e.l.f. BEAUTY

PRESS KIT

e.l.f. rhode NATURIUM W3LL PEOPLE

WHO WE ARE

We put the “E” in Every

Our ethos powers our purpose — and everything we do.

It’s grounded in three beliefs:

We encourage self-expression, empower others and embody our ethics.

Our purpose: to make the world a better place FOR EVERY eye, lip and face.

Follow the “For Every” threads across our impact — from our people to our planet, and bold actions in between.



WHO WE ARE

OUR PERSONA

We’re a bold disruptor with a kind heart.

OUR BRANDS













e.l.f.
Premium-quality makeup at mic-drop prices.

e.l.f. SKIN
Premium-quality skin care at get-real prices.

e.l.f. HAIR
Prestige-quality haircare at prices you can root for.

rhode
Curated skin care essentials and hybrid makeup.

NATURIUM
Biocompatible, clinically-effective skin care.

WELL PEOPLE
High-performance clean beauty, powered by plants.

WHAT WE DO

OUR VISION

To create a different kind of company by building brands that disrupt norms, shape culture & connect communities through positivity, inclusivity and accessibility.

OUR MISSION

We make the best of beauty accessible to every eye, lip and face.

OUR PURPOSE

We make the world a better place for every eye, lip and face.

Encourage Self-Expression

We celebrate diversity and make the best of beauty accessible.

Empower Others

We provide equal opportunities for growth and success.

Embody Our Ethics

We strive to do the right thing for people, the planet and our furry and finned friends.

WHY WE DO IT

OUR VALUES: WHAT WE BELIEVE

Win as one team, one dream

Champion high-performance teamwork

Delight our community

Do the right thing

Move at e.l.f. speed

Embrace change

OUR CULTURAL NORMS: HOW WE BEHAVE

We partner without boundaries. We're driven by a shared vision and tied to shared outcomes. No one is constrained by role or title. We meet the moment and treat our partners as part of the team.

We make each other better. We build passionate relationships, engage in healthy conflict and embrace mutual accountability in service of stronger performance and shared success.

We operate with zero distance. We stay deeply connected to the people we serve. We remove friction between insight and action, with leaders as accessible to our community as they are to our own teams.

We stand up for what we believe in. We lead with a kind heart. We courageously use our platform to make a positive difference in the communities we serve.

We lead with a bias for action. We move fast with intention. We choose progress over perfection because decisions get better through action, not delay.

We're humble and hungry. We are driven by curiosity and never assume we have all the answers. We fearlessly conquer new frontiers because we believe anything is e.l.f.ing possible.

HOW WE DO IT

OUR SUPERPOWERS

Premium Quality

We have the unique ability to deliver better-than-prestige holy grails.

Accessible Pricing

Our jaw-dropping value is the ultimate e.l.f. OMG.

Universal Appeal

We are for every eye, lip and face.

e.l.f. Clean

We exclude 2,500+ ingredients from our formulas to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.

Vegan

Our products are formulated without animal-derived ingredients or by-products.

Cruelty Free

We are proudly 100% cruelty free worldwide.

Fair Trade Certified™

74% of our products are made in Fair Trade Certified™ facilities.



OUR PERFORMANCE

e.l.f. Beauty at a glance

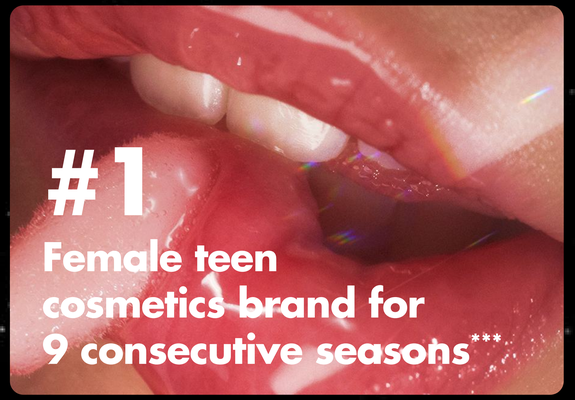
31
Consecutive quarters of net sales growth

1 of only 6
Public consumer companies — out of 516 — that has averaged at least 20% quarterly sales growth for 31 straight quarters*

TIME
World's Best Brands

FAST COMPANY
Best Workplaces for Innovators

#1
Brand in the U.S. by unit share**



#1
Female teen cosmetics brand for 9 consecutive seasons***

Forbes
Best Brands for Social Impact

Great Place To Work. Certified 2025 USA

Great Place to Work® Certified™

*Factset, Company estimates as of 11/05/26

**Nielsen XAOC latest 52 week period ending 12/27/2025, Color Cosmetics category

***Piper Sandler "Taking Stock with Teens" Survey, Fall 2026

OUR PEOPLE

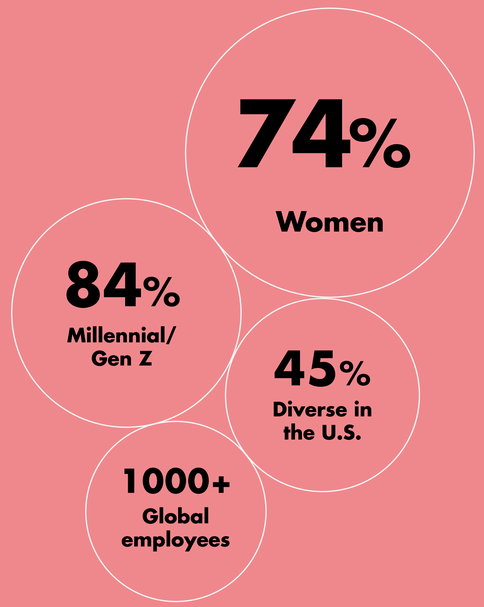
The power behind our performance is our people

