

LATINAS IN BEAUTY

Beauty Bravura Accelerator Impact Report

20



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Latinas in Beauty in partnership with
Pepperdine Graziadio Business School and Nordstrom

Executive Summary

In September 2025, Latinas in Beauty, in partnership with Pepperdine Graziadio Business School and Nordstrom, launched the inaugural Beauty Bravura Accelerator, a groundbreaking three-day professional development and leadership program designed to close the opportunity gap for Latina founders and professionals in the beauty industry.

\$800B

ANNUAL ECONOMIC CONTRIBUTION

Latinas contribute to
the U.S. economy
(Axios Latino, 2024)

6x

BUSINESS LAUNCH RATE

Latinas launch businesses
at six times the national average
(Latino Donor Collaborative, 2022)

30%

HIGHER BEAUTY SPENDING

Latinas outspend peers
on beauty products
(NielsenIQ, 2022; Santiago Solutions
Group, 2023)

Yet, despite this influence, Latinas remain vastly underrepresented in leadership and funding:

Only 4%

of executive-level beauty roles
are held by women of color

Less than 2%

of products on retail shelves
are Latina-owned brands
(WWD, 2024)

Under 1%

of venture capital funding
goes to Latina entrepreneurs
(Project Diane, 2022)

The Beauty Bravura Accelerator directly addresses these disparities providing education, mentorship, and pathways to visibility and funding.

ABOUT LATINAS IN BEAUTY

Latinas in Beauty is a nonprofit movement focused on driving equity, visibility, and tangible opportunity for Latina professionals and Latina-owned brands at every level of the beauty industry. We were created to bridge the persistent gap between immense talent and limited access, fundamentally increasing representation across corporate boardrooms, creative studios, and entrepreneurial ventures.

We achieve this through dynamic programs centered on education, powerful mentorship, industry advocacy, and intentional community-building. Our membership—a vibrant collective of executives, groundbreaking founders, creators, and innovators—is unified by a single, unwavering mission: to mentor, educate, and empower Latinas to step into their power and lead the future of beauty.



Through initiatives such as the Beauty Bravura Accelerator Latinas in Beauty provides structured business education, leadership development, and personalized mentorship to help Latina entrepreneurs scale their businesses and careers. The organization also drives industry-wide change through its Pledge for Equity, calling on brands and organizations to commit to supporting Latina talent, increasing supplier diversity, and creating more inclusive workplaces. By combining professional development, advocacy, and cross-sector collaboration, Latinas in Beauty is shaping a more inclusive future for the beauty industry one where Latina voices, creativity, and leadership are not only represented but celebrated.



PROGRAM OVERVIEW

Dates: September 4–6, 2025

Location: Pepperdine University, Graziadio Business School, Malibu, CA

Organized by: Latinas in Beauty, a nonprofit organization

Theme: Empowering diverse Beauty Leaders

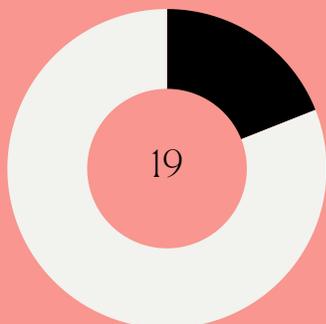
The Beauty Bravura Accelerator was created to equip beauty founders and professionals with real-world tools in business strategy, financial literacy, leadership, and visibility — bridging education, mentorship, and opportunity.

