

---

# GET LOUD

with e.l.f BEAUTY

2024 Merchandising Case Study

GET LOUD ABOUT SUSTAINABLE COSMETIC PACKAGING

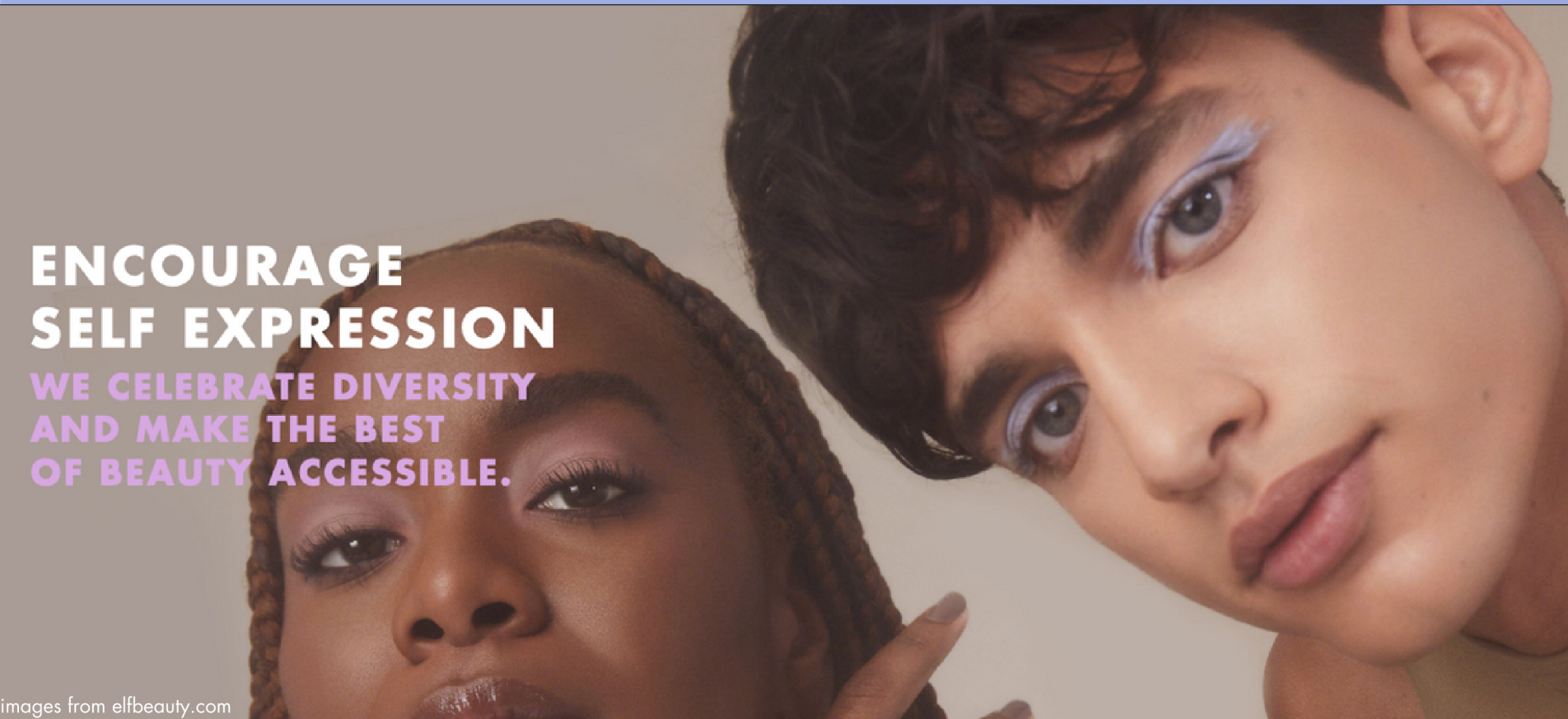
---



COMMUNITY

***we stand with every eye, lip, face, paw and fin***

e.l.f love means supporting individual expression, empowerment and human rights. We strive to do the right thing for people, the planet, our furry and finned friends.



# Contents

- Executive Summary.....3
- Brand Summary.....4
- E.l.f.'s SWOT.....5
- E.l.f.s Consumer Profile.....6
- Product Assortment.....7
- Product Swatches.....8
- Product Packaging.....9
- Materials Break Down.....10
- The Numbers.....11
- Social Implications.....12
- Marketing Campaign.....13
- Future Growth.....14
- Appendix.....15
- References.....16



# Executive Summary

GET LOUD with e.l.f. is a celebratory product platform for justice. Originating in a materials story, the revamped environmentally friendly pigment pots derived from glass and cork are the new vessels for excellent products and vehicles for social justice.

