

elf.

BEAUTY

PRESS KIT

elf.

rhode

NATURUM

WELL PEOPLE

WHO WE ARE

We put the “E” in Every

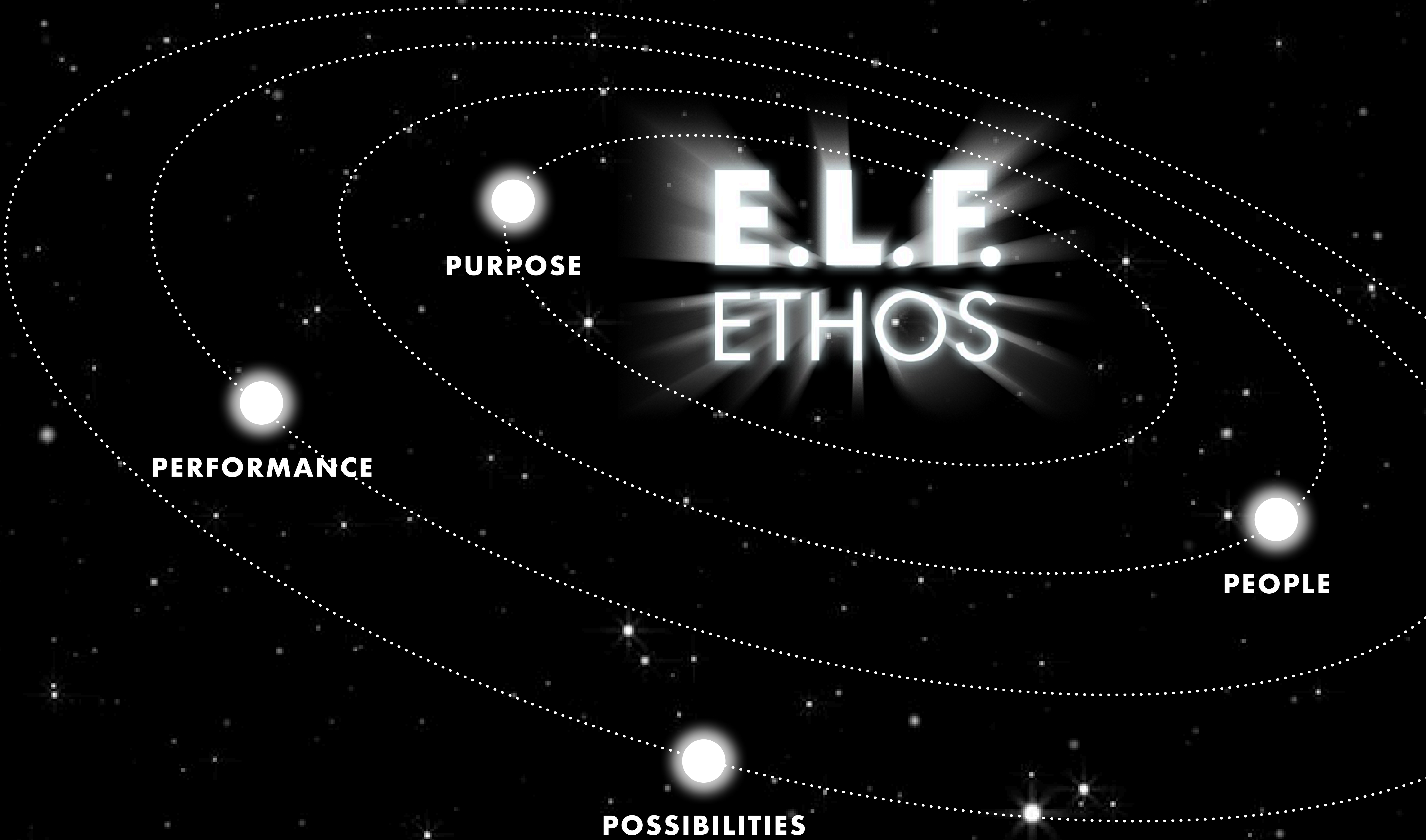
Our ethos powers our purpose — and everything we do.

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



elf
eyes.lips.face.



elf
SKIN



rhode



NATURUM



WELL
PEOPLE

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.

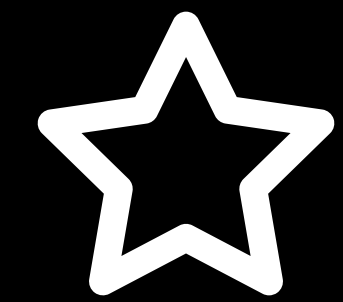
We stand up for what we believe in. We lead with a kind heart. We courageously use our platform to make a positive difference in the communities we serve.

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.

