



# THE PALETTE EDIT



PERSONALIZED COLOR



EXPERIENCE FOR MAKEUP & STYLE





- Game-changing approach to personal color analysis
- A science-based system that pinpoints your exact tones
- Highly Customized
- No draping. No filters.
- Fully online experience - available from anywhere



# ABOUT US



# OUR BRAND

- A fully online personal and comprehensive color analysis experience delivering precise makeup and wardrobe recommendations tailored to each individual client.
- Values include: Precision, individuality, confidence, color science.



# HOW WE'RE DIFFERENT

- Custom-tailored to client (not seasonal)
- Makeup-first
- Science + artistry
- Exact product matches



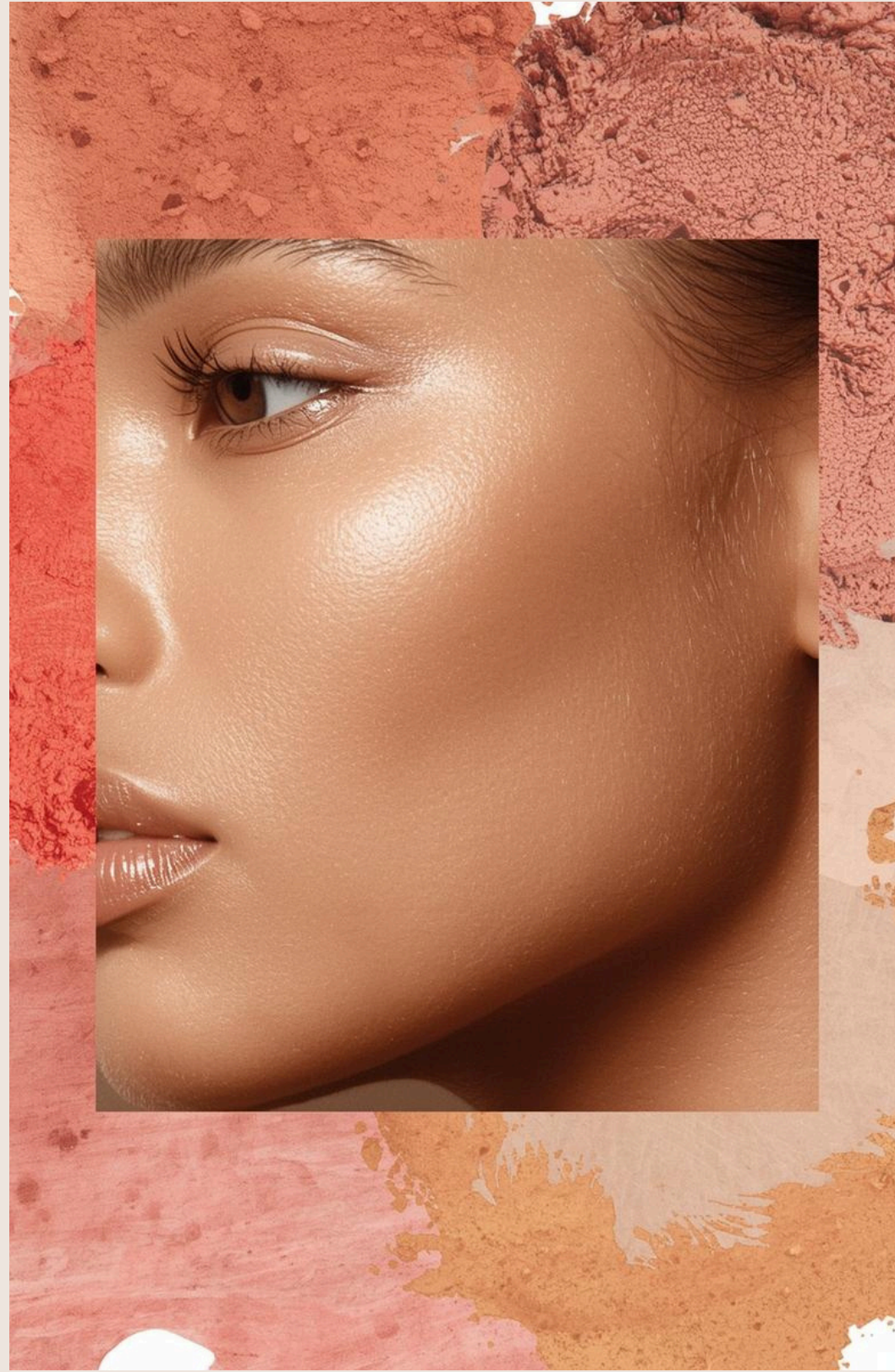
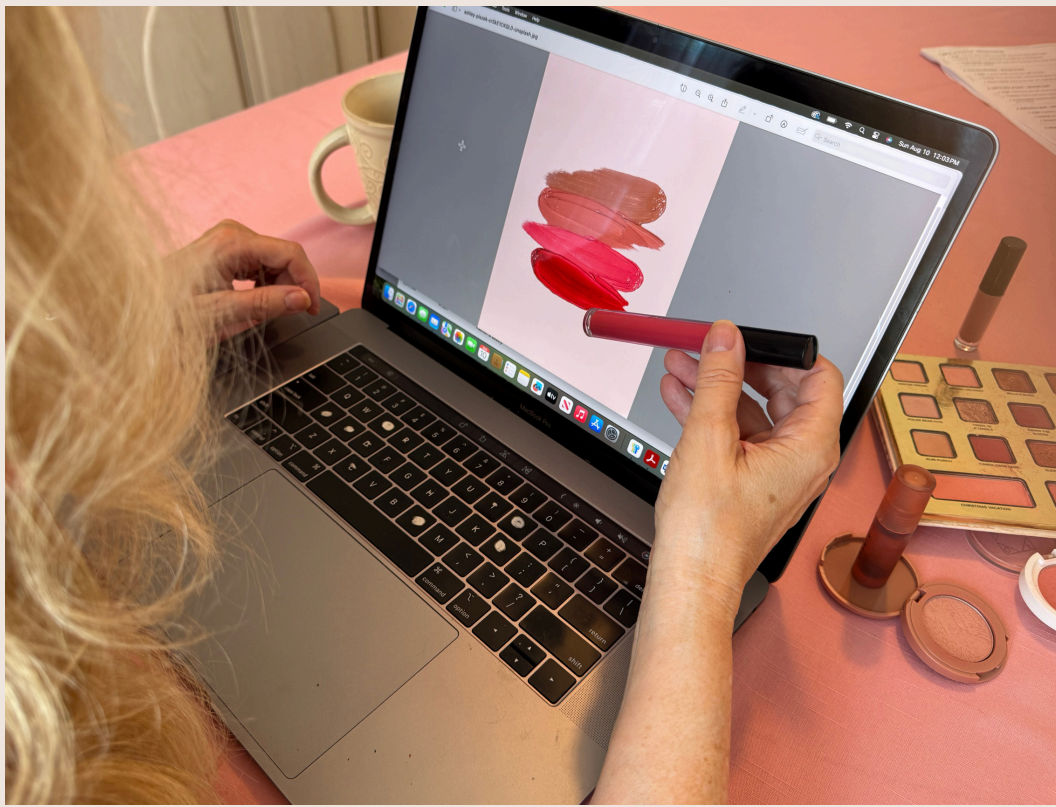
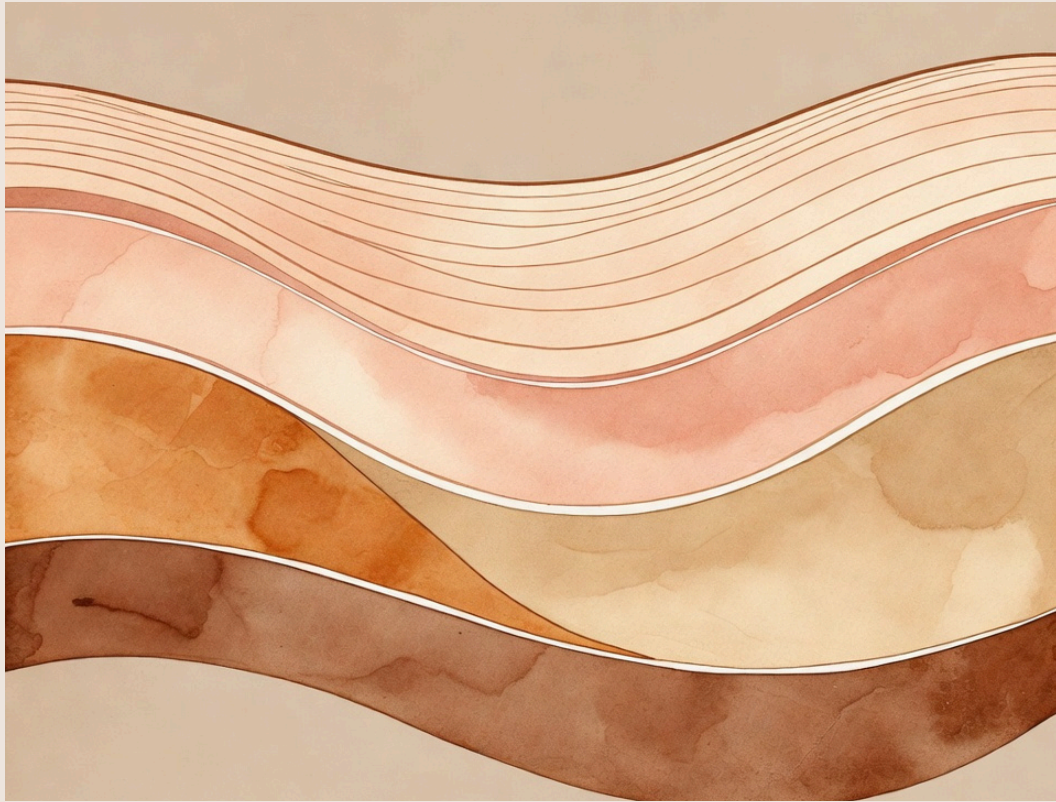