KEY PROGRAM MILESTONES AND PARTNERSHIPS

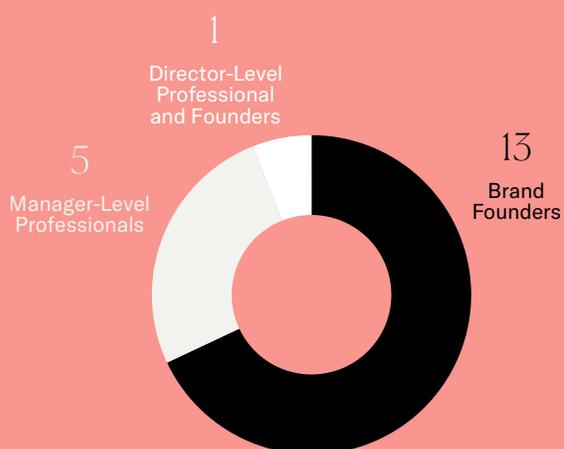


- Nordstrom, our founding corporate partner, funded 10 full scholarships and championed the national launch.
- Pepperdine Graziadio Business School co-designed and hosted the program on its Malibu campus.
- Enterprise Bank & Trust, QuickBox, and others funded the Legacy Dinner, creating meaningful opportunities for connection and mentorship.
- Industry allies including Ulta Beauty, L'Oréal, Kitsch, Rare Beauty, and Amika signed the Latinas in Beauty Pledge for Equity, expanding our movement for representation.

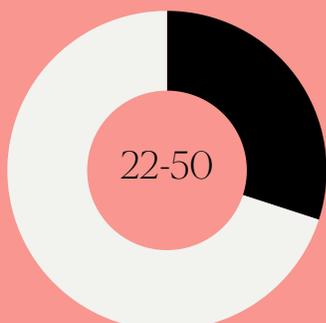
PARTICIPANT DEMOGRAPHICS



Total Participants



Career Levels



Age Range

WHY THIS PROGRAM MATTERS

Participants join Beauty Bravura because it delivers high-impact, insider access they cannot find elsewhere.

Why Participants Enroll

01 Access to Expertise at a Critical Stage

Early-stage founders and professionals often lack affordable access to senior-level expertise in supply chain, strategy, capital raising, marketing, and retail partnerships. This program condenses years of knowledge into actionable learning.

02 Hands-On Skill Building

Participants walk away with tangible tools: financial documents, go-to-market strategies, leadership frameworks, and practical solutions they can implement immediately.

03 Mentorship & Community

This isn't just training; it's a network. The accelerator connects participants directly with executives, investors, and peers who are committed to opening doors.

04 Visibility & Relationship Building

Attendees gain exposure to decision-makers at retailers, banks, and corporate partners catalyzing career and brand growth.

05 Confidence & Credibility

By the end of the program, participants can confidently articulate their story, pitch their business, and lead with authority.

In short: The Beauty Bravura Accelerator is a once-in-a-career opportunity for beauty leaders to gain access, sharpen skills, and accelerate growth — within a supportive, culturally rooted ecosystem.

Participants represented every facet of the beauty ecosystem — from brand builders to corporate professionals — united by a shared commitment to innovation and leadership.



PROGRAM PURPOSE AND DESIGN

Beauty Bravura accelerator was launched to address a critical industry gap, offering meaningful support to diverse beauty founders and senior professionals, with a specific focus on elevating Latinas in Beauty members. This program provides essential resources, high-impact mentorship, and strategic funding pathways at the crucial moments when these supports are most limited.

It was also designed to serve professionals eager to grow within existing companies, providing a pathway to visibility, leadership, and long-term success.

WHAT MAKES BEAUTY BRAVURA DIFFERENT

Cultural Lens & Representation

Built by and for the Latina community, every element of the accelerator from speakers to curriculum — centers cultural authenticity and relevance.

Beyond Retail Pitching

The curriculum covers the real foundations for longevity financial literacy, supply chain resilience, capital strategy, and leadership development.

Holistic Development

Most accelerators focus solely on founders. Beauty Bravura also develops corporate professionals, creating a leadership pipeline inside the industry.

Social Impact Commitment

As a nonprofit initiative, Beauty Bravura reinvests into scholarships, mentorships, and leadership pipelines — making equity part of its operating model.

Community & Mentorship That Lasts

Graduates join an ecosystem of peers, mentors, and leaders that continues beyond the 3-day program.

