

IMARAİS BEAUTY

PLANT-BASED INGESTIBLE BEAUTY



MISSION

Integrating the latest developments and ingredients in beauty, plant-based nutrition and functional foods to create a revolutionary approach to wellness and optimal health, resulting in creative and bold marketplace disruption - plant-based ingestible beauty.





FOUNDER & CIO | SOMMER RAY

Imara's Beauty was founded by Sommer Ray who is a lifelong fitness advocate, and has always been a big advocate of beauty from within and taking a holistic approach to wellness. Sommer is one of the most popular content creators in the world accumulating more than 40 million followers on her social media platforms combined.

Sommer is known for her expressive and friendly personality as well as being a leader in self-empowerment. She is redefining the modern woman; making her own choices about her image and demonstrating leadership as a woman in business.

In 2024, Sommer was named the World's Most Popular Fitness Influencer by Daily Mail UK.



1.3M



26.3M



12.3M



1.82M



FOUNDER & CEO | AARON HEFTER

Aaron Hefter brings two decades of experience as a Founder, CEO & Formulator in the nutraceutical space, and has formulated over 100 unique active nutrition products achieving nearly \$200M+ in global revenue.

Aaron has always believed that beauty comes from within and you can heal many skin and scalp issues by changing your diet, taking the right nutrients, and balancing your hormones.

In 2020 Aaron saw the worlds of beauty and wellness start to converge, but he saw a void in the space for an ultra-clean, plant-based ingestible beauty brand that was backed by clinicality, sustainability, and transparency.

Aaron conceptualized a new-age, clean + clinical approach to beauty-from-within, and partnered with mega-influencer Sommer Ray to bring the brand to market. The brand was named Imaraïs Beauty, derived from Arabic and Swahili words, meaning “powerful leader”.

In 2015, Aaron was a finalist for Ernst & Young's Pacific Entrepreneur of the Year. In 2014, Aaron made Business in Vancouver's 24th annual Top Forty under 40 list. In 2007, Aaron was named One of the Most Influential Individuals in Sports Nutrition by DXL Magazine. In 2024, Aaron was a finalist for Beauty Independent Beacon Awards “Brand Builder of the Year.”

NEWEST GLOBAL AMBASSADOR FOR 2025



NETFLIX

Bre Tiesi

Star of Netflix Top Rated Show, *Selling Sunset*

📷 1.6M followers

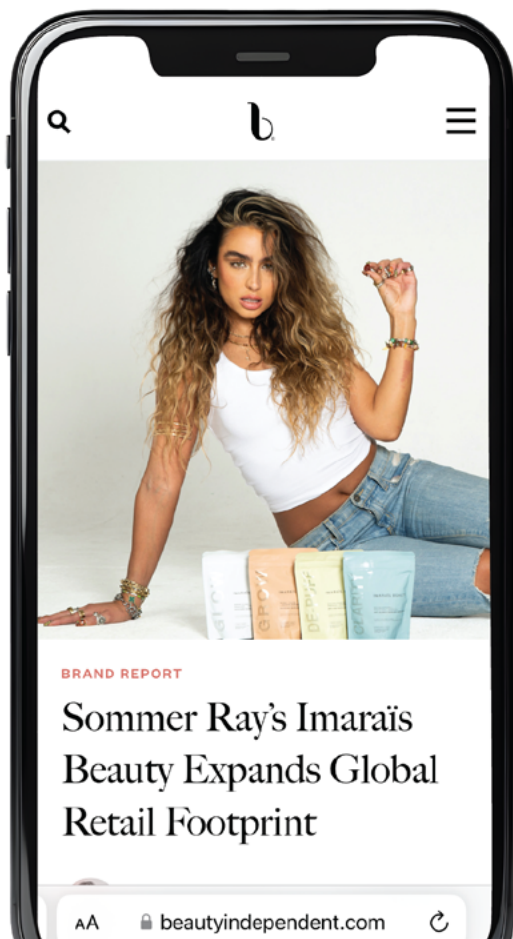
🎵 1.4M followers

**SELLING
SUNSET**



NCAA NATIONAL CHAMPION
& 2X GOLD MEDALIST
CHLOE KITTS JOINS
IMARAÏS BEAUTY

First-Ever Ingestible Beauty Brand
Endorsement Deal for a Female
College Basketball Player!