# THE PROBLEM

Consumers struggle with:

- Mismatched foundations
- Choosing makeup shades
- Wasted money
- Unflattering wardrobe colors
- One-size-fits all make-up and wardrobe shade categories
- Confusing color systems.





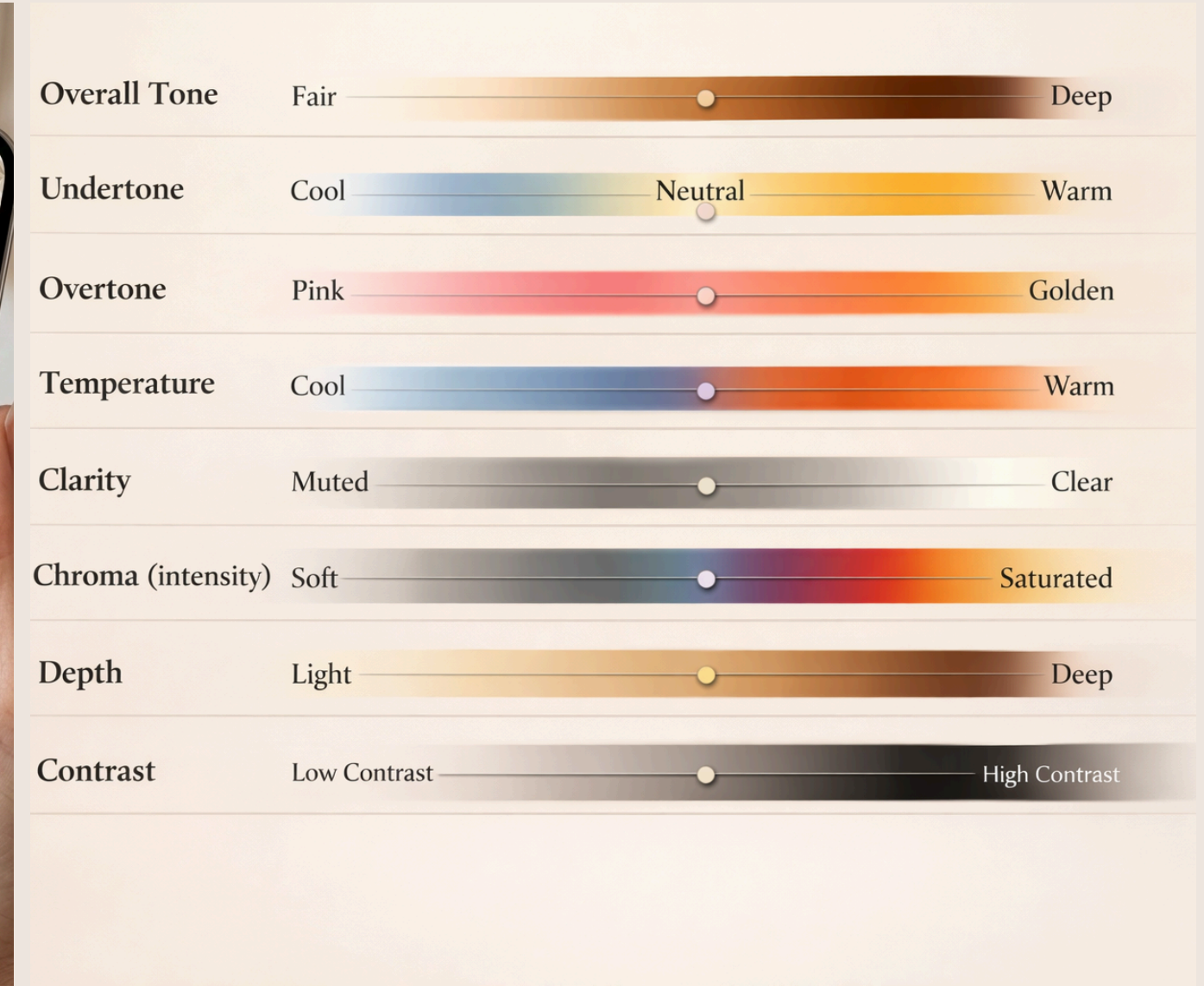
