



# Thrive Causemetics

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STORYTHREAD

# Overview

## Part 1: Foundational Analysis

- Business Overview
- Situation Analysis (SWOT Analysis)
- Marketing Objectives
- Target Audience
- Marketing Mix

## Part 2: New Strategic Initiative

- Innovation and Technology Integration
- Growth and Stakeholder Value

# Foundational Analysis

# Business Overview

# Business Overview

- Founded in 2015 by Karissa Bodnar
- Privately owned
- Sustainable and Clean beauty and Wellness Products
- “We are Beauty that Gives Back”
  - (Thrive Causemetics, n.d.).
- Based in Philanthropy
- Donates to 550 organizations Nationally



Thrive “giving partner” event found on website

# 10 Years of Impact

## TOTAL DONATIONS

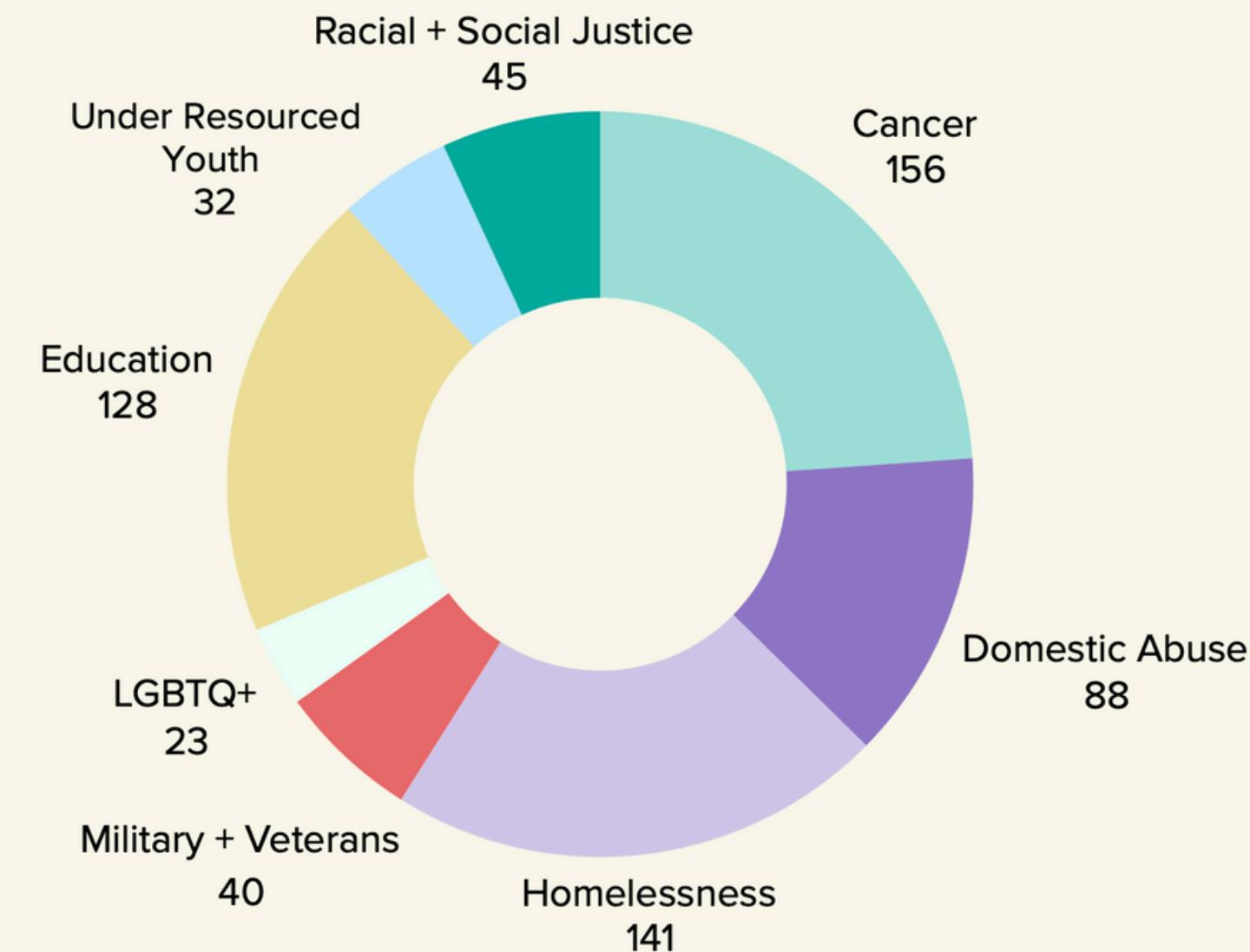
**\$150,000,000+**

IN FUNDS AND PRODUCTS

## TOTAL PRODUCTS DONATED

**6,000,000+**

**GIVING PARTNER COUNT** **651**



**(Thrive causemetics, 2024)**

# Business Overview

- Primarily E-Commerce
  - Amazon, TikTok, Website
- No Retail Locations
- Key Competitor: Ilia
  - Clean Makeup Brand
  - Sold at retailer's such as Sephora



# **Situation Analysis (SWOT Analysis)**



# What are the company's Strengths?

1. Purpose-driven mission with a focus on social good
  - a. The Bigger Than Beauty® program donates products and funds to support communities in need, including women facing cancer, domestic violence, and homelessness.
2. Clean formulas