GET LOUD with e.l.f. is for

- getting loud about safe ingredients
- getting loud about equal rights
- getting loud about government legislation

E.l.f.'s deep rooted history in "building brands designed to disrupt industry norms, shape culture and connect communities through positivity, inclusivity and accessibility. Our products are clean, cruelty-free and offer unparalleled quality for price." (elf.com 2023) makes this Gen Z beloved brand the perfect choice for blooming social activity and governance.

Currently, e.l.f. is evolving. GET LOUD with e.l.f. will take their messaging to the next level to reengage the consumer with financially accessible, sustainably made products, supporting the causes they believe in, and will look stunning while doing it.

# GET LOUD About e.l.f. Beauty

"elf cosmetics remained the number one favorite cosmetics brand among teens for the third time in a row according to Piper Sandler's Semi-Annual Teens Survey, reflecting our continued appeal with Gen Z."  
(e.l.f.'s financial report)

## Environment

- "joined the Fair Trade Certified™ Program"
- "FIRST beauty company to utilize a Fair Trade Certified™ factory"
- "Project Unicorn" has eliminated 1 MILLION pounds of excess waste"
- All Products are vegan and cruelty free

(Annual Report)

## Social

- Partnered with Her Campus to create the S(E.L.F.) MADE SCHOLARSHIP which gives \$5000 to empower five women's education
- Partnered with Voto Latino Foundation to empower the Latinx community via \$10,000 donation
- Hosted a masterclass during Asian American and Pacific Islander month to elevate voices and share stories of the community
- Committed and taking action in the BLM movement via donations, internal dialogue, and publically standing in solidarity.
- partnering with the Pull Up For Change Impact Fund for a second year in support of the 2023 MAKE IT BLACK Collection.
- donated \$10,000 to Black Girls Code

(Annual Report)

## Governance

- They discuss ESG impacts on their Fiscal Impact report.
- They have a corporate governance committee that have its "Members meet at least monthly and provide regular updates"
- Looks like an impact has yet to be made, but they are actively working on it.

(Annual Report)

# GET LOUD about Sustainable Packaging

## Strengths

- use of good clean ingredients
- accessible price point
- vocal about supporting minority groups (financially)
- large product breadth

## Weaknesses

- governance council with no impact
- product packaging remains harmful to the environment
- greenhushing

## Opportunities

- improve governance with welcoming new voices
- green practices in advertising
- influencer marketing on social media
- **sustainable product packaging**

## Threats

- companies with more intune with environmentally conscious packaging
- competition in product quality from other mass brands
- to reputation if no action taken

Based on this SWOT analysis, we can see that e.l.f. has an opportunity for more sustainable packaging. Currently, their packaging is made from harmful plastics in China despite leaving the Chinese market (WWD). As sustainability continues to trend especially for Gen Z, now is the time expand.

**"Gen Z is willing to pay up to 10% more for a sustainable product"**  
(pewresearch.org)

# e.l.f.'s Consumer Profile: Cordelia

## Profile

- Cordelia
- 24 years old GenZ
- Creative Merchandiser at Anthropologie

## Values

- clean ingredients
- ethically sourced products
- recyclable materials
- animal friendly

## Daily Life

- Morning: walks her dog to get coffee before she goes to her yoga class
- Day: Goes to work
- Night: wine & dine with friends

## Goals

- become lead merchandiser
- advance spiritual practice
- get a brand deal with elf

## Hobbies

- beauty tiktoker
- brunch goer
- pottery painter
- journaling
- shopping

## Favorite Products

- elf glow wands
- ABH brow freeze
- Keihl's water cream



# GET LOUD Product Assortment

The GET LOUD product assortment features nine "pigment pots" that follow e.l.f.'s current putty blush silhouette, but is now created from dyed cork for the lid and glass for the jar, as opposed to the current plastic.