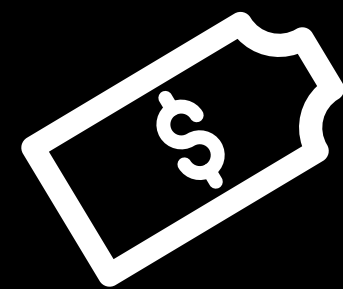
HOW WE DO IT

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.



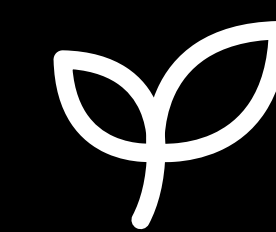
Universal Appeal

We are for every eye, lip and face.



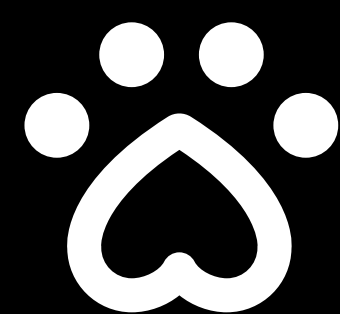
e.l.f. Clean

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™

73% of our products are made in Fair Trade Certified™ facilities.



OUR PERFORMANCE

e.l.f. Beauty at a glance



30
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 30 straight quarters*



TIME
World's Best Brands

FAST@COMPANY
Most Innovative
Companies 2025

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



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

Forbes
Best Brands for Social
Impact



Great Place to Work®
Certified
2025
USA

*Factset, Company estimates as of 08/05/26
**Nielsen XAOC latest 52 week period ending 12/27/2025, Color Cosmetics category
***Piper Sandler "Taking Stock with Teens" Survey, Fall 2025