  - a. Uses vegan, cruelty-free, and dermatologist-tested ingredients
3. Customer-focused business model
  - a. Use customer feedback to improve existing products
  - b. Flexible bundles, easy returns, and personalized product recommendations make the shopping experience smoother and more tailored.



# What are the company's Weaknesses?

## 1. Product Set Limitations:

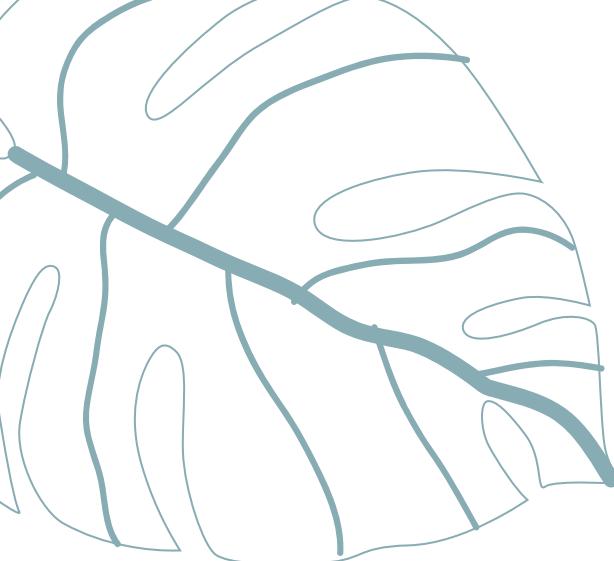
- a. Certain product and color combinations in "Sets" are unavailable due to how the items are physically packaged

## 2. Operational and HR Concerns

- a. Reviews from current and former employees have mentioned issues such as Micromanagement.

## 3. Initial Distribution Challenges:

- a. Faced significant difficulty convincing major retailers like Sephora to carry their products,
- b. This leads to relying on direct-to-consumer online sales and word-of-mouth initially.



# What external Opportunities can the company leverage?

## 1. Partnerships and retail expansion:

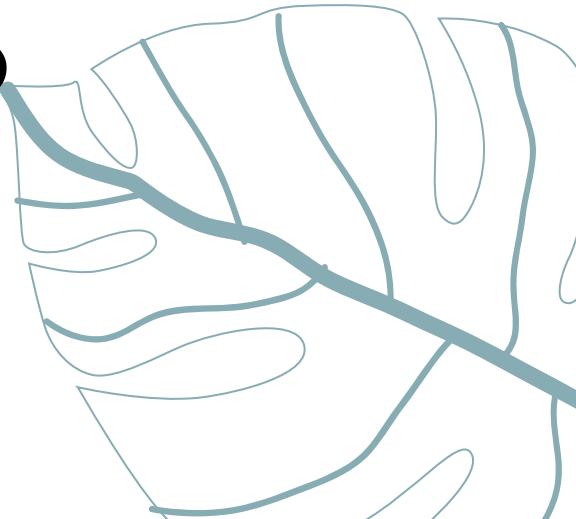
- a. Expand into more physical and online retail stores to reach a wider customer base

## 2. Sustainability and ethical consumerism

- a. Invest in and promote refillable packaging systems and closed-loop recycling to meet growing consumer demand for sustainability and reduce environmental impact

## 3. Environmental certifications:

- a. Pursue certifications like Plastic Neutral Certification to further demonstrate its commitment to environmental responsibility.



