



SHAY BAILEY, BEAUTY EXPERT

Beauty Industry Professional | Beauty Tech Founder | Beauty Contributor |
Beauty Educator | Board Member | Beauty DEI Advocate | Brand Consultant

BRAND PORTFOLIO



SHAY B. BEAUTIFUL LLC

A beauty education and brand development consultancy.

www.shaybbeautiful.com



MY BEAUTY KIT

A beauty app giving users the ability to store beauty favs, discover products, brands, and new techniques.

www.mybeautykitbrand.com



THE BEAUTYPRINT

Business, beauty and brand development resources for product and service based beauty founders.

www.shaybbeautiful.com/beautyprint

CONTACT SHAY



833-5-BEAUTY



[@shaybbeautiful](https://www.instagram.com/shaybbeautiful)



www.linkedin.com/in/shay-bailey



hello@shaybbeautiful.com



440 Burrough St. Suite 181
Detroit, MI. 48202

EXPERIENCE + OVERVIEW

I am an experienced beauty and consumer tech professional with a background in corporate beauty sales and artistry.

After earning my Bachelor's degree from Oakland University, I started my career in beauty. I worked with LaChae Cosmetics and freelanced as an independent MUA/educator before working with M.A.C Cosmetics for 13 years.

In 2019, I started my beauty education and brand development consultancy, **Shay B. Beautiful LLC**. After a successful year supporting brands and creative service providers, SBB expanded. We started our first consumer tech brand, **My Beauty Kit** in 2020, launching our MVP in 2023 with the support of Tech Town Detroit.

Along with building My Beauty Kit, I continue to work with beauty brands, retailers, and agencies to provide consulting/advisory on special projects including trend reports, product development, brand development, launch strategy, marketing, team development, youth enrichment and DEI initiatives within the beauty and personal care space.

I also support beauty industry professionals looking to start or scale their careers with tools from my resource hub, **The Beautyprint**.

My Beauty Kit and The Beautyprint are owned and operated by Shay B. Beautiful LLC.

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