

ANAORA

THE PRIVATE LABEL BEAUTY MASTERCLASS

SIGNATURE MASTERCLASS

The Clarity Before You Hit the Beauty Industry

Exclusive, by application only.

For beauty founders

— before you meet the manufacturer or the development partner.

You've done the work — a vision, a concept built on a real market opportunity, a secured budget — and now **you want to map exactly how this industry operates, blind spots included**, instead of learning it the hard and expensive way, on the ground.

You've gathered pieces of information here and there — **what's missing is the complete picture**, from brand vision to having your product in hand.

You're looking for real, **hands-on expertise from someone who's actually run the factory floor** — not **generic information** anyone, or any AI, could give you.

You don't want to lose time to the wrong manufacturer, money burning cash on samples that go nowhere, or energy watching things not go the way you planned.

You are building your brand on solid foundations, investing a bit of time now rather than launching a "quick win" brand that can't survive the market challenges that never warn you first.

01 *Clarity*

through real, terrain-tested insight, **you speak the industry's language**, understand exactly how it works end to end, and know what it takes to determine whether your project is truly viable.

02 *Confidence*

the authority to walk into that first conversation with a manufacturer or product development partner.

03 *Investment Protection*

you know exactly where your **money**, your **time**, and your **energy** need to go.

04 *The Room*

a small circle of founders, in the same season of building. **You leave connected to the people building alongside you.**

Beyond the masterclass

YOUR 1:1 PERSONALIZED CALL

A 30-minute private session, scheduled after the masterclass, for you to get personalized guidance on your specific project.

YOURS TO KEEP: THE FOUNDER'S CLARITY GUIDE

The Vision-to-Shelf Map • Technico-commercial brief framework • Feasibility study checklist • Manufacturer selection checklist

THE JOURNEY, AT A GLANCE

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- **Welcome — where the room comes together:** five founders starting the same season of building, opening with a round table.
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- 01** **The complete vision-to-shelf process, mapped out** — including the cost blocks and cash timing across every stage.
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- 02** **Market Validation ≠ Viability** — why validating your market opportunity isn't the same as validating your project's industrial and economic viability, and the mistakes first-time founders make most often.
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- 03** **Brand DNA → Brief** — **how to translate your brand DNA into the technico-commercial brief** a manufacturer can actually work from.
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- 04** **How to select and work with a manufacturer** — MOQs, pricing logic, negotiation, deadlines, hidden costs, and when to compromise without losing your brand DNA.
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- 05** **How the Founder is the fuel behind the Brand** — and why it matters for a business built to last.
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- **Close & FAQ**

INTENSIVE 2H30 · LIVE ONLINE

“Most beauty brands don’t fail because of a bad product. They fail because the foundation was never built.”



WHO IS LEADING IT

Stéphanie Rebel

Founder, Anaora — Beauty business consulting

I was entrusted with two private label beauty factories at 27 — full P&L, working closely with board directors — and hundreds of beauty founders walked through that door with their vision in hand, trusting me to bring it to life. Manufacturing partner, strategic advisor, mentor — wearing all three, I’ve watched which brands were built to last, and which ones skipped the foundation.

10

YEARS ON THE
FACTORY FLOOR
IN DUBAI

100+

FOUNDERS GUIDED

500+

PRODUCTS TO MARKET

Join the next session.

Send a message — WhatsApp, LinkedIn, or email — with
a short introduction of yourself and your project, where you're at
right now, and what you're hoping to walk away with.

I'll reply personally to set up a short call to ensure this
masterclass is the right fit for you.

FORMAT

Live Online
2h30

SEATS

5 founders only

ACCESS

By application

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ANAORA

Let's build what lasts