



A promotional image for Charlotte Tilbury featuring five diverse women of various ethnicities and hair colors (dark curly, straight black, blonde wavy, and red wavy) all wearing black dresses and applying lipstick. The women are arranged in a cluster, with some holding lipstick tubes and others holding small dark red makeup cases. The background is a plain, light grey.

CHARLOTTE TILBURY



**WHEN WE FEEL OUR
MOST BEAUTIFUL
WE CONQUER THE
WORLD...**

OUR PURPOSE AND PROMISE

OUR PURPOSE



TO MAKE IT EASY FOR EVERYONE TO
BE THEIR MOST BEAUTIFUL AND
CONFIDENT. BY RADIATING
POSITIVITY, JOY, LOVE, LUCK AND
MAGIC, WE HELP LIGHT UP THE
WORLD.

OUR MISSION



BE THE NO.1 BRAND IN THE WORLD IN
ALL CATEGORIES AND GEOGRAPHIES
GLOBALLY



INNOVATOR AND EXPERT

VISIONARY

TREND CREATOR

SOCIAL

SUPERSTAR

DREAM CHASER

DREAM MAKER

EMOTIONAL CONNECTION

CHARLOTTE TILBURY IS THE UNDISPUTED VISIONARY AND DISRUPTOR IN THE BEAUTY, STYLE AND LIFESTYLE SPACE

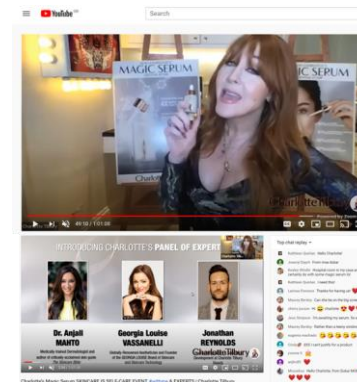
EXPERT, TREND INNOVATION



EASY



EMOTIONAL CONNECTIVITY



IN
PERSON
AND ON
CAMERA



BEST SELLING



AWARD WINNING



300+ AWARDS AND COUNTING

LOVED & TRUSTED BY CELEBS, SUPERMODELS, EXPERTS AND CUSTOMERS



SPEED DIAL TO EVERY
SUPERSTAR ACROSS THE
GLOBE

CHARLOTTE TILBURY IS A SOCIAL MEDIA, VIRAL SUPERSTAR WITH DEEP INFLUENCER, MEDIA, VIP RELATIONSHIPS AT EVERY LEVEL AND CUSTOMER CULT FOLLOWING

4.1M
INSTAGRAM
FOLLOWERS

6.1M TOTAL
SOCIAL
FOLLOWING

ABOVE
AVERAGE
INDUSTRY
ENGAGEMENT
RATE OF
2.51%

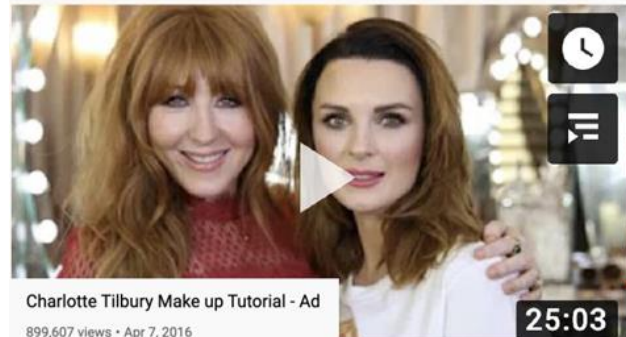
Patrick Starr IG 4.7m/ YT 4.45m



Sabrina Elba IG 320K



Pixiwoo IG 911k/YT 2.13M



Miley Cyrus IG 107M



Cindy Crawford IG 4.7M



Olivia Culpo IG 4.7M



In the Frow IG 891k / YT 631k



★★★★★ · 2 years ago
SUPER STAR COSMETICS

★★★★★ · 3 years ago
LOVE LOVE LOVE!

★★★★★ · 4 months ago
ONE WORD WOW

★★★★★ · 3 months ago
PILLOW TALK PUSH UP LASHES BEST MASCARA EVER !

★★★★★ · a month ago
MAGIC IN A JAR

★★★★★ · 3 years ago
CHARLOTTE TILBURY FOUNDATIONS ARE SUPERB!

frankiestwin23 My fave product 🥰 this is a game changer!
6d 2 likes Reply

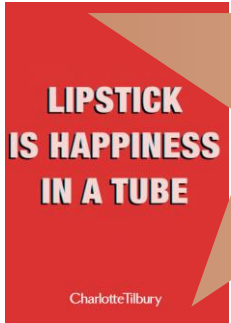
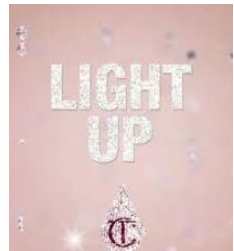
monipercast Loveee everything 🥰🥰🥰
6d 2 likes Reply

mariyabeautyx Can't wait to try this ❤️
21m 1 like Reply

ellie_new @louisemoth dreamy stuff 🥰
20m Reply

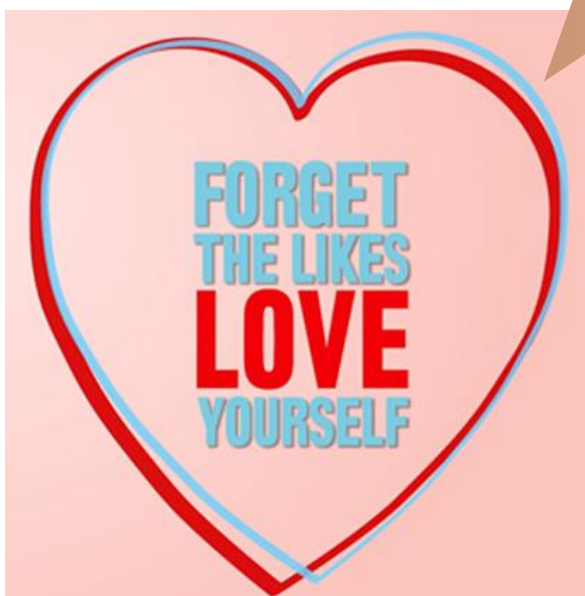
All The Details Of
@InTheFrow's Wedding
Make-Up