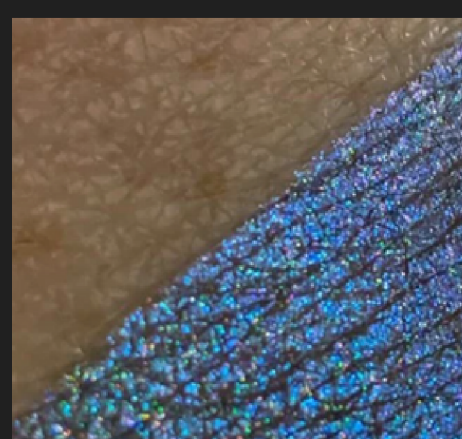
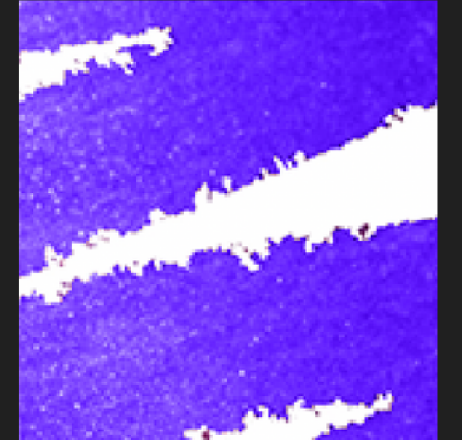
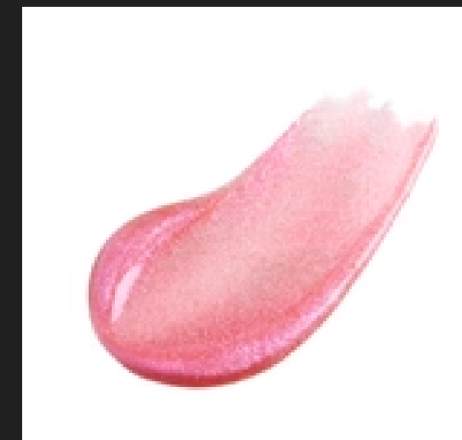
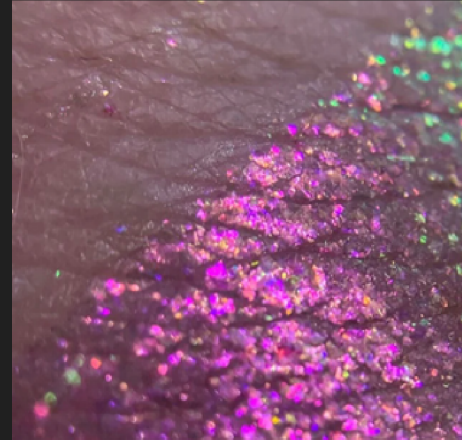
Each jar holds 10g of product. The first round of the collection features three glitters, three lip glosses, and three bold eyeliners to GET LOUD with. Because this product will launch spring of 2024, the neon colors will be ripe for the exciting summer season and emanate the boisterous message of the collection.

The hot pink dye of the outshell is intended to be attention grabbing in e.l.f.'s mostly black and white assortment. Their most recent launch of their glow wands featured successful pink packaging. This will be an additional expansion of their color story without leaving the realm of the standard branding



base images from elfbeauty.com, mockup by author

# GET LOUD Swatches



(bellabeautebar.com)

(queencosmetics.com)

(colourpop.com)



# GET LOUD Product Packaging Appearance

The GET LOUD product packaging was an intentional shift for the brand. The hot pink dye of the outershell is intended to be attention grabbing in e.l.f.'s mostly black and white assortment. Their most recent launch of their glow wands featured successful pink packaging. This will be an additional expansion of their color story without leaving the realm of the standard branding.

Because this line will initially be focused on "GET LOUD... about Sustainability." The campaign is in a soft mint green color that is cohesive with e.l.f.'s personal pink, but bridges the connection to sustainability and environment in the consumers mind. The goal was to create a seamless addition to the product display while calling attention to the consumers purposely searching for more environmentally friendly products. This will eliminate e.l.f.'s weakness of greenhushing, subtly pointing out the important changes their making for the environment without being seen as a ploy.



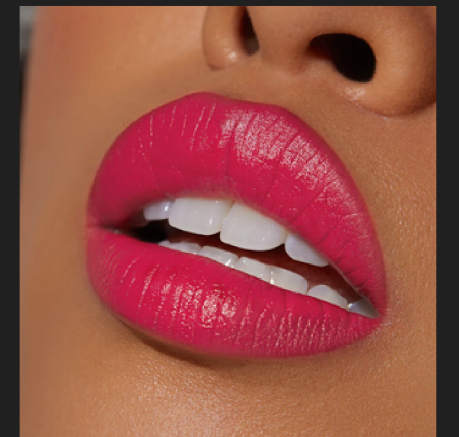
base images from elfbeauty.com, mockup by author



\*\*It is important to note that from the base image, the mockup appears much shinier than the rustic natural cork.



Glitter swatch on the skin  
(instagram.com)



Lipgloss swatch  
(besamecosmetics.com)

# GET LOUD Product Packaging Material

The GET LOUD packaging is a new innovated change for e.l.f. Currently, the brand is focusing on responsible manufacturing for the paper for the unicarton that is FSC certified (Annual Report), but the formulas are still delivered in plastics.