# What Threats could impact the company's success?



## 1. Intense Competition and Market Saturation:

- a. The beauty industry is crowded with strong competitors, making it hard to stand out.

## 2. Evolving Regulatory Landscape:

- a. The regulatory environment for cosmetics is complex and constantly changing, with a patchwork of national and state-level laws governing ingredient safety, testing, and labeling.
- b. Non-compliance can lead to penalties, product recalls, or market bans. Keeping pace with these evolving requirements adds complexity and cost

## 3. Supply Chain Disruptions and Costs:

- a. Supply chain issues—like geopolitical conflicts, natural disasters, or trade barriers—can cause ingredient shortages, higher material costs, and production delays, reducing profit margins.

# Marketing Objectives

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1. Strengthen Brand Awareness

2. Improve Retention Rates

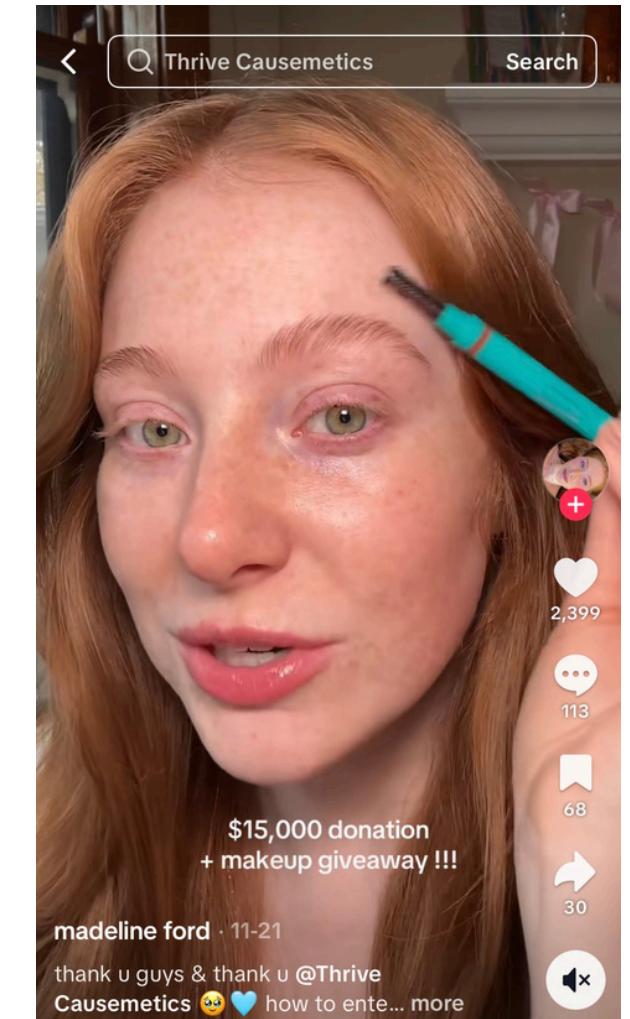
3. Increase Revenue

## SMART Goals:

- Release at least 1 piece of content a day (TikTok/Instagram Reel) since September
- Sponsor a certain number of creators to promote their products on TikTok shop and their website
- Launched a Loyalty Reward Program (Thrive Rewards)
- Established partnerships with 8 different charities in 2025

## How to Measure:

- Follower count (52.8k on TikTok & 774k on Instagram)
- Number of sales (29.4k sales via TikTok shop)
- Number of repeat purchases before vs after Thrive Rewards
- Amount donated overall (\$150,000,000+ of funds and products donated in 2024)



# Target Audience

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## Primary Target Audience:

- People interested in vegan, cruelty-free makeup & skincare

## Audience Demographics:

- Mostly females, most middle-aged around 50 years old
- The mascara gears towards the younger audiences
- Appeals to middle-class income level
- Sells throughout the US and Canada (Thrive is based in L.A.)

