

**Atlantic Canada Launch Export Program Mission  
to Ottawa and Toronto November 2025**



**DELEGATE CORPORATE PROFILE**

<b>Company information</b>	<b>Company name: jenn of arch</b>
<b>Contact information</b>	<b>Name: Jenepher Reynolds, Owner/Operator</b>
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<b>Alternate Contact</b>	<b>Name: ,</b>
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	<b>E-mail address:</b>
<b>Alternate Contact</b>	<b>Name:</b>
	<b>Phone:</b>
	<b>Mobile:</b>
	<b>E-mail address:</b>
<b>Website</b>	www.jennofarch.com
<b>Delegates Attending</b>	<b>Jenepher Reynolds, Owner/Operator, jenn of arch</b>
<b>Company Logo (insert or attach)</b>	
<b>Company Description</b>	<p>Jenn of Arch is a trailblazing beauty brand transforming how brows are shaped—effortlessly, sustainably, and professionally. The company combines <b>precision, eco-conscious design</b>, and <b>confidence-boosting results</b> to deliver salon-quality brows—without the salon.</p> <p><b>Jenn of Arch redefines effortless brows with pro-quality tools designed for precision, ease, and long-lasting wear. Created for beauty enthusiasts, beginners, and those experiencing brow hair loss, the brand delivers a simple, polished approach to brow shaping.</b></p>

	<p>The Jenn of Arch Eyebrow I.D System, launched in January 2025, features: <b>Launch is October 1<sup>st</sup>, 2025</b></p> <ul style="list-style-type: none"> <li>• A reusable, 100% biodegradable hands-free brow stencil for consistent, professional results</li> <li>• The Arch Filler, a water-resistant powder that softly fills in brows for a natural, long-lasting finish</li> <li>• Built on innovation, inclusivity, and accessibility, Jenn of Arch makes expert-level brows achievable for all.</li> </ul> <p><b>About Jenepher Reynolds</b>  With over <b>25 years</b> in professional makeup artistry, Jenepher Reynolds has worked across editorial and commercial platforms. <b>She has been featured in Byrdie, PopSugar, and her work has appeared in Hello Canada, Chatelaine, Canadian Living Magazine. A number of TV commercials, music videos and fashion shows.</b> showcasing her expertise in brow artistry and makeup <b>skills</b>.</p> <p>Jenn of Arch was born from her passion for simplifying beauty routines while delivering flawless results. Through high-performance tools and smart beauty solutions, the brand is transforming how brows are shaped—effortlessly and beautifully.</p>
<p><b>Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).</b></p>	<p><input type="checkbox"/> <b>Eco-Conscious Innovation</b></p> <ul style="list-style-type: none"> <li>• <del>Unlike most brow tools that are single-use or plastic-heavy,</del> Jenn of Arch offers a <b>100% biodegradable, reusable stencil</b>—a first-of-its-kind in the brow category.</li> <li>• It's hands-free, which means no awkward positioning or smudging. Just precision, every time.</li> </ul> <p><b>Performance Meets Simplicity</b></p> <ul style="list-style-type: none"> <li>• The <b>Arch Filler</b> powder is <b>water-resistant, smudge-proof</b>, and designed to mimic natural brow texture—not harsh lines.</li> <li>• It's buildable, breathable, and lasts all day without touch-ups, making it ideal for humid climates or long workdays.</li> </ul> <p><b>Inclusive by Design</b></p> <ul style="list-style-type: none"> <li>• <del>Most brow kits cater to a narrow range of face shapes and brow types.</del> Jenn of Arch was built for <b>everyone</b>—from beginners to pros, from sparse brows to full arches.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>The stencil system adapts to different brow placements and facial features. With a perforated centre allowing the user to separate and adjust for asymmetry.</b> <del>and adjust making it especially helpful for those experiencing brow hair lossymmetry.</del></li> </ul> <p><b>Expert-Level Results Without the Expertise</b></p> <ul style="list-style-type: none"> <li>• Created by a seasoned makeup artist, the system delivers <b>professional-grade brows</b> in under a minute—no training, no guesswork.</li> <li>• It’s a beauty shortcut that doesn’t compromise on quality or ethics.</li> </ul> <p>In short: <b>Jenn of Arch isn’t just another brow product—it’s a beauty solution.</b> One that’s clean, clever, and crafted for real life.</p> <p><b>(See chart Below which we could include)</b></p>
<b>Exporting</b>	
<b>Sales Pitch:</b>	<p><b>Introducing Jenn of Arch – The Future of Effortless Brows</b></p> <p>Your clients want perfect brows—without the hassle. Jenn of Arch offers a precision-driven, professional solution that saves time and delivers consistently flawless results.</p> <p><b>Why partner with Jenn of Arch?</b></p> <ul style="list-style-type: none"> <li>• <b>Salon-quality results, anywhere:</b> Our reusable, hands-free stencil makes expert shaping simple and accessible.</li> <li>• <b>Eco-conscious &amp; safe:</b> 100% biodegradable and skin-safe materials align with today’s demand for sustainable beauty.</li> <li>• <b>High-performance product line:</b> The <i>Arch Filler</i> is a water-resistant, smudge-proof powder that guarantees natural, all-day wear.</li> <li>• <b>Wide customer appeal:</b> Ideal for busy professionals, beauty enthusiasts, and individuals experiencing brow hair loss.</li> </ul> <p>Jenn of Arch isn’t just another brow product—it’s a game-changer that empowers your clients to achieve polished, professional arches in seconds.</p> <p><b>Give your customers the brows they’ve been waiting for. Stock Jenn of Arch and lead the way in effortless beauty.</b></p>
<b>Businesses of Diversity</b>	<b>Women</b>
<b>Sectors or Industries</b>	<b>Beauty &amp; Personal Care</b>