In short: Beauty Bravura isn't just about getting Latina brands on shelves — it's about ensuring they stay there and thrive.

ACCELERATOR COMPARISON: WHAT SETS BEAUTY BRAVURA APART

While several corporate accelerators exist to support diverse founders, Beauty Bravura was designed to go further — addressing the deeper barriers diverse founders and professionals face.

CATEGORY	BEAUTY BRAVURA	OTHERS
Target Community	Latina/o founders and professionals — open to all, but culturally centered. Bridges entrepreneurship and corporate advancement.	Primarily founder-only programs (Ulta MUSE, Sephora Accelerate, The Workshop at Macy's)
Scope	Holistic entrepreneurs and professionals.	Founder-focused only.
Curriculum Focus	Strategy, supply chain, finance, leadership, omni-channel growth.	Retail readiness, pitching, mentorship
Retail Partnership	Multi-retailer and investor network.	Primarily tied to one retailer.

The Bottom Line: Beauty Bravura builds an ecosystem of equity not a single-track accelerator. It creates lasting access, mentorship, and visibility across the entire beauty sector.

PROGRAM CURRICULUM AND EXPERIENCE

Over three immersive days, participants engaged in eight expert-led sessions, two networking lunches, a mentorship breakfast, and a live pitch competition judged by leading executives.

Featured Sessions & Educators

Defining Your Authentic Brand Narrative

Alicia Romero, Viva Vibrant

Navigating Retail Realities and Practical Tools to Drive Sales

Malena Higuera, CEO, NOYZ

Secure more shelf space and boost your beauty brand's sales

Monique Benoit, Sr. Merchant, Ulta Beauty

Building a 360° Supply Chain

Jose Rivera, Acquire Beauty, & Philip Miller, Product Society

E-Commerce and Digital Growth

Jennifer Plotkin, HUM Nutrition

Funding Strategies and Pitch Design

Kimber Maderazzo, Pepperdine Board of Directors

Finance Fundamentals

Max Steir, Product Society, & Zach Ginsburg, Calm Capital

The Art of Thinking Like an Editor

Alicia Romero, Viva Vibrant

From Passion to Profession

Nancy Quintanilla, L'Oréal

Expert Panel

Panelists: Esther Aguilera (Alterra Capital), Kimber Maderazzo (Investor), Margarita Arriagada LIB Founding Board Member

-PITCH COMPETITION – PRACTICING, PERFECTING, AND PAVING THE WAY FORWARD



The program concluded with a capstone Pitch Competition. Here, founders leveraged their full curriculum—from brand narrative development to investor readiness—by pitching directly to investors, buyers, and industry executives. They gained invaluable, real-time feedback and strategic insights, significantly strengthening their capacity to engage funders and secure retailer opportunities.

WINNER

JESSICA TREVINO FOUNDER OF KI'OLAL BIOCOSMETICS



AWARD

- Pitch with Ulta
- 1-hour coaching session with Acquire Beauty
- Product Development with Product Society (5,000 value)
- Consulting with Latinas in Beauty board members
- Featured on Latinas in Beauty

Finishing as the pitch winner was a huge highlight — it validated our progress and potential in front of a respected audience. The offerings that come with winning, including added exposure and tailored support, will undoubtedly help us scale faster and smarter. These experiences and relationships are the most valuable takeaways I'll carry forward long after the program.

LEGACY DINNER: BUILDING A MOVEMENT TOGETHER



The Legacy Dinner at Calamigos Ranch, Malibu gathered over 100 industry professionals, founders, and allies for an evening of connection and celebration.

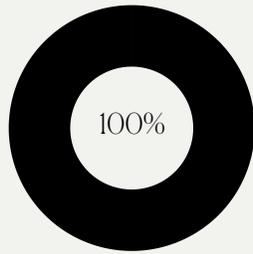
This event proudly served as the capstone celebration for the inaugural cohort of the Beauty Bravura Accelerator, dedicated to advancing talented professionals and entrepreneurs. The night was strategically designed to unite these founders with an unparalleled network of industry leaders and allies, fostering meaningful connections and collaboration with those actively shaping the future of beauty.