## Audience Psychographics:

- Contributing to at least 1 out of 550+ nonprofit organizations when a customer makes a purchase
- They rely heavily on giving back to their community

# Target Audience

## How The Audience Interacts:

- Purchasing Thrive's products
- Writing reviews
- Communication through social media platforms

## Ways Thrive Can Improve:

- Incorporate more influencers to highlight their brand
- Promote other products besides just their best sellers ex: Liquid Lash Extensions Tubing Mascara
- Allowing the brand to go global

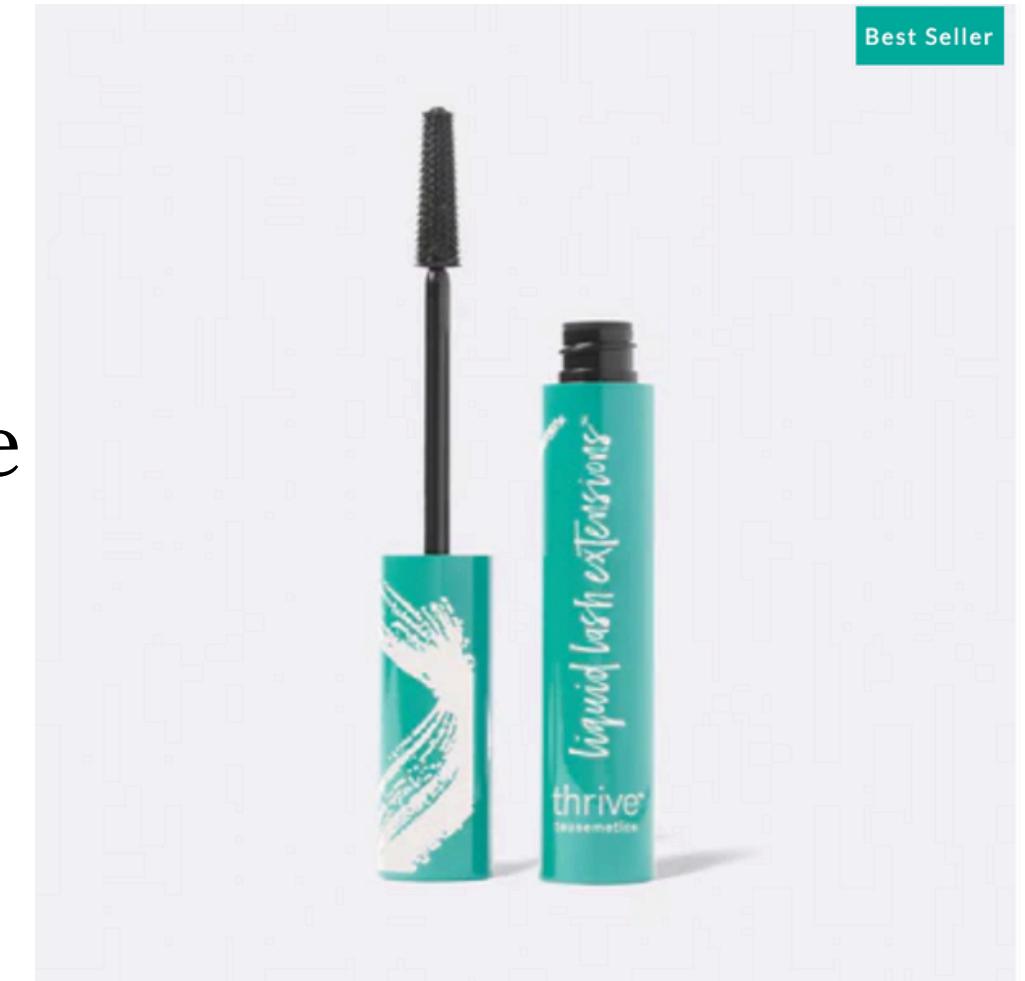
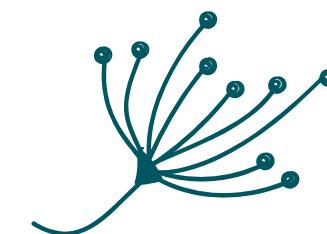


