

Cheeks On Fire Sundari Venkatraman

Sundari Venkatraman, the founder of the renowned beauty brand Cheeks On Fire, has made a significant mark in the world of cosmetics. Her journey, filled with passion, perseverance, and a unwavering belief in her vision, is a testament to her entrepreneurial spirit and dedication to empowering women through beauty.

Early Life and Influences:

Sundari Venkatraman's passion for beauty can be traced back to her childhood. Growing up in India, she was fascinated by the vibrant colors and traditional beauty rituals used by women in her family. This early exposure to the transformative power of makeup instilled in her a deep appreciation for the art of self-expression through cosmetics.



Cheeks on Fire by Sundari Venkatraman

★★★★☆ 4 out of 5

Language	: English
File size	: 425 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 113 pages
Paperback	: 81 pages
Item Weight	: 6.2 ounces
Dimensions	: 6 x 0.21 x 9 inches

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The Birth of Cheeks On Fire:

After moving to the United States, Sundari found herself dissatisfied with the limited options available for women of color in the beauty industry. Determined to create a brand that catered to their unique needs, she launched Cheeks On Fire in 2015.

The brand's name, Cheeks On Fire, embodies the radiant glow and confidence that Sundari wanted to inspire in her customers. Through her carefully curated collection of high-quality, pigmented products, she aimed to empower women of color to embrace their individuality and enhance their natural beauty.

Empowering Women Through Beauty:

At the heart of Cheeks On Fire lies Sundari's unwavering commitment to empowering women of color. She believes that makeup is not just about covering up flaws, but about celebrating and enhancing the unique features that make each woman special.

Through her brand, Sundari provides a platform for women of color to express themselves creatively and feel confident in their own skin. Her products are designed to cater to a wide range of skin tones, textures, and preferences, ensuring that every woman can find her perfect match.

The Importance of Representation:

As a woman of color herself, Sundari understands the importance of representation in the beauty industry. She has made it her mission to challenge the narrow beauty standards that have historically excluded women of color.

Through Cheeks On Fire, Sundari creates a space where women of color can see themselves reflected in the products and campaigns. By featuring diverse models and sharing empowering messages, she inspires her customers to embrace their own uniqueness and find their own definitions of beauty.

The Power of Collaboration:

Sundari recognizes that collaboration is essential for growth and innovation. She has forged partnerships with other women-owned businesses, makeup artists, and influencers to expand Cheeks On Fire's reach and impact.

Through these collaborations, Sundari not only showcases the talents of other women but also creates a supportive community where women can empower and uplift each other.

Giving Back:

Sundari believes that success should not be measured solely by financial gain. She is passionate about using her platform to make a positive impact on the world.

Through Cheeks On Fire, Sundari supports organizations that empower women and promote diversity in the beauty industry. She also provides mentorship and resources to aspiring entrepreneurs, encouraging them to follow their dreams and make their own mark in the world.

Recognition and Awards:

Sundari Venkatraman's hard work and dedication have been recognized by various organizations. Cheeks On Fire has received numerous awards and accolades, including:

- Forbes' 30 Under 30 in Retail and E-commerce
- Essence's Best in Black Beauty Awards
- The Break Out Awards' Beauty Brand of the Year

These awards not only honor Sundari's success but also serve as a testament to the impact she is making in the beauty industry and beyond.

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Sundari Venkatraman, the founder of Cheeks On Fire, is a visionary entrepreneur who has dedicated her life to empowering women of color through the transformative power of beauty. Through her passion, perseverance, and unwavering belief in her vision, she has created a brand that celebrates diversity, promotes inclusivity, and inspires women to embrace their own unique beauty.



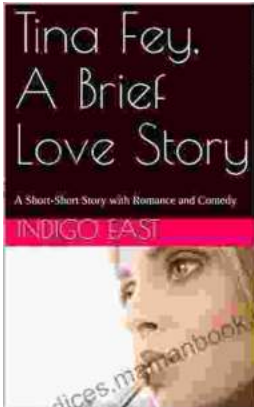
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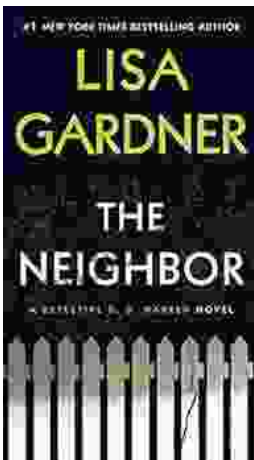
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