## The Possibilities of Cork:

- cheap, made naturally from wood ([recork.com](http://recork.com))
- easy material to dye ([sewsweetness.com](http://sewsweetness.com))
- easy to print on ([corkstore.com](http://corkstore.com))
- will have a natural appearance to make the sustainable difference more apparent to customers

## The Opportunity in Glass

- elevates the aesthetic and feel of the product
- cheap, made from raw materials ([sigmaearth.com](http://sigmaearth.com))
- free from contamination risk ([feve.org](http://feve.org))
- durable material

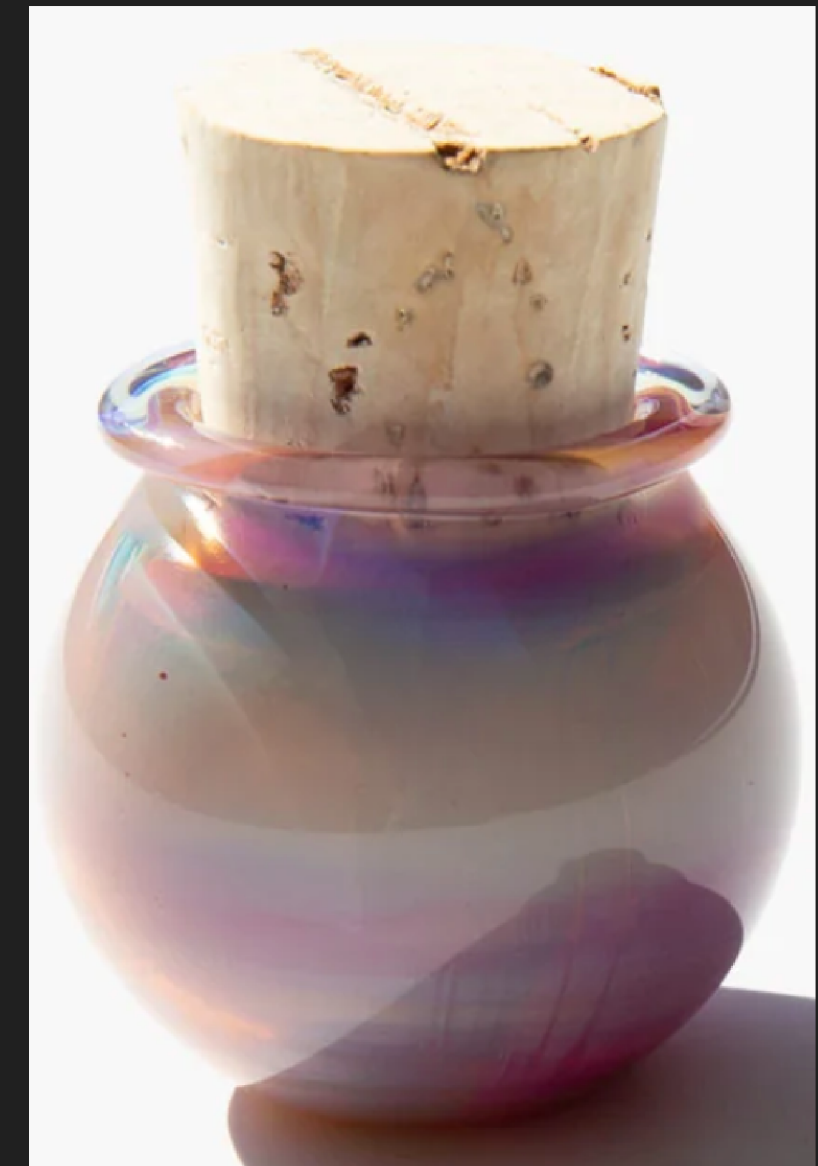
## Challenges of Using a New Material

- glass is heavier than plastic ([tricobraun.com](http://tricobraun.com))
- cork may not absorb the dye with perfect consistency ([sustainablejungle.com](http://sustainablejungle.com))



([sewsweetness.com](http://sewsweetness.com))

**Cork can be dyed to achieve a vivid highly saturated color story.**



([kindredblack.com](http://kindredblack.com))

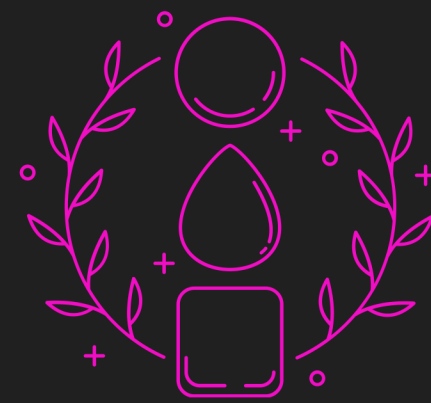
**Brands like Kindred Black have used cork to seal their cosmetic products, showing that products are not at risk of contamination from the natural fiber.**

# GET LOUD About 7 Million Dollars

## Omni-Channel Distribution:

500 ulta locations  
2500 target locations  
5000 cvs locations  
Assuming 20% accounted for online sales

Sales grew 70% in Ulta Beauty and earned space expansion in Target and CVS (Annual report) allowing room for GET LOUD in approximately half of their locations, as well as their respective online storefronts for increased accessibility.