AS SEEN IN

Entrepreneur

NATIONAL POST

Forbes

GRAZIA

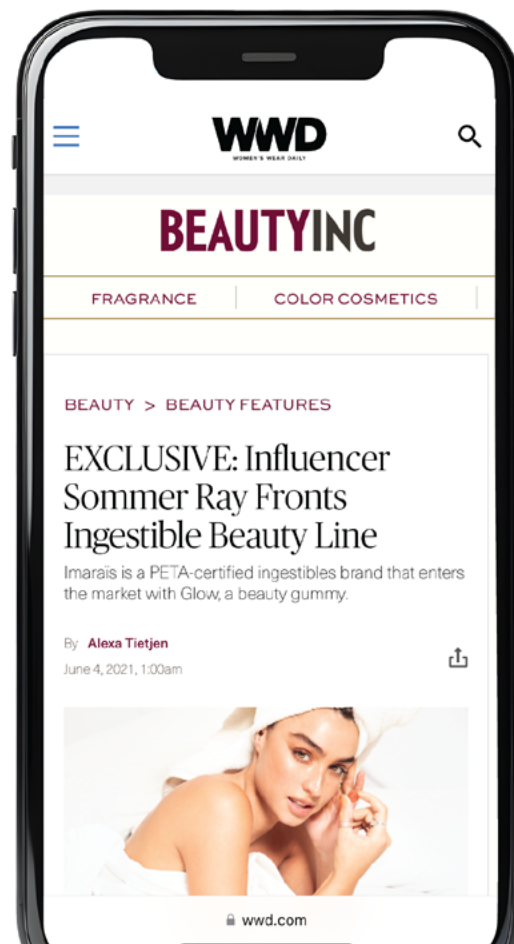
GLOSSY

Beauty
Independent

BeautyMatter

WWD

BYRDIE



INDUSTRY ACCOLADES



IMARAÏS **GLOW**

Finalist for
Wellness Product of the Year
by Beauty Awards 2024



IMARAÏS **YOUTH**

Finalist for
Wellness Product of the Year
by Beauty Independent Beacon Awards



IMARAÏS **NOURISH**

Named
Number One Hair Growth Vitamin in the UK
by Grazia



IMARAÏS **GLOW**

Finalist for
Star Beauty Product of the Year
The Travel Retail Awards



OUR ETHOS



OUR CLEAN BEAUTY STANDARDS

There is no global standard for “clean beauty” and we feel it’s important to be honest & forthright about our approach. We pride ourselves for being radically transparent about our mission to be the world’s most sustainable ingestible beauty brand.

- ✓ Made In Canada In A cGMP Facility
- ✓ PETA-Approved Cruelty-Free
- ✓ No Sugar, Gelatin or Carrageenans
- ✓ Health Canada Approved
- ✓ Locally Sourced Active Ingredients
- ✓ No Artificial Colors, Synthetic Dyes, or Artificial Sweeteners
- ✓ Low Carbon Footprint
- ✓ Traceable Supply Chain
- ✓ Clinically-Test with Proven Results
- ✓ 100% Plant-Based
- ✓ Concious Packaging