CHARLOTTE TILBURY IS INCLUSIVE, EMPOWERING, POSITIVE AND SPREADS HAPPINESS, MAKING DREAMS COME TRUE!



£1/\$1

Donated for every Hot Lips sold in the 1st 2 months



DARE TO DREAM IT, DARE TO THINK IT, DARE TO DO IT
Charlotte Tilbury



CHARLOTTE TILBURY **EXPERTISE** RESONATES GLOBALLY & UNIVERSALLY

TOP RANK

UK despite <10%
distribution

#1
growth
US top 20

+47 US NPD (9+)

E.Lauder +28
MAC +38
Glossier +35
Benefit +17
Kiehls +36

RECORD BREAKING

“straight in at #1” launches

Selfridges, Sephora, Dubai Mall, Lane Crawford





CHARLOTTE TILBURY **NORTH AMERICA**

TOP CT **PRODUCT RANK WINS!**

PILLOWTALK TAKEOVER!

#1
(VS #1 LY)

LIPSTICK
ORIGINAL



#1
(VS #1 LY)

LIP LINER
ORIGINAL



#4
N/A

LIPSTICK
MEDIUM



#6
N/A

LIP LINER
MEDIUM



#9
(VS #6 LY)

BLUSH
ORIGINAL



TOP 10 SKUS!

#2
(VS #5 LY)

POWDER
AFF MEDIUM



#2
(VS #7 LY)

POWDER
AFF FAIR



#4
(VS #9 LY)

HIGHLIGHTER
HOLLYWOOD BLW



#6
N/A
(VS #12 LY)

BRONZER
AIRBRUSH MED



TOP 10 FRANCHISES!

#2
VS #2 LY

LIP LINER
LIP CHEAT



#2
VS #4 LY

HIGHLIGHTER
HFF



#4
VS #7 LY

POWDER
AFF



#4
VS #8 LY

LIPSTICK
MATTE REV



#6
N/A

BRONZER
AIRBRUSH



#9
VS #10 LY

OTHER FACE
FILMSTAR



#10
N/A

CHEEK
CHEEK TO CHIC



CHARLOTTE TILBURY HAS **TOP RANKS** ACROSS MULTIPLE CATEGORIES IN NORTH AMERICA

PILLOWTALK TAKEOVER!

#1
(VS #1 LY)

LIPSTICK
ORIGINAL



#1
(VS #1 LY)

LIP LINER
ORIGINAL



#4
N/A

LIPSTICK
MEDIUM



#6
N/A

LIP LINER
MEDIUM



#9
(VS #6 LY)

BLUSH
ORIGINAL



TOP 10 SKUS!

#2
(VS #5 LY)

POWDER
AFF MEDIUM



#5
(VS #7 LY)

POWDER
AFF FAIR



#7
(VS #10 LY)

OTHER FACE
FILMSTAR L/M



#10
(VS #12 LY)

HIGHLIGHTER
HFF L/M



#10
N/A

BRONZER
AIRBRUSH MED



#11
(VS #9 LY)

HIGHLIGHTER
HOLLYWOOD BLW



TOP 10 PRODUCTS!

#2
VS #2 LY

LIP LINER
LIP CHEAT



#2
VS #4 LY

HIGHLIGHTER
HFF



#4
VS #7 LY

POWDER
AFF



#4
VS #8 LY

LIPSTICK
MATTE REV



#6
N/A

BRONZER
AIRBRUSH



#9
VS #10 LY

OTHER FACE
FILMSTAR



#10
N/A

CHEEK
CHEEK TO CHIC



CHARLOTTE TILBURY'S TOP ITEMS ARE **SUPERSTAR PRODUCTS** ACROSS MULTIPLE CATEGORIES



Rank	1	2	3	4	5	6	7	8	9	10
	Airbrush Flawless Finish – 2 Medium	Airbrush Flawless Finish – 1 Fair	Matte Revolution – Pillow Talk	Charlotte's Magic Cream – 50ml	Lip Cheat – Pillow Talk	Pillow Talk Duo Set	Instant Eye Palette – Pillow Talk	Luxury Palette – Pillow Talk	Filmstar Bronze & Glow – Fair/Medium	Setting Spray - Travel



Rank	11	12	13	14	15	16	17	18	19	20
	Setting Spray	Pillow Talk Lip Secrets	Bigger, Brighter Eye Filter - Exaggereyes	Airbrush Flawless Bronzer – 2 Medium	Matte Revolution – Pillow Talk Medium	Instant Eye Palette – Bejeweled Eyes to Hypnotise	Charlotte Darling Easy Eye Palette	Nordstrom Anniversary Charlotte's Pillow Talk Lip Secrets	Cheek to Chic – Pillow Talk	Charlotte's Magic Cream – 30ml

THE POSSIBILITIES ARE **LIMITLESS**