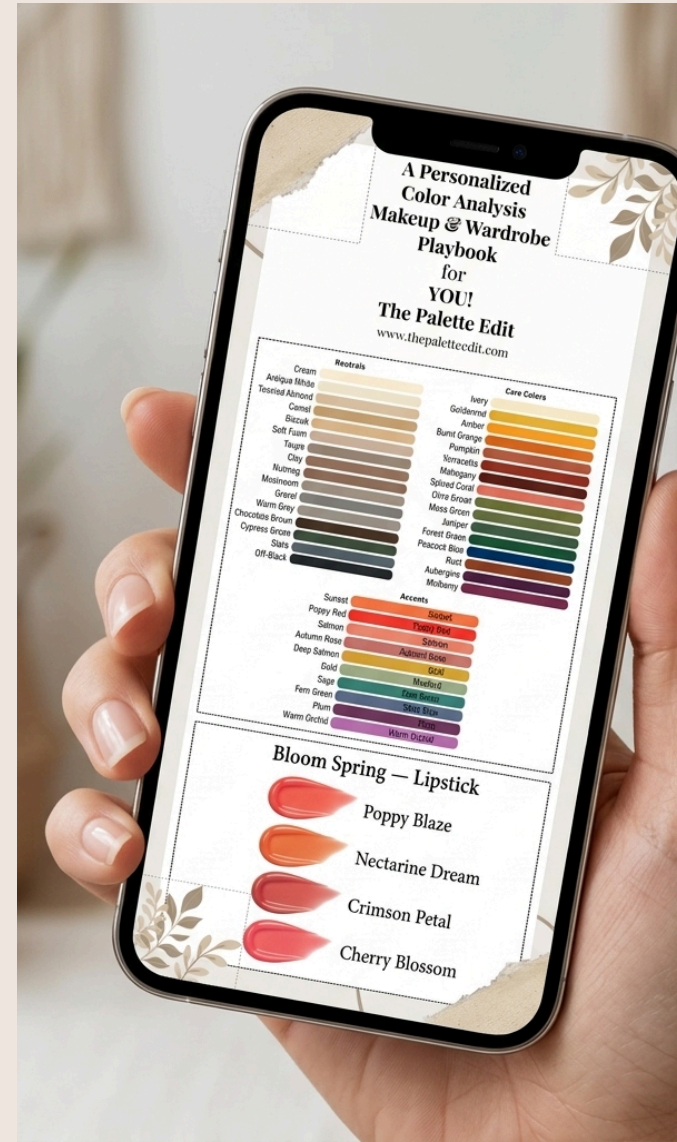
# THE SOLUTION

- A precision-based system analyzing undertones, features, balance, and contrast for exact makeup brand and wardrobe shade recommendations.
- Custom tailored to each client's unique skin tone and features.