The dinner also functioned as both a pinnacle celebration for Latin Heritage Month and a powerful showcase of Latina influence across the beauty industry. With the U.S. Hispanic GDP valued at \$4.1 trillion and Latinas spending 37% more on beauty products compared to other consumer groups, the dinner highlighted the profound economic power driving the community's mission.

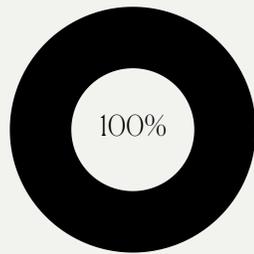


The Beauty Bravera Dinner was a beautiful event. It was well curated by the Latinas in Beauty Organization, and that is an understatement. There was a wonderful atmosphere, fantastic food, fantastic people, and fantastic speeches. It brought together fantastic minds from all walks of the beauty industry and all walks of life. - Max Steir, Product Society

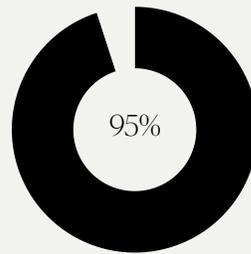
SURVEY RESULTS AND PARTICIPANT IMPACT



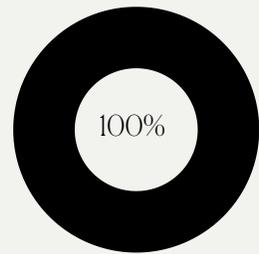
Overall Experience
Rated 5/5



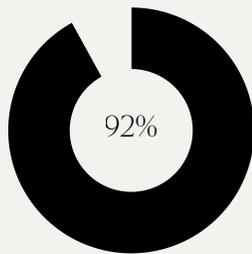
Would Recommend
To others



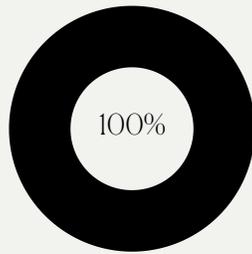
Content Relevance
Found highly relevant



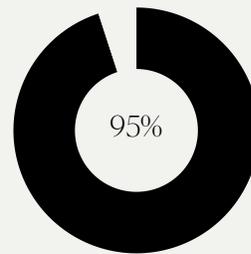
Facilitator Expertise
Rated 5/5



Actionable Takeaways
Gained three or more



New Connections
Formed professional relationships



Future Collaborations
Expect to collaborate with peers

PARTICIPANT REFLECTIONS

"The most impactful part of the Beauty Bravura program for me was being surrounded by so many like-minded beauty entrepreneurs who are also in the process of building and scaling their brands. The sessions gave me not only practical tools but also fresh perspectives on marketing, distribution, and brand positioning that I could apply immediately to my own business. What stood out the most was hearing directly from experienced founders and industry leaders about both their wins and their challenges—it made the journey feel more real and attainable. I walked away with a renewed sense of clarity, motivation, and confidence to take bigger steps in growing Infinite Glow.

Aside from the amazing lectures and guest speakers, the connections and people you meet were the most impactful. It is truly a community of individuals who want to help one another. It doesn't matter if you're in an advanced stage in your business or in a beginners stage, everybody is there to learn and help one another and that's what makes this program so impactful. The lectures from guest speakers and professionals in the corporate world are just a plus. The information you will learn is truly game changing and not very accessible outside this community.

The most impactful part of the program was being in community with such an amazing cohort of Latina founders and professionals. As someone who has attended many professional development events I've rarely felt so in community with a cohort of women with similar experiences and just general resonance. I felt super seen and held by the resources and women in this cohort. Of course, the information and knowledge we gained was also extremely invaluable because it was delivered within the context of culture and our collective lived experience.