Unit Cost: \$1.76

Retail Price: \$8

Total Target Sales Units: 915,300

Average Inventory: 1,826,415.77

Cost of Goods Sold: \$1,610,928

**Gross Sales Retail: \$7,322,400**

Gross Sales Margins: \$5,711,472

Operating Costs: \$720,000

Net Income: \$5,000,032

According to my sixth month plan, sales are foreseen to spike in March and June because of Women's History Month and Pride Month



# Social Implications

## Supply Chain Transparency:

Most of e.l.f.'s products are currently manufactured in China that emanate green house gasses and produce hazerdous waste (scienceexchange.caltech.edu)

## Wellbeing:

There will be less harmful chemicals in the air to improve breathing quality. Less harmful waste protects our earth and chemical run off into polluting water. Emotional encouragement of buying products better for the planet. A safer planet improves the quality of living for everyone.

## ESG:

Environment is improved by using materials that can be recycled with lower energy issues and organic materials.

Social action can be improved in marketing in creating accessible products with supportive messaging to GET LOUD about good ingredients.

Governance can be improved by having confirmation that sustainable products matter and this data can be used to support changes made by e.l.f.'s governance council.

CELEBRATE

EMPOWER

CELEBRATE

EMPOWER

CELEBRATE

EMPOWER

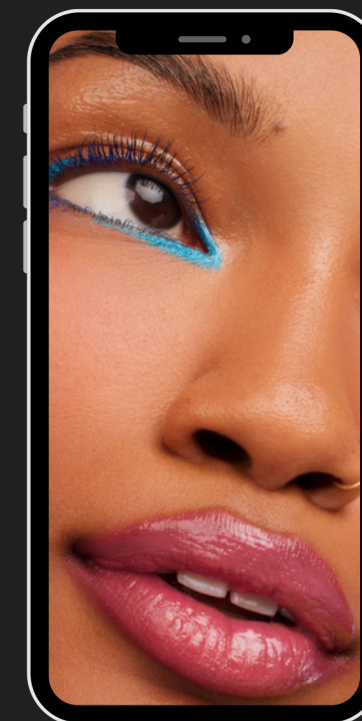
# GET LOUD Marketing Campaign

Collection will launch with anticipation on social media, specifically Instagram and TikTok. This will give e.l.f. a chance to explain the messaging and movement behind the collection.

Social media influencers who focus on environmentally conscious products will be sent the collection in PR with a personal thank-you note for helping e.l.f. continue on their journey with social change and environmental impact. Select ambassadors will be invited to join e.l.f.'s governance council, to hear which social causes matter the most to them and what legislation they want to be seen in place. An example of relevant legislation would be how BeautyCounter inspired their consumers to aid them in passing the Fragrance Bill to ensure allergens were being reported in perfumes (beautycounter.com)

Instore signage will be posted in Ulta's windows and on the floors of Target to alert consumers of the new launch and messaging.

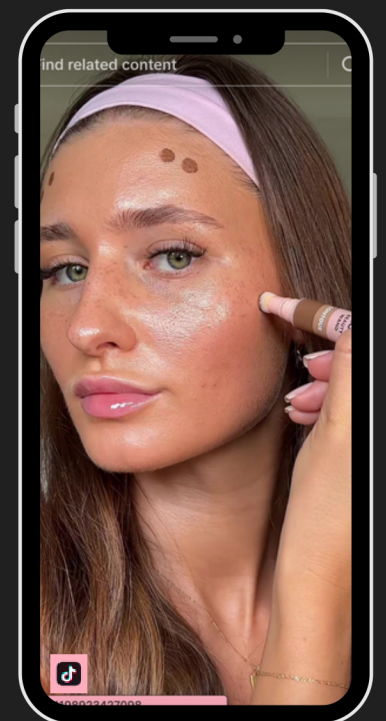
This product line will serve as a template for new collections and new movements to GET LOUD about.