# Marketing Mix

# Marketing Mix (4Ps)

## Product:

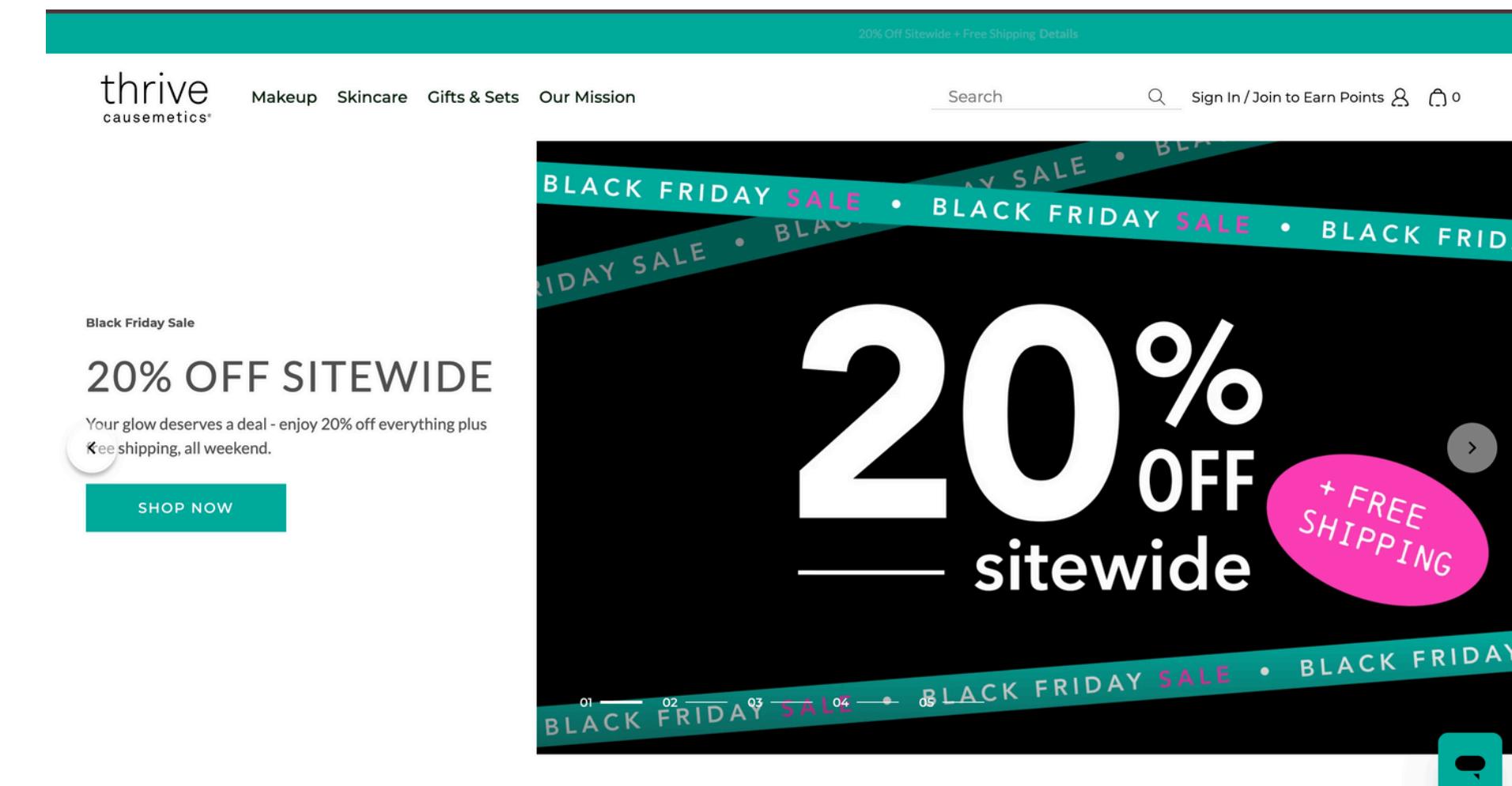
- Clean, vegan, cruelty-free beauty products
- Known for long-lasting and mature-skin friendly formulas
- Mission: "Beauty with a Purpose" – every purchase supports charitable causes



# Marketing Mix (4Ps)

## Place:

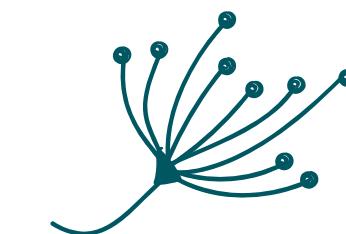
- Mainly sold directly through Thrive's website → Brand gets to control
- Also available at select retailers like Ulta



# Marketing Mix (4Ps)

## Promotions:

- Digital marketing → social media ads, influencers, customer videos
- Viral success on TikTok, especially for their mascara
- Missed opportunity → limited promotion of their skincare line



Black Friday Sale

20% OFF SITEWIDE

Your glow deserves a deal - enjoy 20% off everything plus  
free shipping, all weekend.