Inclusivity in the boardroom

<1%

of 3,600 publicly traded companies in the U.S. with a Board of Directors that is at least 60% women and at least 40% diverse.

Reflecting the diverse communities we serve



Every e.l.f. is an owner

>$300M

in equity granted to the e.l.f.z, excluding the executive team, since IPO.

Industry-leading employee engagement

95%

of employees say e.l.f. is a great place to work

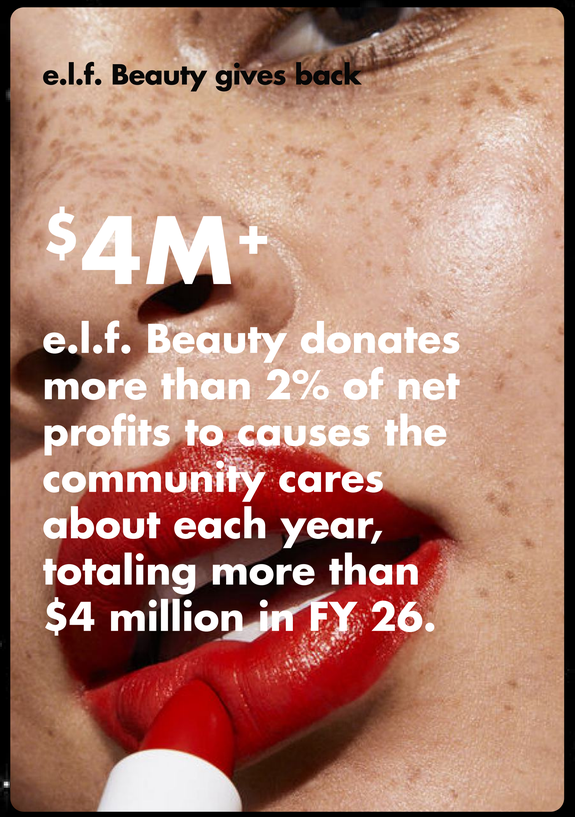
96%

of employees are proud to tell others they work here

*ISS ESG as of 09/30/26

OUR COMMITMENTS & IMPACT

Making an e.l.f.ing impact



e.l.f. Beauty gives back

$4M+

e.l.f. Beauty donates more than 2% of net profits to causes the community cares about each year, totaling more than $4 million in FY 26.

e.l.f. clean standards

2,500+

ingredients excluded from our formulations to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.

Responsible sourcing

74%

of our products are made in Fair Trade Certified™ facilities.

FAIR TRADE CERTIFIED FACTORY

Double cruelty-free certification

100%

proudly cruelty free worldwide

crueltyfree **Peta Certified**

Leaping Bunny Certified

OUR EXECUTIVE TEAM



Tarang Amin

Chairman & Chief Executive Officer, e.l.f. Beauty

Tarang has been leading innovation for over 30 years, inspiring high-performance teams to unlock their full potential and drive growth for world-class consumer brands.

Since joining e.l.f. Beauty as Chairman and Chief Executive Officer in 2014, Tarang took the company public (NYSE:ELF) in 2016 in one of the most successful beauty IPOs and has grown shareholder equity from $135 million to over $6 billion. Under his leadership, the business has strategically expanded into a multi-brand portfolio that includes e.l.f. Cosmetics, e.l.f. SKIN, e.l.f. Hair, Well People, Naturium and rhode. Tarang has been recognized as Fortune's 100 Most Powerful People in Business, Barron's Top CEOs, and Fast Company's Modern CEO of the Year, amongst others.

Tarang is an Advisory Board Member of the Coach K Center on Leadership & Ethics at Duke University's Fuqua School of Business and serves on the Boards of Pharmavite and J. M. Smucker (NYSE: SJM). He is a member of The Conference Board's The CEO Center and The Wall Street Journal's CEO Council.



Mandy Fields

Chief Financial Officer, e.l.f. Beauty

Mandy Fields is currently Chief Financial Officer at e.l.f. Beauty (NYSE: ELF), a role she's held since 2019. Under Mandy's leadership, e.l.f. Beauty has delivered 31 consecutive quarters of net sales growth, almost eight continuous years of growth. e.l.f. is 1 of only 6 public consumer companies out of 516 that has grown for 31 straight quarters.