The most impactful part of the Beauty Bravura program for me was the community and mentorship. Being surrounded by other Latina founders who understand both the challenges and the opportunities in our industry gave me a sense of belonging I didn't know I needed. The access to mentors who have walked this path before was invaluable, not only did they provide guidance on scaling a beauty business, but they also helped me shift my mindset to think even bigger. What stood out most was leaving the program with both the confidence and the practical tools to take my brand to the next level.

SPONSORSHIP AND DONOR IMPACT

Our work is made possible through the generosity of corporate and individual partners who believe in equity, representation, and opportunity for Latina professionals and founders in beauty. Each contribution directly supported scholarships, program delivery, or the Legacy Dinner experience — ensuring every participant had full access to this transformative accelerator.

<p>LEADERSHIP PARTNER (\$50,000+)</p> <p>Nordstrom</p> <p>Funded 10 full student scholarships and served as our founding corporate partner, making equitable access possible for the inaugural cohort.</p>	<p>PREMIER PARTNERS (\$15,000+)</p> <table border="0"> <tr> <td data-bbox="553 573 812 793"> <p>Enterprise Bank & Trust</p> <p>Supported the Legacy Dinner, providing space for students, professionals, and industry leaders to connect.</p> </td> <td data-bbox="815 573 1456 793"> <p>QuickBox</p> <p>Contributed to both Legacy Dinner sponsorship (\$12,500) and one student scholarship (\$5,600), helping build community and access.</p> </td> </tr> </table>		<p>Enterprise Bank & Trust</p> <p>Supported the Legacy Dinner, providing space for students, professionals, and industry leaders to connect.</p>	<p>QuickBox</p> <p>Contributed to both Legacy Dinner sponsorship (\$12,500) and one student scholarship (\$5,600), helping build community and access.</p>
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<p>COMMUNITY CHAMPIONS (\$5,000–\$10,000)</p> <p>Reuben Carranza & James Hauffbaur – Supported the Legacy Dinner, helping connect students and professionals.</p>	<p>SUPPORTERS (\$1,000–\$4,999)</p> <p>Vanessa Torres Shaun Kim Product Society Artemis Staffing, Headhunting & Talent Delivery The Raul & Ofelia Tapia Trust</p>			

Each of these partners directly funded student experiences, mentorship access, and post-program community resources.

TOTAL DONOR IMPACT: \$100,400

Every dollar went directly to program delivery and participant experiences — not overhead — ensuring that each partner's investment made a tangible impact.

LOOKING AHEAD – MOMENTUM AND EXPANSION

The success of the inaugural cohort sparked national momentum. Latinas in Beauty and Nordstrom recently co-hosted a Hispanic Heritage Mixer in New York, gathering Latina founders and corporate allies for an evening of connection and community. The event demonstrated the program's growing national reach and deepening corporate partnerships.

LEADERSHIP REFLECTIONS

"The Beauty Bravura Accelerator is more than a program—it is a catalyst for the change we want to see in the beauty industry. By providing Latina/o founders and professionals with education and connecting them with investors, retailers, and mentors, we are closing long-standing gaps in access and representation while shaping a more inclusive and equitable future for the beauty industry. Leading the Beauty Bravura Accelerator and Legacy Dinner has been one of the proudest accomplishments of my career in beauty.

-NADINE M. TAPIA

**PRESIDENT OF TAPIA BEAUTY GROUP,
FOUNDING BOARD MEMBER OF LATINAS IN BEAUTY
BEAUTY BRAVURA PROGRAM DIRECTOR**

"The Beauty Bravura accelerator was designed with the intentional goal of providing beauty entrepreneurs and professionals with direct access to crucial real-world education, network, and mentoring. While the resources were essential, the true magic was the supportive, heartfelt community that formed. Seeing the connections between the students, speakers, and mentors in the first cohort reaffirmed that every detail we poured into this program was deeply valued. "

-EMILY PEREZ

FOUNDER & PRESIDENT OF LATINAS IN BEAUTY

"Above and beyond the quality of the educators and information shared, the fact that it was a physical setting, influenced an impactful bonding between participants, each other and educators.

