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Boddess founder brings premium beauty to the masses

Synopsis

Times 40 Under 40 recognised Ritika Sharma for launching & growing a beauty business in pandemic.

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Ritika Sharma aims to democratise premium beauty through an honest, approachable and hyper-personalised shopping experience.

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In 2020, where most saw a challenge, House of Beauty founder **Ritika Sharma** saw an opportunity. In April 2020, she launched **Boddess.com**, a unique beauty platform that brings premium beauty directly to consumers, and took it to 20,000 pin codes across the country within its first year.

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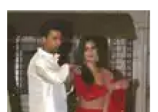
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entrepreneurial skill to successfully drive a start-up to its full potential through a year full of challenges and work crises that was recognised by the Times 40 Under 40.

Beauty at a click Boddess.com, which is expected to deliver to 35,000 pincodes by the end of 2022, was created to transform the way people discover beauty and grooming by combining technology, experiential retail and the finest brands from around the world. Conceptualised during her days at MIT, Sharma wanted the platform to go beyond traditional beauty selling and create genuine value for people by leveraging technology.

Led by MIT leadership and her mentor, she and her team at Boddess designed and built avant-garde beauty technology tools like the Boddess Virtual Pro, a skin diagnostic tool and make-up trial tools to provide personalised beauty solutions for the consumer. It is this focus on tech that sets Boddess.com apart from other multi-brand beauty platforms.

In addition, Boddess.com also offers expert consultation and product recommendations to consumers. Their tie-up with experts in the field of beauty and skin wellness allows its consumers to educate themselves on self-care techniques using the 'Boddess Edit' feature to ensure their queries are addressed on a personal level.

Hyper-personalised experience With Boddess.com, Sharma hopes to democratise premium beauty through an honest, approachable yet premium shopping experience. With curated product collections, access to beauty experts and hyper-personalised technology/virtual pro experience, the platform helps the customer discover exactly what works for them.

The brand also features an impressive portfolio of over 75 brands which includes some of the most recognised names in the industry such as Mac, Bobbi Brown, Estee Lauder and Clinique and is preparing to launch exclusively the celebrity skincare brand, Juice Beauty, in the next few weeks.

Boddess.com is the exclusive retailer of cult-favourite brand, Anastasia Beverly Hills, which is set to launch their first store in India this year through House of Beauty.