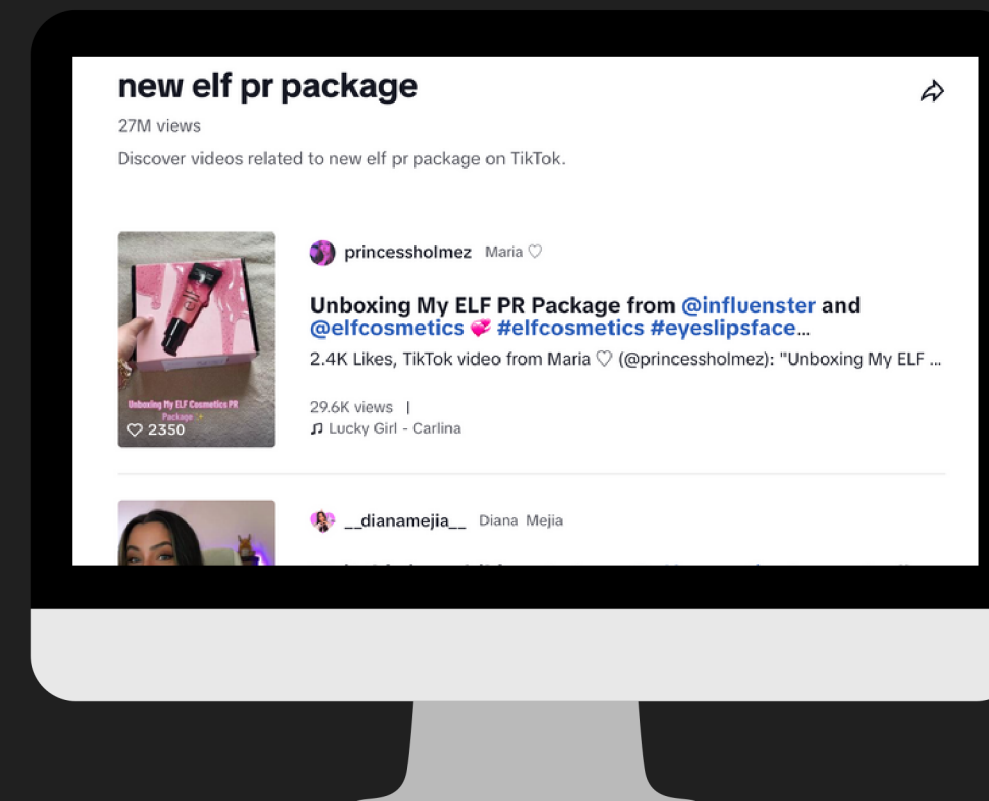
(instagram.com)



(tiktok.com)



(tiktok.com)



examples of influencers on tiktok and instagram

e.l.f.'s PR Packages have more than 27 million views on tiktok

# GET LOUD About Future Growth

This collection has the potential to be recycled with new color stories and products to be housed in the sustainable pigment pots. They were designed as vessels for future use.

An example of this expansion would be a GET LOUD with Pride assortment featuring a rainbow color scheme for pride month.

Because of the natural packaging, these products can easily be recyclable. A program could be put in place to recycle old jars for refills or discounts in the future. This could be conducted through e.l.f.'s growing user platform "the beauty squad."

With anticipated success, this packaging could also become the standard for e.l.f.'s products and span across their whole line of products currently housed in plastic jars.

Because of the inventive earth-conscious materials and wondrous color story potential, GET LOUD with e.l.f. will launch with a bang and withstand the test of time loud and proud.



# Appendix

## Assortment Plan

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	CATEGORY	STYLE #	STYLE	TYPE	COLOR	SIZES	PRODUCT LEVEL	MATERIAL (lid)	MATERIAL (container)	SUSTAINABILITY	UNIT COST	IMU	UNIT RETAIL	STORES	ONLINE	TARGET SALES UNITS	GOODS SOLD	GROSS SALES RETAIL	GROSS SALES MARGIN
2	pigment pot	G005811	get loud	glitter	pink	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
3	pigment pot	G005812	get loud	glitter	purple	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
4	pigment pot	G005813	get loud	glitter	blue	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
5	pigment pot	L005821	get loud	lip gloss	hot pink	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
6	pigment pot	L005822	get loud	lip gloss	neon blue	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
7	pigment pot	L005823	get loud	lip gloss	gold	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
8	pigment pot	E005831	get loud	eyeliner	violet	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
9	pigment pot	E005832	get loud	eyeliner	black	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
10	pigment pot	E005833	get loud	eyeliner	cyan	10g	Fashion	dyed cork	glass	enviornmental impact	\$1.76	78%	\$8.00	58,500	43200	101,700	\$ 178,992	\$ 813,600	\$ 634,608
11																915,300	\$ 1,610,928	\$ 5,711,472	
12																		\$ 7,322,400	

## Allocation Plan

	A	B	C	D	E	F	G	H	I
3									
4		Type	Eyeliner	Lipgloss	Glitter				
5	Size Run Standard		3	3	3				
6									
7	Inventory Turns								
8	A		3	3	3				
9	B								
10	C	x							
11			9	9	9				
12									
13	Door Multiplier + Online	Doors							
14	ulta	500	4,500	4,500	4,500				
15	Online 20%		14,400	14,400	14,400				
16	target	2500	22,500	22,500	22,500				
17	cvs	5000	45,000	45,000	45,000				
18									
19		8000	86,400	86,400	86,400	-	-		
20						Total	259,200		
21						72,000	Stores	58,500	
22							Online	43,200	