	<p><b>Cosmetics &amp; Makeup</b> – Brow products, complexion products, and beauty tools</p> <p><b>Clean Beauty</b> – Products with skin-loving ingredients and eco-conscious formulations</p> <p><b>Professional Makeup Artistry</b> – High-performance beauty solutions for makeup artists and professionals.</p> <p><b>Retail &amp; E-Commerce</b></p> <p><b>Direct-to-Consumer (DTC) Beauty</b> – Selling through jennofarch.com and online marketing strategies</p> <p><b>Wholesale &amp; Distribution</b> – Expanding into beauty retailers, boutiques, and department stores</p> <p><b>Subscription &amp; Pre-Sell Models</b> – Leveraging strategic e-marketing campaigns for sales</p> <p><b>Technology &amp; Innovation in Beauty</b></p> <p><b>Beauty Tech &amp; AI</b> – <del>Virtual Try-On (VTO) and AI-powered product recommendations</del></p> <p><b>E-Commerce Optimization</b> – Enhancing online shopping experiences through innovative tools</p> <p><b>Customization &amp; Personalization</b> – Tailoring products to individual beauty needs</p> <p><b>Health &amp; Wellness</b></p> <p><b>Brow Hair Loss Solutions</b> – Addressing concerns from hormonal changes, alopecia, and medical treatments</p> <p><b>Skin-Friendly Beauty</b> – <del>Mineral-based</del>, non-toxic, and dermatologist-approved formulas</p> <p><b>Confidence &amp; Self-Empowerment</b> – Beauty as a form of self-care and self-expression</p> <p><b>Women’s Entrepreneurship &amp; Business Growth</b></p> <p><b>Female-Led Brands</b> – Positioning Jenn of Arch as a trailblazer in women-owned beauty businesses</p> <p><b>Beauty Startups &amp; Investment</b> – Seeking funding and strategic partnerships</p> <p><b>Networking &amp; Brand Awareness</b> – Connecting with women entrepreneurs, beauty investors, and industry leaders</p>
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**Needs Assessment:**

<b>Currently Exporting</b>	
<b>Tell us a bit more about your expectations, interests, and goals for the mission</b>	<p>Promote a new product launch.</p> <p>Learning experience.</p> <p>Explore and assess the U.S. market for trade expansion.</p> <p>Gain insights, build connections, and understand the key steps for entering the U.S. market.</p> <p>My goal is to learn the strategies, regulations, and best practices necessary for successfully launching and scaling Jenn of Arch in the U.S. beauty industry.</p>