SHOP NOW

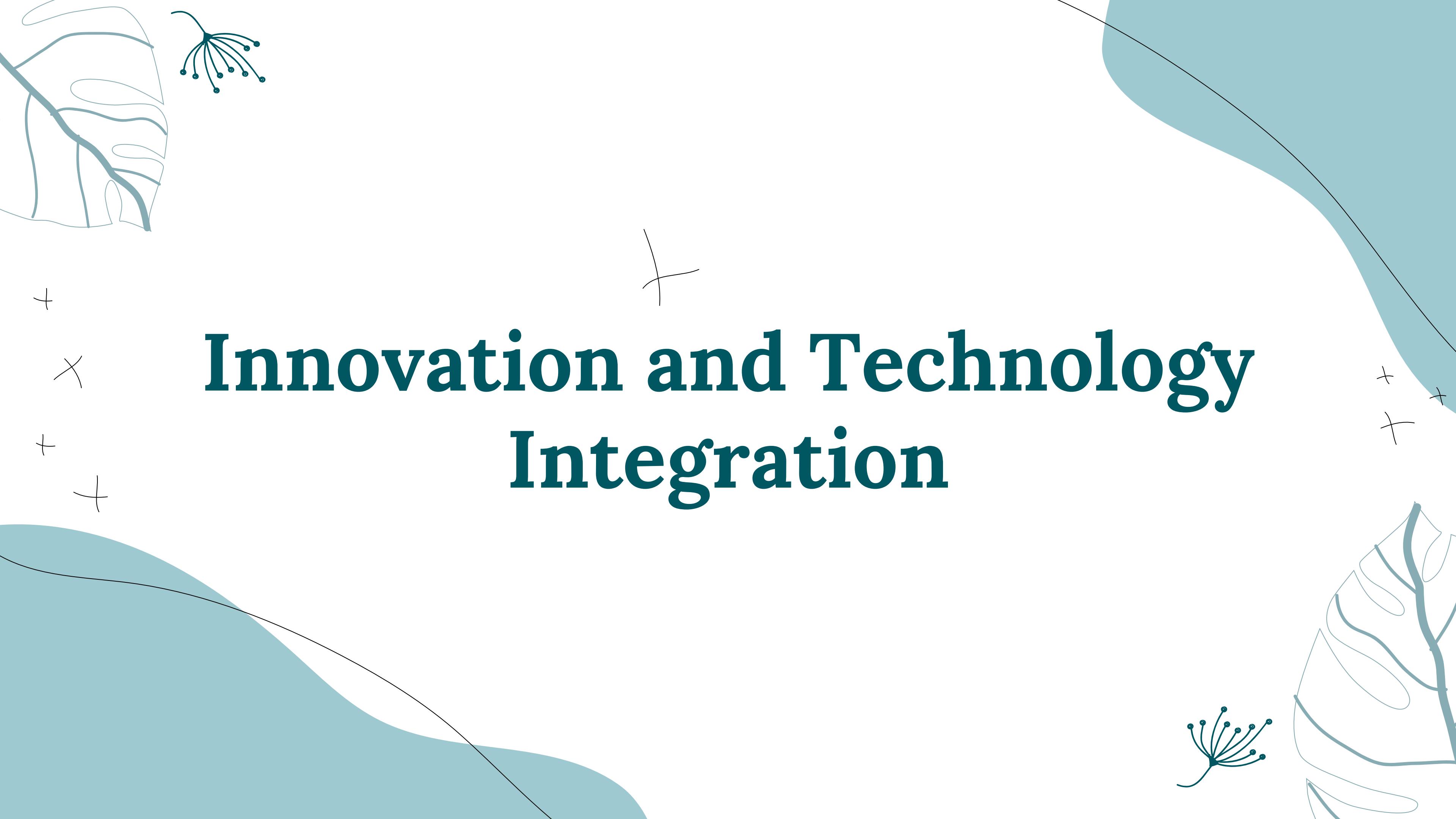
# Marketing Mix (4Ps)

## Price:

- Mid → slightly high price range
- Comparable to ILIA, Kosas, Rare Beauty
- Price justified by clean ingredients, strong performance, and charitable giving



