

# Cross-cultural Agency BeautifulBeast Collaborates to Launch Latinas-born erenzia beauty Brand

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The new beauty brand honors the rich and distinct beauty of Latin culture via a comprehensive suite of high-performing, vegan, cruelty-free beauty products

Independent agency [BeautifulBeast](#) is collaborating to launch a new beauty brand, [erenzia beauty](#). For far too long, Latinas have been ignored by traditional beauty brands or treated as an afterthought. erenzia is a brand inspired by the Spanish word “heritage,” but with a modern and current angle. erenzia beauty celebrates the roots of Latin culture through its mindfully combined ingredients.

“We wanted erenzia beauty to be more than just another Latina-founded brand: a whole proposal that motivates and empowers Latinas to own their beauty and take a step forward in their innate power, both emotionally and financially. We wanted to share our deep roots and cultural strength with the entire world,” commented Alina González, Brand & Product Co-Founder of the new company .

“We needed a partner to help us develop the brand image, tone, and voice, and that is how we began our collaboration with [BeautifulBeast](#). The agency has become more than just a partner, but an extension of our team. They have helped us bring the vision for erenzia beauty to life with unexpected and unique ideas,” added Alex Pearl, Co-Founder of erenzia.



During this Hispanic Heritage Month, erenzia's initial collection features a line of shampoo, conditioner, leave-in treatments and fragrances, all available at [erenzia beauty.com](https://erenzia beauty.com) and through the "Amigas," the brand's affiliate partners.

Created by co-founders Alina González, Vanessa Ramos and Alex Pearl, erenzia beauty is the first Latina-focused and Latina-founded social selling holistic beauty brand, offering a unique opportunity for all entrepreneurs, both as potential consumers and sellers.

Salma Gottfried, Chief Brand Officer and Co-Founder of BeautifulBeast, commented, "This is a great project for the agency because it is not just an advertising campaign. We have had the opportunity to create the brand from scratch, with a proposal and personality that are very relevant to Latinas in the United States. It is the challenge that any agency dreams of having; it has certainly been a lot of work, but now that erenzia beauty has finally launched, we couldn't be prouder of everything we have achieved together with our clients."

The product formulas are enriched with culture, influenced by history, created with ingredients and sensory attributes inspired by Latin America and its beauty rituals carried from generation to generation.

"This is a very special project for us because the launch of erenzia beauty is a parallel with the birth of our agency. In some ways, we have been forming the brand and image of both companies at the same time. It is very exciting to see how the start-up mentalities of both teams combine. We are all willing to make things happen without obstacles or distractions," said Aldo Quevedo, CEO and Creative Chairman of BeautifulBeast.



“Working for erenzia beauty is a pleasure; the clients are very open and receptive to our recommendations. Collaboration is incredible because they seek excellence in everything they do. From the strategic stage to the production of the campaign,” concluded Flor Leibaschoff, Chief Creative Officer of BeautifulBeast.

The new line of vegan and cruelty-free beauty products will feature:

Daily Hair Care

Leave-In Treatments

Fragrances

With extensive experience in beauty, social selling, and business, González, Ramos, and Pearl are the best team to launch a brand created to enchant, unite, and empower the Latino community. González spent more than 20 years in the beauty industry-leading product development and innovation for well-known brands such as L’Oréal Paris, Maybelline, Kiehl’s and Redken, and in 2015 she was named “One of the 50 Most Influential People in the Multicultural Beauty Market.” Similarly, Ramos has led social selling ventures for a large number of global brands, bringing next-level sophistication to the social selling operation poised to drive new growth and distribution opportunities.

