



**Dear Beauty Entrepreneurs, Executives, Influencers, Salon Professionals, Millennials and Big Dreamers:**

I wrote this book, *Evolving Beauty, The Business of Beauty in a NEW AGE* just for YOU. After working with over 50 brands, for over a decade, I wanted to impart some essential insider tactics to help grow your business in this critical time in beauty history. A NEW AGE OF BEAUTY. A time in history with dynamics that have **never** existed. The New Age of Beauty includes: the communication of social media, the sales of e-commerce, the explosion of the multi-cultural population, and a brand dynamic matrix of consumer and product cycles in the beauty industry--an age we've **never experienced before**.

As a Culturalist, I understand how beauty affects women globally, since the beginning of time and still today. Perhaps more importantly, the monetizing power beauty has. According to Mintel, a leading research company, the ethnic hair care industry is estimated to reach **\$876 million by 2019**. (*a modest estimate that excludes weaves, wigs, beauty supply store direct sales, styling tools and e-commerce sales*).

While building brands at my consultancy, Shine Beauty Culture (Est. 2007), we uncovered a triad of *new* dynamics that require *new* solutions in today's business, the NEW AGE OF BEAUTY. I am pleased to introduce the *Beauty Breakthrough Theorem™ (BBT™)* a proprietary theorem to help navigate the brand building journey. A smart decision-making compass for small and large brands during the challenging marketing-mix decision stages.

My goal in writing this book is to educate and provide marketing and communication insider tactics you can't get anywhere else, for success in the NEW AGE OF BEAUTY. There are four learning objectives for *Evolving Beauty*.

1. To provide a historical foundation in beauty as it relates to Multi-Cultural beauty in the U.S. Coupled with the importance of diversity. Inclusion is not an option. It's a requirement. The artistry in the beauty industry helps unify us all.
2. To share proven modern, insider marketing tactics *with* digital 2.0 strategies for long-term success for all--the manufacturer and the influencer.
3. To introduce the Beauty Breakthrough Theorem™ globally - a compass for small and large brands as they make critical decisions to build brands.
4. And lastly, I want brands to win and win big. As an entrepreneur, I understand consumer acceptance, business stage and product life cycles. I want small businesses to become big businesses, and big businesses to become legacy brands.

Thank you for purchasing my debut book, *Evolving Beauty, The Business of Beauty in a New Age*. I am sincerely appreciative of the positive response I've garnered from this book. May you always EVOLVE!

Love & Light,

A handwritten signature in black ink, appearing to read 'Phylencia Taylor', is written over a light-colored background.

**Phylencia "PT" Taylor, Author**