I don't doubt the education received will be retained and overall will remain a memorable experience for everyone."

-MARGARITA ARRIAGADA

FOUNDING BOARD MEMBER, FOUNDER OF VALDE BEAUTY

"A vital program, LIB's Beauty Bravura accelerator program is empowering Latina entrepreneurs with knowledge, tools, and strategic advisors, equipping them to achieve greater heights. It is a vital way LIB is positively contributing to the beauty ecosystem and enabling a pipeline of talent."

-ESTHER AGUILERA

**SENIOR ADVISOR OF ALTURA CAPITAL,
LATINAS IN BEAUTY ADVISORY BOARD**



"Twenty years ago, I was one of very few Latinas in prestige beauty who looked, sounded, and felt like me. Teaching at the Beauty Bravura Program at Pepperdine felt like the most beautiful full-circle moment—seeing Latinas from across the country stepping into their power as founders and leaders, creating products that reflect our community's needs. At Viva Vibrant, I believe "life is more beautiful in color"™, and that's what Latinas in Beauty represents: bringing our whole, authentic selves to transform this industry from black and white to color."

-ALICIA ROMERO RODRIGUEZ

**CHIEF MANIFESTATION AND MARKETING OFFICER,
VIVA VIBRANT**

"As part of the Beauty Brava program at Pepperdine University in partnership with Latinas in Beauty, I supported Latina beauty entrepreneurs in elevating their business strategies through focused sessions on pitch development, brand differentiation, and fundraising readiness. Together, we worked to strengthen their storytelling, sharpen their market positioning, and explore a range of capital-raising strategies—from bootstrapping and angel investment to venture funding—to help them grow with purpose and confidence. "When women understand the power of their story, they unlock the confidence to lead, build, and change entire industries."

-KIMBER MADERAZZO

**PROGRAM CHAIR MASTERS IN GLOBAL
BUSINESS & GRAZIADIO BOARD MEMBER**

We'd like to sincerely thank our Board Treasurer and Program Director, Nadine Tapia, for her vision, dedication, and hard work in making this program possible. Her leadership and commitment have been instrumental in bringing this initiative to life and creating opportunities that will make a lasting impact.

2026 VISION AND GOALS



Expand to 40 participants

100% scholarship-funded

Launch national alumni mentorship network

Deepen partnerships

With Nordstrom and Pepperdine

Host regional workshops and mixers

Provide ongoing access

To capital and retailer introductions

Final Summary

The inaugural Beauty Bravura Accelerator marked a defining moment for Latinas in Beauty, proving what's possible when vision, collaboration, and community align to create systemic change in an industry ready for transformation.

What began as an idea to bridge opportunity gaps for Latina founders and professionals became a fully realized movement: a curated program that united corporate partners, educators, and industry trailblazers to invest in the next generation of beauty leaders.

Over three days in Malibu, participants built tangible skills, gained mentorship from world-class experts, and formed relationships that will shape their careers and companies for years to come. With the support of Nordstrom, Pepperdine Graziadio Business School, Enterprise Bank & Trust, QuickBox, and other generous partners, 100% of program funding went directly to scholarships and participant experiences ensuring equitable access for every attendee.

The accelerator's impact extends beyond the classroom. Alumni have already utilized the experience to strengthen their brands, lead teams, and enter new markets. Partners have expanded their diversity and leadership pipelines. And the Latinas in Beauty community has grown united by a shared purpose: to see more Latinas not just represented, but leading.

This first cohort is proof of what can happen when Latina brilliance is met with resources, relationships, and recognition.

This is the beginning of a legacy.

Together, we are building the future of beauty:
one that is equitable, inclusive, and undeniably powerful.