## Six Month Plan

	A	B	C	D	E	F	G	H	I
1	SIX-MONTH MERCHANDISING PLAN WORKSHEET								
2									
3								Gross Margin	75.0%
4									
5									
6	S/F 2024	February	March	April	May	June	July	Season Total	
7	LY Plan	\$585,792	\$1,171,584	\$951,912	\$1,244,808	\$1,903,824	\$1,464,480	\$7,322,400	
8	Sales Percent Revised	8.0%	16.0%	13.0%	17.0%	26.0%	20.0%	100.0%	
9	Actual								
10	LY Plan	\$1,552,349	\$1,523,059	\$1,665,846	\$2,302,895	\$3,331,692	\$1,830,600	\$12,206,441	
11	Retail Stock BOM S/S Ratio Revised	2.65	1.30	1.75	1.85	1.75	1.25	1.67	
12	Actual								
13	LY Plan	\$146,448	\$210,885	\$190,382	\$224,065	\$95,191	\$146,448	\$1,013,420	
14	Markdowns Percent Revised	25.0%	18.0%	20.0%	18.0%	5.0%	10.0%	13.8%	
15	Actual								
16	LY Plan	\$702,950	\$1,525,256	\$1,779,343	\$2,497,671	\$497,923	\$1,911,146	\$8,914,290	
17	Retail Purchases Percent Revised	8%	17%	20%	28%	6%	21%		
18	Actual								
19	LY Plan	\$154,649	\$335,556	\$391,456	\$549,488	\$109,543	\$420,452	\$1,961,144	
20	Cost Purchases IMU Percent Revised	78.0%	78.0%	78.0%	78.0%	78.0%	78.0%	78.0%	
21	Actual								
22	LY Plan	\$1,523,059	\$1,665,846	\$2,302,895	\$3,331,692	\$1,830,600	\$2,130,818		
23	End Stock (EOM) Revised								
24	Actual								

## Income Statement

	A	B	C	D	E
1	Six-Month Profit and Loss / Income Statement				
2					
3	Sales				
4	Net Sales			\$ 7,332,400	
5	Total Net Sales			\$ 7,332,400	
6					
7	Cost of Goods Sold				
8	Less Cost of Goods Sold			1,610,928	
9	Gross Profit Income (GM)			\$ 5,721,472	78.0%
10					
11	Direct Operating Expenses				
12	Launch Expense 1 PR Product			\$ 1,440	
13	Launch Expense 2 SIGNAGE			\$ 720,000	
14	Launch Expense 3				
15	Launch Expense 4				
16	Launch Expense 5				
17					
18	Total Operating Expenses			\$ 721,440	9.8%
19					
20	Net Income or (Net Loss)			\$ 5,000,032	68.2%
21					
22	Key Financial Ratios				
23	Gross Margin (Gross Profit Income/Net Sales)				78.0%
24	Net Margin (Net Income / Net Sales)				68.2%
25	Cost of Goods Sold (COGS / Net Sales)				22.0%
26	Operating Costs (Op Exp / Net Sales)				9.8%