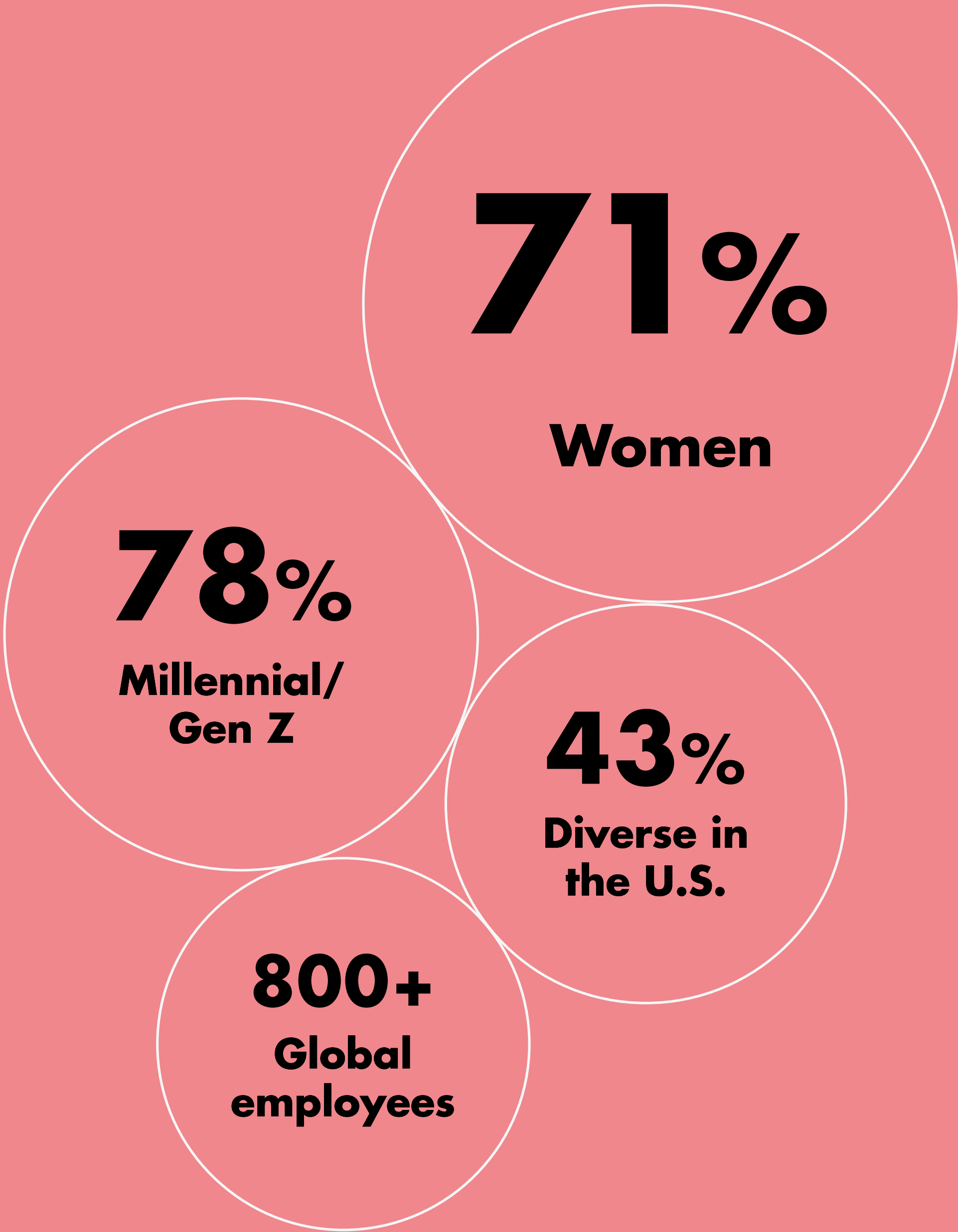
OUR PEOPLE

The power behind our performance is our people

Inclusivity in the boardroom

<1%
of 3,700 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 to 500+ e.l.f.z since 2014 excluding the executive team

Industry-leading employee engagement

94%
of employees say e.l.f. is a great place to work

97%
of employees recommend working at e.l.f.

OUR COMMITMENTS & IMPACT

Making an e.l.f.ing impact

e.l.f. Beauty gives back



2%
of our profits were donated in 2025 to drive positive impact in our communities. That's \$2.5 million.

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



73%
of our products are made in Fair Trade Certified™ facilities.



Double cruelty-free certification

100%
proudly cruelty free worldwide

 **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 nearly \$8 billion. Under his leadership, the business has strategically expanded into a multi-brand portfolio that includes e.l.f. Cosmetics, e.l.f. SKIN, Well People, Keys Soulcare, Naturium and rhode. Tarang has been recognized as Fortune’s 100 Most Powerful People in Business, Barron’s Top CEOs, Fast Company’s Modern CEO of the Year and Thinkers 50 Leaders 50.

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. He is a member of The Conference Board’s Committee for Economic Development 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 30 consecutive quarters of net sales growth at an average of >20% growth per quarter. e.l.f. is 1 of only 6 public consumer companies out of 546 that has grown for 30 straight quarters and averaged at least 20% net sales growth per quarter.

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 as Modern Retail People Who Shaped Retail in 2025.



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 30 consecutive quarters of net sales growth, growing e.l.f. Cosmetics into the No. 1 favorite for Gen Z and the No.1 most-purchased cosmetics brand for Gen Alpha and Millennials.

A bold disruptor with a kind heart who has been building brands for decades, Kory started her career at LVMH and Puig, before spending 18 years at Shiseido, transforming prestige brands and business models across divisions. Since joining e.l.f. Beauty in 2019, Kory has defined the company’s game-changing purpose platform and strategically expanded the company’s portfolio to include e.l.f. SKIN, Naturium, Well People, Keys Soulcare and rhode.

Kory joined the Board for Dutch Bros. in February 2025.

Kory launched “Uncensored Renegades” with Jon Evans, a weekly podcast on leadership, culture and modern marketing.

Recognized as a powerful change agent and inspirational leader by Fast Company (10 Visionary CMOs), WWD (25 Most Inspiring Women), Business Insider (27 Most Innovative CMOs in the World), Forbes (Entrepreneurial CMO 50) and more, Kory continues to show the world that anything is e.l.f.ing possible 🌈.

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.



Fanny Xu

Vice President, General Manager, China Operations, e.l.f. Beauty

Fanny Xu is Vice President, General Manager, China Operations, e.l.f. Beauty, and assumed the role in 2014. She oversees the Asia Operations teams inclusive of research & development, sourcing, quality, planning, production and logistics. Fanny is responsible for leading e.l.f.'s supply chain operations in China with a focus on optimization, digitization and sustainability.

With over three decades of experience in the beauty industry as well as the international business practices, Fanny previously served as General Manager of The Mary Kay Supply Chain in which she developed strategies and led the global sourcing and manufacturing teams. Prior to Mary Kay, she was the Associate Supply Chain Director of Johnson & Johnson Medical, Greater China region and held the Sales Manager position at Holly, an iron and steel company headquartered in Hong Kong. Fanny's professional journey started at Swallow Cosmetics, a Japanese haircare company.

Fanny holds a bachelor's degree in International Business from Shanghai University and a Master of Business Administration from the joint program of Shanghai Finance and Economics University, China and Webster University, U.S.



Jennie Laar

Senior Vice President, Chief Commercial Officer, e.l.f. Beauty

Jennie Laar joined e.l.f. Beauty as Chief Commercial Officer in 2022. In this role, Jennie is responsible for overseeing the commercial strategy, development and expansion for five brands across North America, Europe and Asia. Jennie has been instrumental in growing brand awareness through space expansion in existing retailers, building new partnerships and accelerating international launches, and expansions within existing regions.

Jennie has almost 30 years of experience leading global sales and merchandising teams in the beauty and retail sectors. She has a strong track record of spearheading significant global brand expansions and a broad expertise in retailer.

OUR EXECUTIVE TEAM



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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