COMPARING INGESTIBLE BEAUTY BRANDS

BRAND	IMARAÏS	SUGAR BEAR HAIR	LEMME	NUE CO	MOON JUICE
PETA APPROVED VEGAN	X	X			
PETA APPROVED CRUELTY FREE	X	X			
100% SUGAR FREE	X				
100% GELATIN FREE	X		X		
100% GLUTEN FREE	X	X	X	X	X
NON-GMO	X		X	X	X
HALAL COMPLIANT	X	X			
PRODUCTS CLINICALLY TESTED (not just ingredients)	X				
TRACEABLE INGREDIENTS	X				X
LOCALLY SOURCED ACTIVE INGREDIENTS (from North America only)	X				
LOW CARBON FOOTPRINT PACKAGING	X				
NOTES	Health Canada Approved				



DEMOGRAPHICS

- ◆ ages 18 - 35
- ◆ late genZ / early millenials
- ◆ female skew
- ◆ all races
- ◆ social media influenced shoppers
- ◆ eco and health-conscious consumers
- ◆ wellness enthusiasts

\$24.99 USD.

GLOW

Want hydrated, glowing, and plump-looking skin?

These skincare gummies are packed with powerful natural ingredients to fight discoloration, significantly increase moisture, and detoxify skin.

*Amazing for sensitive skin, dry skin, and inflamed skin.
Actually, all types of skin.*

- Light lemon flavoring
- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Marine Algae



Vegan Squalane



Vitamin C

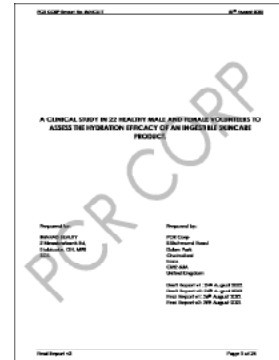


CLINICAL STUDY

IMARAİS Beauty Publishes The First Clinical Study Demonstrating The Benefits of Ingestible Skincare.

- conducted by the renowned **Princeton Consumer Research Corporation**
- featured 25 subjects across all skin types (ages 18 - 65) for a duration of 60 days
- **91%** of subjects said their skin felt & looked moisturized
- **87%** of subjects said their skin felt hydrated
- **87%** of subjects said their skin had a healthy glow

**CLINICALLY PROVEN
TO IMPROVE
SKIN HYDRATION
BY 17.75%.**



[Click Here For Details](#)

\$24.99 USD.

NOURISH

Say hello to healthy, luscious hair!

These haircare gummies are packed with organic functional mushrooms to support healthy hair growth and nourish the scalp.

A delicious & convenient way to get shiny, fuller hair.

- Berry flavoring
- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Chaga Mushroom



Reishi Mushroom



Snow Mushroom

NUMBER
ONE
SELLER



\$24.99 USD.

CLARITY

Your new favorite acne solution. This daily supplement targets flare-ups at the source to fight pimples, blackheads, and hormonal acne. Sea Buckthorn targets oil glands to stop excess sebum creation, broccoli helps reduce skin inflammation, and apple peel aims to correct uneven skin tone.

Clarity helps keep skin clear, clean and unblemished, all from the inside out.

- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Seabuckthorn



Apple Peel



Broccoli



\$24.99 USD.

DE-PUFF

Quickly reduce skin bloating & puffiness with our one-step, plant-based gummies. Packed with antioxidants, vitamins & nutrients from English Chamomile, Wild Hibiscus & Ginger, our organic ingredients target skin inflammation, swelling, and tightening from within.

- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



English Chamomile



Hibiscus



Ginger



\$24.99 USD.

YOUTH

YOUTH is your daily skincare supplement for healthy aging, that helps combat free radicals & skin inflammation, stimulates cellular renewal, and maintains skin radiance by supplying vital nutrients, antioxidants, and vegan collagen boosters at the cellular level.

- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Red Wine Extract



Pomegranate



Tart Cherry



\$24.99 USD.

SUTRA

SUTRA is your daily sexual wellness supplement for females, designed to boost libido, increase sexual arousal & desire, and help reduce sexual performance anxiety.

- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



Watermelon



Date Palm



Cayenne Pepper



\$24.99 USD.

RESTORE

RESTORE is your daily hormonal support supplement for females, designed to balance hormones, combat symptoms of PMS, and curb moody skin.

