



About Rooted Beauty

Founded by Kim Garrett '11, 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.



Team

Kim Garrett '11, B.S. in Entrepreneurship - Co-Founder/CEO
Sharon Seiter '12, B.S. in Entrepreneurship - Co-Founder



Brief History

Founder Kim Garrett graduated from Grove City College with a degree in Entrepreneurship in December 2011. 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.

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."



Milestones

- 2012:** Rooted Beauty is Incorporated
- 2013:** Achieved Distribution in Whole Foods Market
- 2014:** Achieved Distribution in Giant Eagle + HEB
- 2015:** Achieved Retail Partnership with Target + Barnes & Nobles College Bookstores
- 2016:** Acquired by Industry-Leading Natural Personal Care Company Seventh Generation