<p><b>Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):</b></p>	<p>Brochures Company Profile Logos/photos/etc. Product or Service Information Sheets Website</p>
<p><b>Social Media and IT information</b></p>	<p>Instagram: @jennofarch Facebook: Jenn of Arch/Jenepher Reynolds LinkedIn: Jenepher Reynolds</p>
<p><b>List your most important end-users or end-user industries.</b></p>	<p>Beauty Consumers Women looking for an effortless, professional brow routine Those experiencing brow hair loss due to illness, hormones, or aging Beauty enthusiasts who prefer clean, skin-friendly formulations Professional Makeup Artists &amp; Beauty Experts <del>Makeup artists working in editorial, film, bridal, and everyday beauty</del> Brow specialists and estheticians seeking precision tools for clients Beauty educators teaching brow techniques Retail &amp; E-Commerce Shoppers Consumers looking for high-performance brow solutions online Shoppers interested in subscription models, pre-sell campaigns, and exclusive beauty drops Customers who prioritize sustainable, reusable beauty tools Health &amp; Wellness Consumers Individuals with alopecia, hormonal changes, or medical conditions affecting brow growth Those seeking gentle and non-toxic brow products Wellness-conscious buyers who value confidence-boosting beauty solutions Salon, Spa &amp; Boutique Owners Luxury beauty boutiques looking to carry innovative brow solutions Salons &amp; spas offering high-end, clean beauty products for clients Brow bars and beauty studios that provide styling services Women Entrepreneurs &amp; Corporate Professionals Busy professionals who want polished, effortless brows everyday Female executives and business owners looking for beauty solutions that fit their fast-paced lifestyle</p>
<p><b>Job title(s) of person in the prospect organization you typically meet with.</b></p>	<p>Retail &amp; Distribution Buyers &amp; Category Managers – Beauty retailers and specialty boutiques Wholesale &amp; Distribution Managers – To learn about product sourcing and market entry E-Commerce Directors – Managing online beauty retail platforms</p>

	<p>Beauty Industry Professionals</p> <p>Salon &amp; Spa Owners – Interested in offering brow styling solutions to clients</p> <p>Makeup Artists &amp; Brow Experts – Professionals seeking innovative, high-performance tools</p> <p>Startup &amp; Small Business Consultants – Advising on market entry and business growth</p> <p>Marketing &amp; Media</p> <p>Influencer Marketing Managers – Coordinating partnerships for brand visibility</p> <p>PR &amp; Beauty Editors – Covering clean beauty innovations in top U.S. publications</p> <p>Social Media &amp; Brand Strategists – Enhancing digital reach for new market entry</p>
<b>How is your product typically distributed and marketed (and in other countries if applicable)?</b>	Locally and online
<b>Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?</b>	<b>I'm unsure. I don't think I'm looking for a business partner</b>
<b>Seeking representation in-market?</b>	I don't know
<b>Export markets within Canada</b>	n/a
<b>Are you currently doing business in the USA? Where, how, with whom.</b>	n/a
<b>Particular businesses of interest are:</b>	<ul style="list-style-type: none"> <li>• Women influencers over the age 40</li> <li>• Beauty retailers and specialty boutiques</li> <li>• E-Commerce Directors – Managing online beauty retail platforms</li> <li>• Beauty Industry Professionals</li> <li>• Salon &amp; Spa Owners</li> <li>• Makeup Artists &amp; Brow Experts</li> <li>• Brow Bars (this product could save the step of mapping out brows)</li> </ul>
<b>Consulates/Embassies/Trade Offices of Interest are:</b>	<ol style="list-style-type: none"> <li>1. Europe: UK and Ireland (potentially France and Germany)</li> <li>2. North America</li> <li>3. Asia</li> </ol>
<b>Particular that we DO NOT want to meet at are:</b>	I'm unsure

<b>Business Organization Membership</b>	
<b>Intake Meeting Notes</b>	

<b>Feature</b>	<b>Jenn of Arch Eyebrow I.D System</b>	<b>Typical Brow Kits</b>
<b>Eco-Friendly Design</b>	100% biodegradable, reusable stencil	Often single-use plastic or non-recyclable packaging
<b>Hands-Free Application</b>	Innovative stencil allows no-touch precision	Manual application with pencils or brushes
<b>Water-Resistant Formula</b>	Arch Filler powder resists smudging and humidity. <b>Product is contained in the cap so convenient, spill free, travels well.</b>	Many formulas fade or smear throughout the day
<b>Consistency &amp; Precision</b>	Stencil ensures symmetrical, pro-level results	Requires skill and practice to achieve symmetry
<b>Inclusive for All Brows</b>	Designed for sparse, thinning, or full brows	Often limited to standard brow shapes or tones
<b>Time-Saving</b>	Brows shaped in under 60 seconds	Can take 5–10 minutes or more for detailed shaping
<b>Expert-Designed</b>	Created by a pro makeup artist with 25+ years' experience	Often mass-produced without professional input
<b>Clean Beauty Commitment</b>	Non-toxic, skin-safe, dermatologist-approved	May contain harsh chemicals or allergens
<b>Professional Results at Home</b>	Salon-quality finish without the salon visit	Results vary based on user skill level