- Completely sugar-free
- Low-carbon refillable packaging
- Vegan ingredients + process
- PETA-certified cruelty-free

INGREDIENTS FROM NATURE



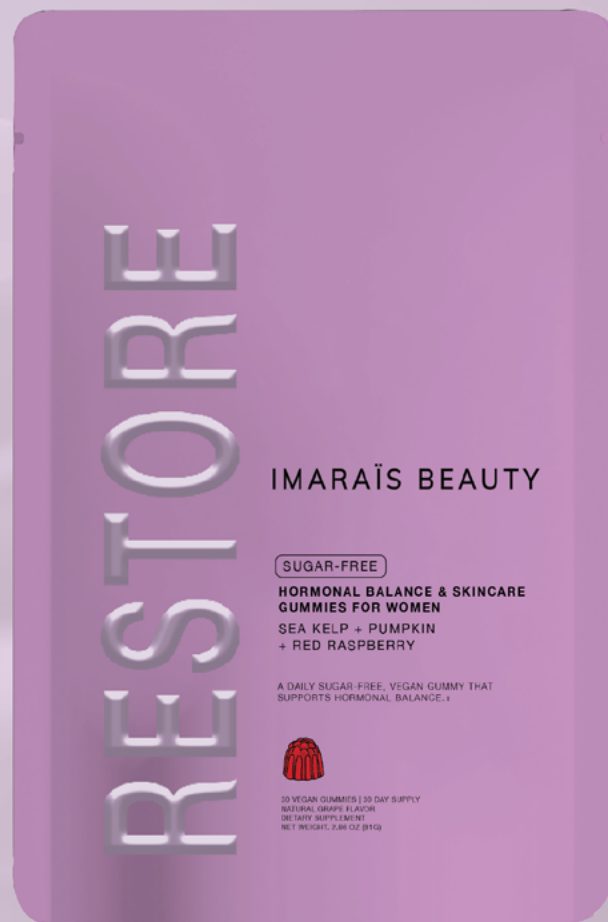
Sea Kelp



Red Raspberry



Pumpkin



BEFORE & AFTERS

GLOW



BEFORE

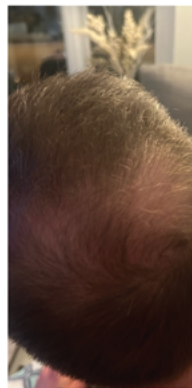


AFTER 30 DAYS

NOURISH



BEFORE



AFTER 3 WEEKS

CLARITY



BEFORE

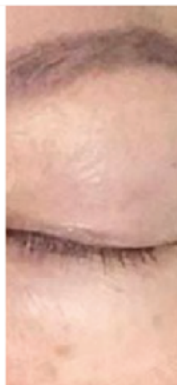


AFTER 1 MONTH

DE-PUFF