# New Strategic Initiative

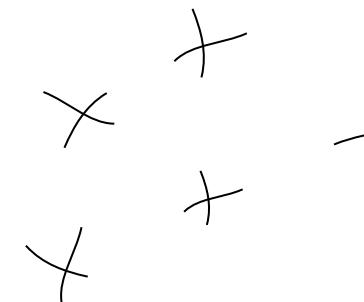
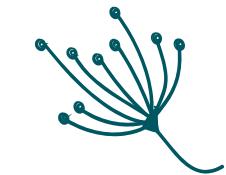


# Innovation and Technology Integration

# Innovated Marketing Strategy: Skin + Lash Virtual Lab

- Thrive could introduce “Skin + Lash Virtual Lab” an interactive digital experience that could analyze a customer’s skin tone, makeup shades, and beauty goals to give personalized recommendations.
- New technology: Augmented reality, (AR) enables real-time product try-ons, allowing customers to virtually test different products before purchasing.
- Advanced data analytics can gather insights from user interactions such as most-requested shade matches, common skin concerns, and trending product combinations.

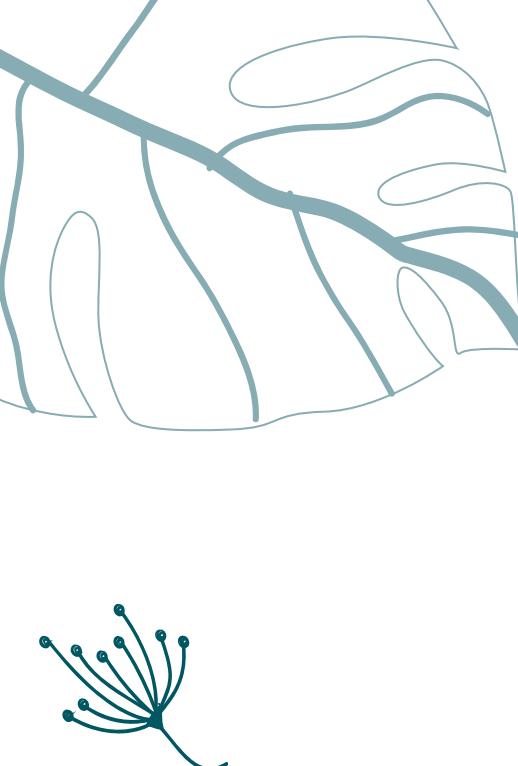
# Customer Engagement & Brandy Visibility



- Skin + Lash Virtual lab gives shoppers an interactive, personalized experience they can't get from traditional product pages
- The Virtual Lab keeps customers on the site longer by letting them experiment with try-ons, turning passive browsing into active participation.

