERENCES FORMED
DURING ADOLESCENCE OFTEN
PERSIST INTO ADULTHOOD.

EVERY PARTNER RECEIVES

- Product featured at 10+ events
- Professional event photography
- 15+ lifestyle images
- 5 short-form videos
- Instagram Story coverage
- Instagram Reel
- Brand tag
- Parent email feature
- Rights to use content
- Event recap



Social Research & ACCOUNTABILITY

Gabrielle is the creator of My Beauty Truck and SISIETY Girls Club. She has been working with girls for over **15 years**.

She is a Social Researcher with a M.Ed from **Harvard** where the word ACCOUNTABILITY was engrained into her. She has a B.A from **UCLA**, and is also a CA Licensed Esthetician and Makeup Artist.





Today's Girls Aren't Just
Tomorrow's Customers.

They're Choosing Their
Favorite Brands **Right Now.**

SEEKING 10 FOUNDING *Brand Partners*

TO JOIN OUR INAUGURAL PARTNERSHIP PROGRAM

SKINCARE

MAKEUP

WELLNESS

BEAUTY
TOOLS

ACCESSORIES

NAILS

NO SPONSORSHIP FEE.

Simply provide products
that girls will genuinely love.

WE'RE ALL ABOUT
REAL CONNECTIONS
AND CREATING EXPERIENCES
THAT MATTER.

LIMITED TO 10 PARTNERS

to ensure each brand receives
meaningful visibility.



YOUR INVESTMENT



YOU PROVIDE



Product



Samples



Educational materials (optional)



WE PROVIDE



Event execution



Content creation



Product education



Photography



Video



Social distribution



Parent exposure



Community engagement

READY TO PARTNER?

STEP 1

Complete the
Partner Interest
Form.

STEP 2

Schedule a
15-minute
discovery call.

STEP 3

Receive a
custom
activation plan.

STEP 4

Ship
products.

WE CREATE THE EXPERIENCE.

And provide success metrics.

LET'S BUILD THE FUTURE OF BEAUTY TOGETHER



WWW.MYBEAUTYTRUCK.COM



INSTAGRAM @MYBEAUTYTRUCK



MYBEAUTYTEAM@GMAIL.COM