# CLIENT DELIVERABLES

- Custom profile
- Makeup shades
- Luxury and budget brand recommendations
- Wardrobe palette
- Styling suggestions (Deluxe only)
- Pocket Palette for convenient shopping





Upload a makeup-free selfie along with your completed questionnaire.



**You receive a personalized, comprehensive plan.**



We perform our in-depth analysis pinpointing your skin's undertones and overtones.



Where you fall on the skin color spectrurr



Ideal makeup recommendations for your skin tone including specific brands and shades (budget and luxury).



A wardrobe swatch with your perfect colors.

# HOW IT WORKS

Purchase → Submit photo and complete questionnaire → Analysis → Receive personalized profile and color recommendations





# OUR OFFERINGS

- **Essential: \$97--** Custom profile, foundation, lip, blush, and eye shadow brands/shade recommendations.(2 per category- choice of budget or luxe) + 30 shade wardrobe colors and Pocket Palette
- **Deluxe: \$167--** Custom profile, Curated brand/shade selection: foundation, concealer, contour, bronzer, blush, highlighter, eyebrow, eyeshadow, eyeliner, mascara, lipliner, lipstick (3 per category, spanning budget and luxury options) + 50 shade wardrobe colors, styling and Pocket Palette



# TESTIMONIALS

Clients report confidence, clarity, and better purchasing decisions.



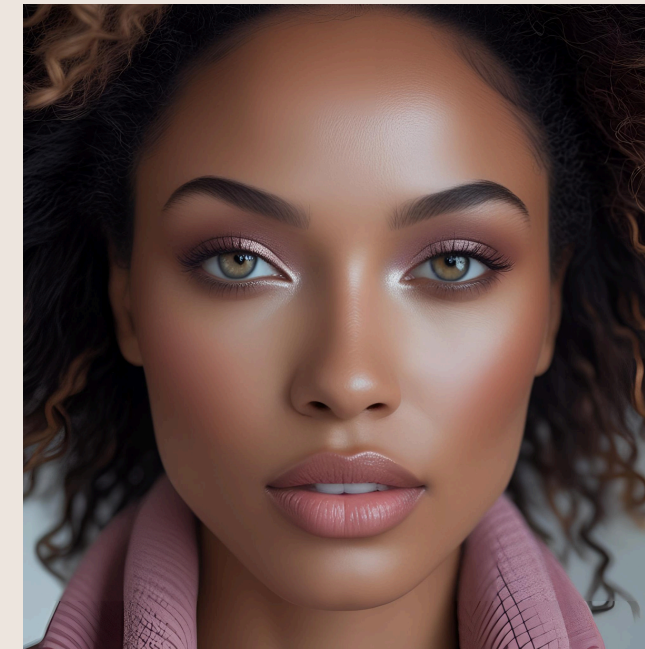
LORI C.

“The process was so easy, and I love my color palette. I was skeptical at first, but the profile was clear, beautifully presented, and super useful. I've already updated my go-to lipstick and eyeshadow—and wow, what a difference. Highly recommend.”



MARIA A.

“I finally understand why certain colors never looked right on me. I've spent years buying makeup that just didn't work. This was the first time someone really saw my coloring. The suggestions were spot-on. I even had a few of the recommended products already—they just weren't in the right shades!”



PHYLLIS T.

“This saved me from wasting more money on the wrong foundation. It's like a beauty roadmap just for me. I now know what to look for when I shop. I even sent it to my stylist, and she loved it too.”





# MEDIA FEATURES

Learn more about The Palette Edit and its founder.

[Bold Journey](#)

[Voyage Atlanta](#)

[Shoutout Atlanta Magazine](#)



# CONTACT AND FOLLOW US

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THANK YOU



THE PALETTE EDIT