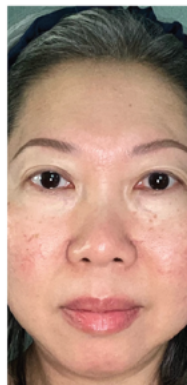


BEFORE

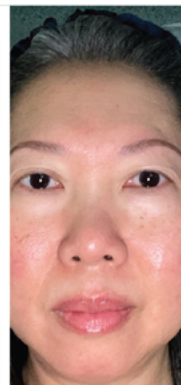


AFTER 1 MONTH

YOUTH



BEFORE



AFTER 5 WEEKS



LAUNCH ACTIVATIONS

HOSTED BY
SOMMER RAY & BRE TIESI

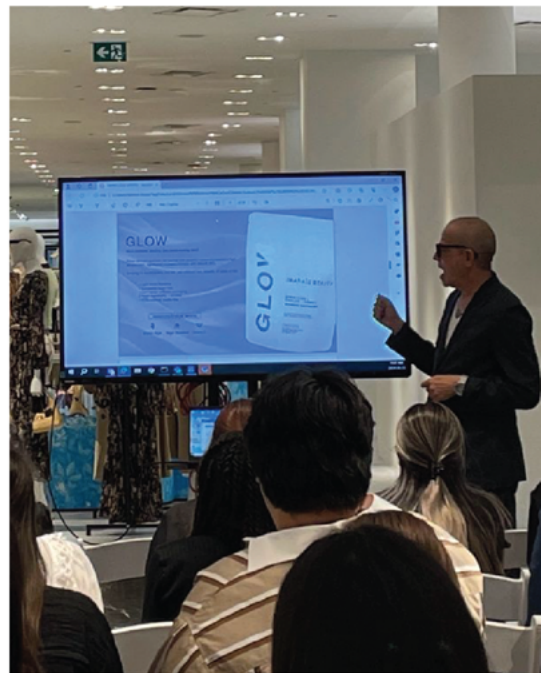
360-DEGREE SUPPORT



In-Store Eventing

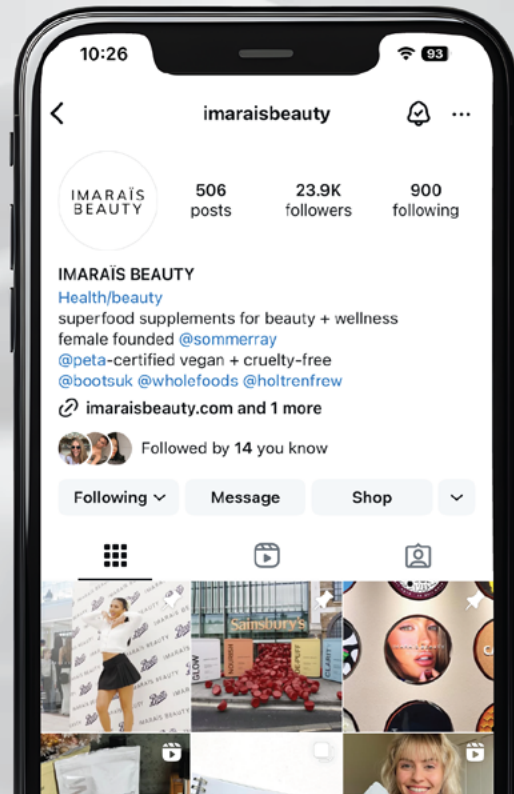
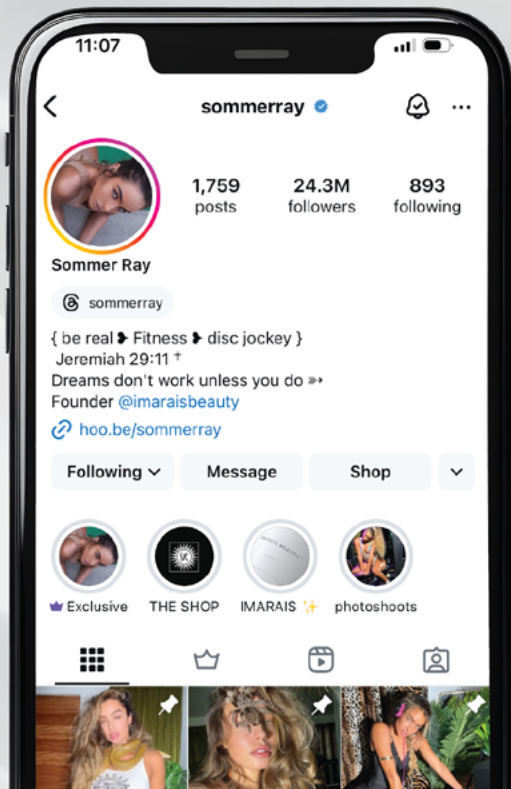


Sampling Program



Staff Training

SOCIAL MEDIA ENGAGEMENT



MERCHANDISING DISPLAYS

