



LUX GLAM CO.

CATALOG



OUR STORY

In 2013, we were both waitressing at a popular Atlanta gentlemen's club. Seeing the wealth and extravagance all around us, we wanted more and knew we had the hustle to make it happen. We noticed the trend of women going to great lengths and paying big bucks to get dolled up. After all, Atlanta was the mecca of urban luxury lifestyle and girls were always glamorous.

We started with eyelash extensions, taking a course to become certified. Then we sold everything and risked it all to move to Miami, where the women and beauty were abundant. A chance Instagram DM Kenisha sent to a

former classmate allowed us the opportunity to do lashes of a popular social media personality. From there, the business took off. We were just two best friends with drive and hustle that created a client base of beauty influencers, models, dancers, and Miami's "it" crowd. In the first year, we made \$100k on eyelashes alone.

Knowing we could do more, we ventured into teaching courses, then retailing products to fellow entrepreneurs. Our customer-based model turned quickly into B2B, in which we found an impactful way to grow the business and empower others. To date, we have helped

200 entrepreneurs and expanded the brand by adding new product lines and offerings.

Whether it's teaching the skills to grow others' businesses or offering beautifying products and services, Lux Glam Co is about empowering women by giving them the tools to feel beautiful. It's not about changing how you look; it's about enhancing your natural beauty to feel your best so you can be your best. Because *Glam is powerful*.

Xoxo,
Kenisha and Tyshana

A close-up, profile view of a woman's face, focusing on her eyes, nose, and lips. She has dark, well-defined eyebrows, long black eyelashes, and shimmering gold eyeshadow. Her lips are coated in a vibrant, glossy red lipstick. A small, clear stud earring is visible on her nose. The skin has a warm, natural glow.

GLAM
EYES

Radiant Tone



Matte Tone



6 pc. EYESHADOW PALETTE

Use the clear and radiant shades to highlight the brow bone and give your eyes flare. Apply to the entire eyelid to create a warm base, allowing the highlights to be blended naturally. The middle tones in the palette are perfect for the fold of the eye and perfectly complement the colors for the eyelid and outer corners, giving an effortless look.

EYELINER ULTRA BLACK

Frame and highlight your eyes and lashes with this felt-tip eye pen. The silky smooth formula goes on easily for a perfect line that lasts all day.





MASCARA VOLUME & WATERPROOF

With its excellent formula and special brush, this mascara adds major volume and length to your lashes, giving it a fuller and more prominent look all day long.



EYELIP PENCIL

The fun and bold colors are the perfect standout accessory to your makeup kit. The pointed tip of the pencil allows for precision along your lip or eye. Layer with your favorite gloss or lip stick to make lips look fuller or apply on your waterline to make your eyes sparkle.



**BOLD
LIPS**

MATTE LIPSTICK

With its highly pigmented matte formula, these lipsticks give a velvety look. Enriched with Hyaluronic acid and Vitamin E, these lippies moisturize and smooth lips. Buildable and easy to spread, the bold shades are comfortable for all-day wear.





BOSS
BROWS



EYELASH & EYEBROW TINT CREAM

Boss up your brows and lashes with this bold tint and save yourself a trip to the salon. The rich formula is highly pigmented and easy to use. Get pro results at home in just 5 minutes!



DAY
GLOW

BEAUTY KIT

DAY GLOW

Brunch with the girls or a big zoom meeting? Our “Day Glow” kit will give you a light “beat” that looks like golden hour all day. Our warm neutral tones will enhance your natural beauty and have you sitting pretty without effort. Try a pop of color with our eyelip pencils and our buildable lip tones with your favorite gloss or by itself to achieve that sun-kissed glow.





A close-up photograph of two women's faces. The woman on the left is looking slightly to the right, wearing a black braided headwrap. She has dramatic eye makeup with gold and brown tones and bright red lipstick. The woman on the right is in profile, looking down, also wearing dramatic eye makeup and bright red lipstick. The background is a soft, neutral brown.

GLAM
NIGHT OUT

BEAUTY KIT

GLAM NIGHT OUT

Whether it's date night or ladies' night, our "Glam Night Out" kit will take the hassle out of getting ready and have you feeling and looking your best. Try out sultry red lips or a smokey cat eye for that sexy vixen look or go full glam. With a couple of bold shades to choose from, you can pop them in your makeup bag for a quick switch-up from dinner to dancing.





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