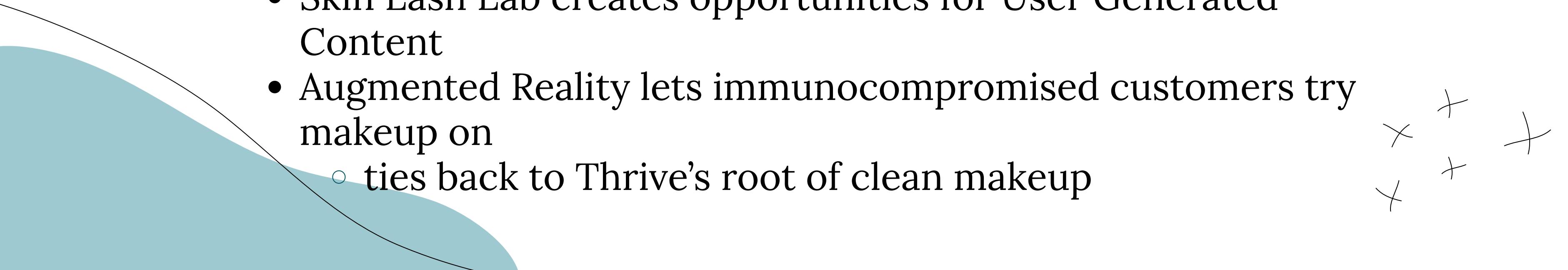


# Growth and Stakeholder Value



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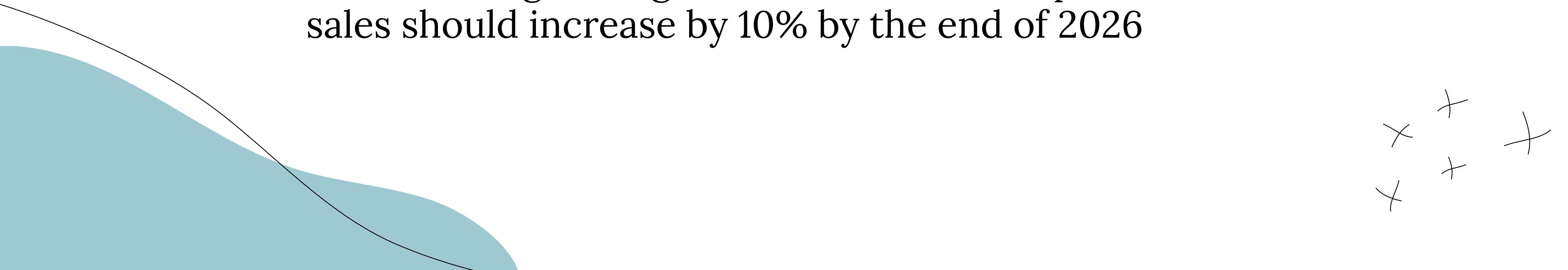
- Skin + Lash Lab makes customer's experience better
  - “Personalization is no longer a suggestion for businesses that want to offer a great customer experience – it’s required to stay competitive”(Adobe Communications Team,2022)
- Augmented Reality allows for customer's to make educated purchases
  - Employees have to deal with less returns
  - Company spends less money on shipping, handling, packaging
  - More purchases
- Skin Lash Lab creates opportunities for User Generated Content
- Augmented Reality lets immunocompromised customers try makeup on
  - ties back to Thrive's root of clean makeup





# Growth and Stakeholder Value

- Thrive can measure success and growth by
  - Tracking the amount of “clicks” on the Skin + Lash Lab
  - amount of Augmented Realities created
  - Purchases made off of the Skin + Lash Lab platform
  - amount of time spent on the platform
  - user interaction with the rest of the website
- By the end of 2026, Thrive will have the goal of at least 10% of sales being through the Skin + Lash Lab platform. Overall, sales should increase by 10% by the end of 2026



# Summary

## Business Overview:

Thrive Causemetics is a privately owned beauty and wellness company.

Their basis is in philanthropy and volunteerism.

## SWOT Analysis:

Thrive Causemetics is strengthened by its clean, vegan products and mission-driven brand. However, its higher prices, limited shades, and mainly online presence create challenges.

**Marketing Mix:** Thrive uses quality, mission driven products, strong online promotions and pricing that could get maximum customers.

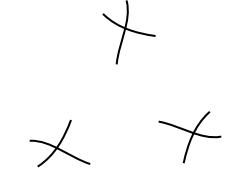
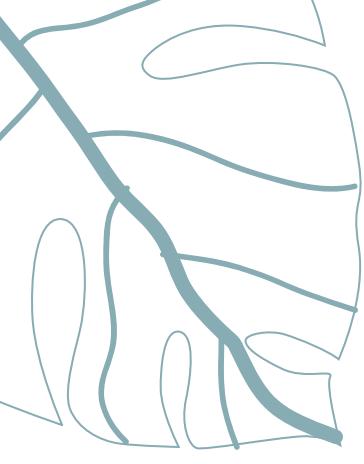
**Marketing Objectives:** Thrive uses SMART goals in order to strengthen brand awareness, improve retention rates and increase revenue

# Summary

**Target Audience:** Thrive gears towards middle-aged women looking for clean ingredients in their makeup & skincare. They need some help catering towards the younger generation, but do that with some products.

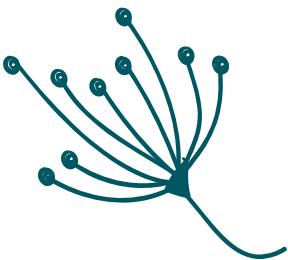
**Innovation & Technology:** Thrive could add “Skin+Lash Virtual Lab” designed to help people select their products wise ease. They would use data analytics and augmented reality to track the benefits of it.

**Growth and Stakeholder Value:** the Skin + Lash Lab platform will increase sales and make the experience better for the customer, company and employees.



# Thank you!

Do you have any questions?



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# References

Mascara Photo: <https://th.bing.com/th/id/OIP.aOMfPkKqBKpbwihXIn2JuQAAAA?w=195&h=195&c=7&r=0&o=7&dpr=1.5&pid=1.7&rm=3>

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Thrive Cosmetics Photo: Work Cited

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