

10X STAGE AGENCY

Ginger King

President of Grace Kingdom Beauty, over 3,000 products developed from head-to-toe in beauty



GINGER KING

Ginger King has been passionately creating beauty products from concept to finish since 1995. As a top award-winning cosmetic chemist, Ginger King is a go-to expert who's been featured in magazines like *Allure* and *New Beauty*.

She helps beauty professionals struggling with ineffective products in the marketplace make a greater impact on the beauty industry through creating their own beauty line that offers customers highest quality products. She is well-versed in innovative concepts, creative product formulation, advanced technology applications, ergonomic package development and impactful competitive analysis.

Ginger has developed over thousands of products, from haircare to skincare, and suncare to color cosmetics. Her claim to fame products include the revolutionary first-to-market Joico ICE SPIKER, water-resistant hair glue, Freeze 24.7 Ice Shield, SPF 15 face wash and Avon Advance Techniques Color Protection series. Her Avon True Color Eyeshadow and Daring Definition Mousse Mascara have also been selected as finalists for CEW (Cosmetic Executive Women) for 2005 and 2006 respectively.

Ginger King is on a mission to impact 100 million beauty-focused consumers to improve their appearance through purpose-driven beauty products by 2028.

OUR CLIENTS ARE RAVING

"I love working with Ginger! She is a true expert in her field and gives you an honest opinion, which is hard to find these days! I highly recommend her to anyone looking for formulations or just general beauty industry advice."

— **CHELSI OESTREICH, SENIOR MARKETING CONSULTANT IN BEAUTY**

INTRODUCTION TO **GINGER'S TALK**



3 Steps To Start And Build Your Own Beauty Line From Scratch

Many people in the beauty industry "don't know what they don't know." They are unaware of the possibility of creating their own beauty line and are not sure where to begin. In her talk, Ginger outlines the 3 steps to start and launch a beauty line and what it takes to get seen and noticed in the industry. She covers the pros and cons of private label, working with a contract filler, and working with an independent consultant.

WHAT PEOPLE ARE SAYING

"Meeting Ginger has been a complete game changer for me and my brand. She was the life jacket I needed. Starting my beauty and wellness brand has been quite the challenge (started this in 2019), and in just a day of meeting her, Ginger's expertise made this journey much more clear. I can't tell you how many independent chemists and companies I've reached out to that led me nowhere; some never responded back and others wasted my time and money. She's quick to respond, thorough, personable, and very intelligent. You can tell she's passionate about what she does. If there's one thing I can promise you, it's that you won't be disappointed if you reach out to Ginger. She is an absolute gem, and I'm so happy I chose her to help me build a great brand. I wish I could give her more than 5 stars!"

PRINCESS JONES, BEAUTY BRAND OWNER

"I have only great things to say about Ginger. Not only is she incredibly knowledgeable about all things beauty and cosmetics (from skincare to makeup to haircare and everything in between), but she is also very prompt, reliable and responsive -- something I greatly appreciate as a beauty writer always on deadline. She is my go-to source for all beauty questions (which there are a lot of) because I know I will always get a factual, thoughtful and insightful response. Ginger is a true gem!"

REBECCA DANCER, BEAUTY EDITOR

"Ginger is truly brilliant! She is an amazing chemist, who brings her cutting-edge knowledge to everything she does, but what truly makes her unique and top of her game is how creative she is. She is also an industry marketing wiz which brings another level of expertise to all she endeavors. I would highly recommend Ginger for product development that will surely stand out in a crowd!"

GLYN EPPY, BEAUTY BRANDING CONSULTANT

Create A Successful Beauty Brand From Concept To Launch

Ginger King helps beauty professionals create the perfect beauty products they are proud to recommend and a beauty business that will lead to financial freedom and legacy.