# References

1. Safety. (n.d.). Beautycounter. Retrieved August 2, 2023, from <https://www.beautycounter.com/safety>
2. Reiff, N. (2022, December 15). Top Cosmetics Stocks. Investopedia. <https://www.investopedia.com/investing/cosmetics-stocks/>
3. Associations & Certifications. (n.d.). Beautycounter. Retrieved August 2, 2023, from <https://www.beautycounter.com/associations>
4. Beautycounter - Blog. (n.d.). Beautycounter. Retrieved August 2, 2023, from <https://www.beautycounter.com/blog/our-mission/the-betterbeauty-advocacy-update-summer-2020>
5. Our Advocacy . (n.d.). Beautycounter. Retrieved August 2, 2023, from <https://www.beautycounter.com/advocacy>
6. Gioeli, K. (2023, March 8). e.l.f. Is Celebrating Women’s Empowerment Month by Giving Away Scholarships – Here’s How You Can Win One. Her Campus. <https://www.hercampus.com/life/makeup-college-packing-list/>
7. The e.l.f. Community. (n.d.). E.l.f. Cosmetics. Retrieved August 2, 2023, from <https://www.elfcosmetics.com/elf-cares/community>
8. Social Impact. (2021, June 15). E.l.f. Beauty. <https://www.elfbeauty.com/social-impact/>
9. The Conscious Insider Team. (2023, May 19). Top Sustainable Beauty Trends To Expect In 2023. The Conscious Insider. <https://theconsciousinsider.com/sustainable-beauty-trends/#sustainable-packaging-plastic-free-renewable-recyclable-and-biodegradable>
10. Sobotka, M. (n.d.). 6 Sustainability Trends Shaking Up Natural Cosmetics in 2023. Skin Inc. Retrieved August 9, 2023, from <https://www.skininc.com/business/trends/news/22618589/novi-connect-20492-6-sustainability-trends-shaking-up-natural-cosmetics-in-2023>
11. Hogan, A. (2022, March 23). 16 Beauty Products with Smart, Eco-Friendly Packaging. NewBeauty. <https://www.newbeauty.com/best-beauty-products-with-eco-friendly-packaging/1>
12. N°1 DE CHANEL REVITALIZING CREAM. (n.d.). CHANEL. Retrieved August 15, 2023, from [https://www.chanel.com/us/skincare/p/140740/n1-de-chanel-revitalizing-cream-smooths-plumps-provides-comfort/?nrtv\\_cid=bdc55094c47684d6cc2b5accf0b6d0ca96034d8cfa9af00741f07c45a02b1b16&utm\\_source=narrativ&utm\\_campaign=fb\\_affiliate\\_campaignname&utm\\_medium=affiliate&UTM\\_adcontent=newbeauty&nrtv\\_as\\_src=1](https://www.chanel.com/us/skincare/p/140740/n1-de-chanel-revitalizing-cream-smooths-plumps-provides-comfort/?nrtv_cid=bdc55094c47684d6cc2b5accf0b6d0ca96034d8cfa9af00741f07c45a02b1b16&utm_source=narrativ&utm_campaign=fb_affiliate_campaignname&utm_medium=affiliate&UTM_adcontent=newbeauty&nrtv_as_src=1)
13. Why choose Glass? (2016, March 17). FEVE. <https://feve.org/about-glass/#:~:text=Glass%20is%20virtually%20inert%20and,that%20are%20packed%20in%20glass.>
14. Is Glass Packaging More Sustainable? A Study on Glass Sustainability. (2020, January 20). Glassnow Blog. [https://www.glassnow.com/blog/is-glass-packaging-actually-more-sustainable/#Is\\_the\\_Cost\\_of\\_Glass\\_Sustainable](https://www.glassnow.com/blog/is-glass-packaging-actually-more-sustainable/#Is_the_Cost_of_Glass_Sustainable)
15. ReCORK. (2019, January 28). What makes cork sustainable and versatile: insights into a wonder material. SOLE. <https://yoursole.com/blog/us/cork-sustainable-versatile#:~:text=Cork%20is%20incredibly%20sustainable.&text=When%20the%20cork%20is%20harvested,enough%20to%20be%20harvested%20again.>
16. About Kindred Black. (n.d.). Kindred Black. Retrieved August 15, 2023, from <https://www.kindredblack.com/pages/about>
17. Custom Printing on Cork and Cork Products. (n.d.). Jelinek Cork. Retrieved August 15, 2023, from [http://www.corkstore.com/FAQ\\_2/FAQs-Custom-Printing#:~:text=A%3A%20Almost%20all%20cork%20products%20can%20be%20printed%20on.](http://www.corkstore.com/FAQ_2/FAQs-Custom-Printing#:~:text=A%3A%20Almost%20all%20cork%20products%20can%20be%20printed%20on.)
18. Cosmetics Profit Margin. (n.d.). Starteazy. Retrieved August 15, 2023, from <https://starteazy.in/blog/cosmetics-profit-margin-guide-for-startups#:~:text=The%20average%20profit%20margin%20in,margin%20is%20more%20than%2050%25.>
19. Sandler, E. (2023, May 24). E.l.f. Beauty boasts 48% growth for fiscal year 2023. Glossy. <https://www.glossy.co/beauty/e-l-f-beauty-boasts-48-growth-for-fiscal-year-2023/>
20. Albee, E. (n.d.). E.L.F. Beauty Supplier Code of Conduct. Elfbeauty.Com. Retrieved August 22, 2023, from <https://www.elfbeauty.com/wp-content/uploads/2022/09/e.l.f.-Beauty-Supplier-Code-of-Conduct.pdf>
21. e.l.f. Beauty Releases First-Ever Impact Report. (2022, September 27). Business Wire. <https://www.businesswire.com/news/home/20220927005464/en/e.l.f.-Beauty-Releases-First-Ever-Impact-Report>
22. xHu, D. (2023, February 20). WWD. WWD. <https://wwd.com/business-news/markets/elf-exit-china-market-1235537191/>
23. Greenfield, Dr. E. (2022, July 21). Life Cycle Of Glass Bottles. Sigma Earth. <https://sigmaearth.com/life-cycle-of-glass-bottles/#:~:text=Glass%20is%20usually%20discarded%20by,the%20next%20round%20of%20manufacturing.>
24. Experts, T. P. (2019, August 13). Glass vs Plastic: Which is Better for Packaging? TricorBraun. <https://www.tricorbrown.com/blog/is-glass-better-than-plastic-for-packaging.html#:~:text=Glass%20is%20much%20heavier%20than%20plastic.,product%20to%20its%20final%20destination.&text=This%20is%20due%20to%20the%20high%20temperature%20required%20for%20processing%20and%20manufacturing.>
25. The SJ Team. (2021, April 21). What Is Cork Fabric And Is It Eco Friendly? Sustainable Jungle. <https://www.sustainablejungle.com/sustainable-fashion/what-is-cork-fabric/>
26. How Can We Reduce Plastic Pollution? (n.d.). Caltech Science Exchange. Retrieved August 30, 2023, from <https://scienceexchange.caltech.edu/topics/sustainability/plastic-waste-pollution#:~:text=The%20production%20and%20disposal%20of,health%20is%20currently%20poorly%20understood.>