

A close-up photograph of three Black women smiling and posing together. The woman on the left has her hair in a high bun, the woman in the middle has straight hair with a center part, and the woman on the right has voluminous curly hair. All three are wearing bright red lipstick and are topless. The background is a solid, neutral brown color.

hue noir
BEAUTY IN COLOR

Hue Noir Cosmetics

Beauty in Color

About Us

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BEAUTY IN COLOR

At Hue Noir, we are on a mission to change the face of beauty by putting multicultural women at the center of the modern beauty movement. We've blended SCIENCE+TECHNOLOGY to develop prestige and innovative beauty solutions ideal for customers of all skin tones ranging from fair to deep.

Our brand was founded by Paula Hayes, a product development chemist with an MBA. Thanks to her expertise we've grown from her kitchen to our own facility. We have the expertise to develop proprietary beauty formulas calibrated with multicultural women in mind. And, we have grown into a beloved brand.

2009
Founded

PDX
Headquartered

COBID
Woman-Minority Owned

USA
Made in the USA

Behind the Scenes



Paula Hayes - CEO,
Chief Science Officer



Expertly Formulated by
HN



Expertly Manufactured
in Our Facility

Product Assortment - Makeup



True Hues Flawless Finish Foundation

25+ true skin-tone shades, medium buildable coverage, soft natural matte finish



Perfect Pout Hydrating Lipstick

Moisturizing, light-weight feel with rich pigments for color payoff and lasting wear



Perfect Pigment Velvet Eyeshadow

Velvety smooth oil control powder for long lasting wear and generous color payoff



Perfect Shine Hydrating Lip Gloss

Maximum moisture, soft and silky non-tacky feel with endless shine



Perfect Moisture Tinted Lip Butter

Hydrating and preservative free lip treatment in subtle hints of color

Product Assortment - HN Essentials



HN Essentials Hand Sanitizer Gel with Aloe Vera

FDA registered, CDC compliant hand sanitizer gel
with moisturizers, 3 sizes

Our Retail Partners



Market of Choice -
OR

Planet Beauty - CA

Target - Nationwide

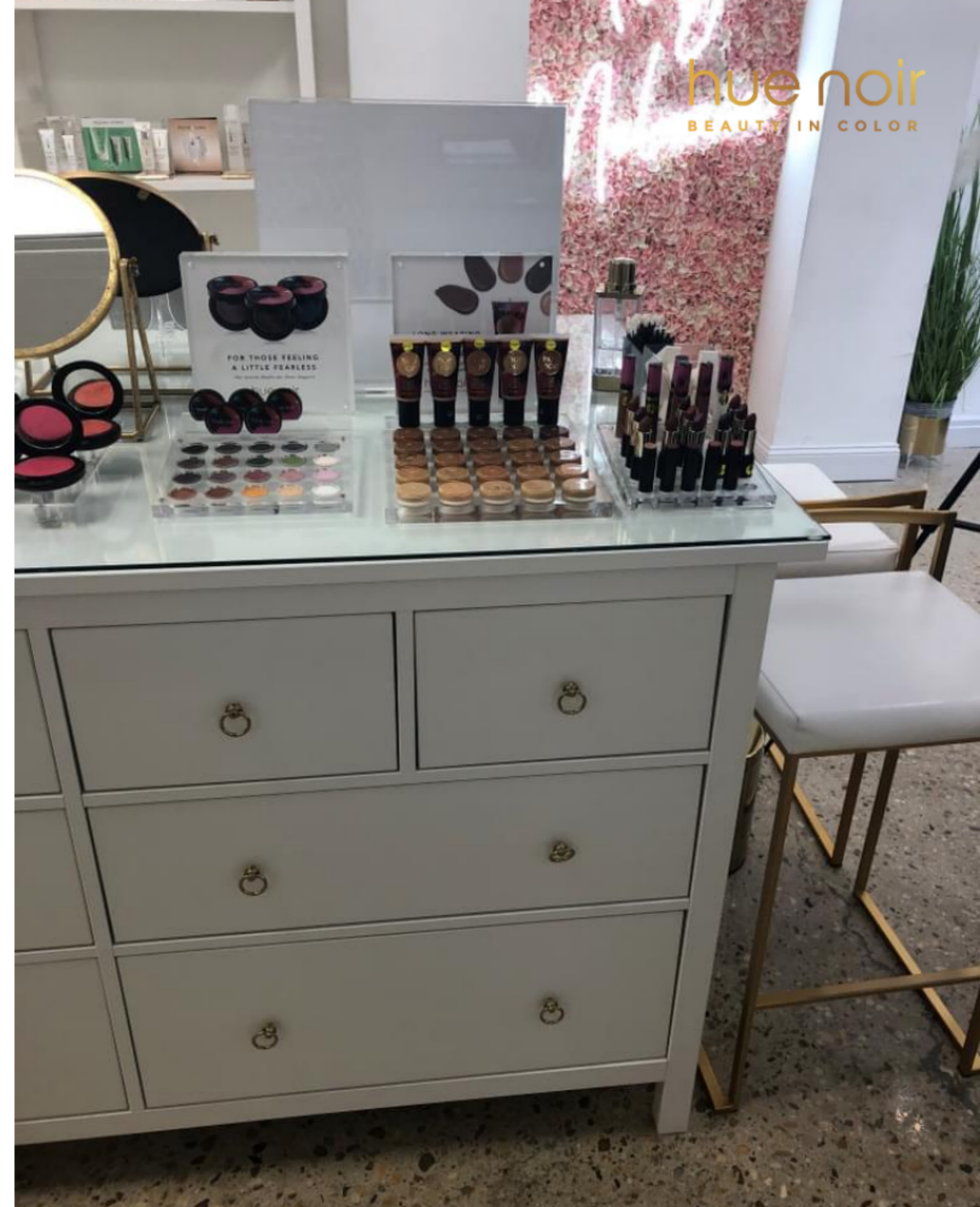
Sally Beauty -
Nationwide

Costco - Nationwide

Marjani Beauty - DC

Made Here PDX - OR

Tender Loving Empire -
OR



As Seen In

allure

COSMOPOLITAN

ESSENCE

BYRDIE

PureWow.

WWD

GLAMOUR

marie claire

Financial Considerations



Merchandising
Expenses



Access to Capital



Understand Your
Margins



Revenue vs. Cash Flow



Marketing Expenses

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THANK YOU!

