



Rooted
BEAUTY



Brief History

Founder Kim Garrett '12 graduated from Grove City College with a degree in Entrepreneurship. In 2012, Kim partnered with fellow GCC alum, Sharon Seiter, to launch Rooted Beauty. Through Rooted Beauty's giveback initiative, the Woman2Woman Project, more than 100 women from South Asia have been equipped to escape from extreme poverty.

About Rooted Beauty

Founded by Kim Garrett '12, Rooted Beauty is a skincare brand dedicated to creating natural beauty solutions. Rooted Beauty products are carefully formulated to ensure they produce visible improvement in skin. Every Rooted Beauty product is powered with R7 Complex, its own signature blend of antioxidants made from natural and powerful root extracts. The entire product line uses gentle, natural ingredients to ensure comfort and results for all skin types.

Behind the Passion

"I always found myself in the beauty aisle at the store," says Kim. "This passion stayed with me as I entered college and began to learn more about slavery, poverty, and sex trafficking. As I continued through college, I realized that I wanted to help and make a difference, which is how Rooted Beauty developed...mixing skincare with the opportunity to empower women around the world."



Team

Kim Garrett '12 - Co-Founder/CEO
B.S. in Entrepreneurship
Sharon Seiter '12 - Co-Founder
B.S. in Entrepreneurship



Milestones

2012: Rooted Beauty is incorporated
2013: Achieved distribution in Whole Foods Market
2014: Achieved distribution in Giant Eagle + HEB
2015: Achieved retail partnerships with Target and Barnes & Noble College Bookstores
2016: Acquired by industry-leading natural personal care company Seventh Generation