Prior to e.l.f., Mandy served as Chief Financial Officer at BevMo!. At BevMo!, she transformed the supply chain and drove growth in a highly leveraged company. Prior to BevMo!, Mandy was Vice President of Finance & Analytics for Albertsons Companies, managing the P&L of the company's $13 billion-dollar multi-brand private label portfolio. Previous, Mandy worked at The Gap, Inc. and J.P. Morgan.

Mandy serves as Board Director at Sonos, Inc. (Nasdaq: SONO) and TruStage™ as of January 2026. She is also a member of CNBC's CFO Council. Mandy holds a Bachelor of Science in Finance from Indiana University's Kelley School of Business.

Mandy has most recently been recognized with the 2026 CEW's Achiever Award.



Kory Marchisotto

President, e.l.f. Brands

The personification of e.l.f.'s renegade spirit, Kory's fearless approach to brand building has helped fuel e.l.f. Beauty's 31consecutive quarters of net sales growth and grow e.l.f. Cosmetics into the most purchased brand nationally among Gen Z, Gen Alpha and Millennials.

Since joining in 2019, Kory has spearheaded an award-winning, disruptive marketing engine that redefines the boundaries of what's possible and codified the company's game-changing purpose platform. Appointed president of e.l.f. Brands in April 2026, she is leveraging her passion for e.l.f. Cosmetics and e.l.f. SKIN to expand across categories and geographies by launching e.l.f. Hair and e.l.f. POP and bringing e.l.f. Cosmetics to Brazil with Sephora. She continues to fuel the enterprise growth engines across the e.l.f. Beauty portfolio, including Naturium, Well People and rhode.

Kory joined the Board of Directors of Dutch Bros. in February 2025 and launched the "Uncensored Renegades" podcast with Jon Evans in January 2026.

She has been recognized as a powerful change agent and inspirational leader by Fast Company (10 Visionary CMOs), WWD (25 Most Inspiring Women), Forbes (Entrepreneurial CMO 50), Ad Age (Leading Women) and more.

OUR EXECUTIVE TEAM



Scott Milsten

Senior Vice President, General Counsel & Chief People Officer, e.l.f. Beauty

Scott Milsten joined e.l.f. Beauty in 2014 and currently serves as Senior Vice President, General Counsel and Chief People Officer. With over 15 years of experience as an executive officer, he has successfully implemented transformative organization change and driven significant increases in enterprise value.

In his current role at e.l.f., Scott led the company to a highly successful IPO in 2016 (NYSE: ELF), which has sustained category-leading growth. Scott has expertise in implementing corporate governance best practices, negotiating acquisitions and dispositions, handling SEC reporting and securities compliance, managing litigation and designing ESG initiatives and programs.

In his expanded role as Chief People Officer for e.l.f., Scott fuels a workplace culture of empowerment, inclusion, positivity and equal opportunity. He developed the company's progressive employee initiatives, including a total compensation program that rewards every e.l.f. employee with equity and high-bonus potential based on performance.

Prior to e.l.f., Scott served as Senior Vice President and General Counsel for both Schiff Nutrition (NYSE: SHF) and Celera Corporation (Nasdaq: CRA), guiding both to sales to strategic buyers. He began his career as a mergers and acquisitions attorney.



Josh Franks

Senior Vice President, Operations, e.l.f. Beauty

Josh Franks joined e.l.f. Beauty in 2020 as Senior Vice President, Operations, bringing 20 years of operations and supply chain experience. Prior to e.l.f., he served as Senior Vice President of Operations at Lyrical Foods, makers of innovative plant based dairy substitutes under the Kite-Hill brand. Before Lyrical, Josh was Vice President of Operations at Raybern foods, a vertically integrated frozen food manufacturer. Prior to that, he spent seven years with Del Monte Foods in supply chain positions of increasing responsibility. Josh holds a Bachelor of Science in Business Administration with concentrations in Operations Management and Supply Chain Management from North Carolina State University.



Nick Vlahos

Chief Executive Officer, rhode

Nick Vlahos is the Chief Executive Officer of rhode, the award-winning skincare brand founded by Hailey Rhode Bieber. He joined the company in February 2024, bringing decades of leadership across consumer goods, beauty, and retail. Under his guidance, rhode has become a global force in beauty, known for its minimalist formulations, viral product innovation, and deeply engaged community.

In 2025, Nick helped lead the landmark $1 billion acquisition of rhode by e.l.f. Cosmetics (NYSE: ELF), marking the fastest beauty brand to reach a $1 billion exit in industry history. He continues to serve as rhode's CEO and is a member of e.l.f. Beauty's executive leadership team, driving innovation and strategic growth across the expanding portfolio.

Prior to rhode, Nick was CEO of The Honest Company (NASDAQ: HNST) from 2017–2023, guiding the brand through its 2021 IPO and leading growth in innovation, retail expansion, and digital marketing. He previously spent more than two decades at The Clorox Company, ultimately serving as Executive Vice President and Chief Operating Officer.

A recognized transformational leader, Nick has guest-lectured on consumer products strategy at Harvard, Duke, and Northwestern. He lives with his family in Laguna Beach, California.

CONTACT US

Got a question? Send us a note. 💌

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Download our assets

Click the link below to download e.l.f. Beauty logos, executive team headshots and brand product imagery.

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