



**SATRELL**  
**MEDIA KIT 2021**

## NICHOLE WRIGHT, FOUNDER



Nichole Wright is a finance professional, wife, mom, and now an entrepreneur, from Charlotte, North Carolina. Nichole was inspired to start her own business after watching the entrepreneurs in her own family.

While the beauty industry has a wide selection of products, Nichole believes it's time to add her own innovations, free from harsh chemicals, to the mix. Nichole is passionate about making all individuals feel beautiful in their own skin by providing products that allow them to showcase their personalities.

# THE SATRELL STORY

Satrell is a beauty brand that has exclusive products, such as lip glosses, nail polishes, and lip scrubs that inspire creativity and expression. The collection is cruelty-free, free from harsh chemicals, and compliments all skin tones. Satrell's mission is to create beauty products that are long-lasting, moisturizing, and hydrating.

Satrell is near and dear to Nichole's heart because it's the combination of her two boys' names (Samuel and Dontrell). Nichole strives to offer her customers a selection of products that they are eager to acquire. Satrell's vision is to become a household brand name by achieving longevity in the beauty industry. This will come to fruition based on what their expectations are TODAY.

Satrell resonates with the following core values: Passion | Trust | Boldness.





# PRESS

FASHIONISTA

## 425+ BLACK-OWNED AND FOUNDED BEAUTY AND WELLNESS BRANDS TO KNOW

STEPHANIE SALTZMAN • UPDATED: JUN 3, 2020 • ORIGINAL: JUN 3, 2020

10 NECOLE  
STREETDS, COCKTAILS AND CONVERSATIONS



## 10 Black-Owned Businesses To Shop This Black Friday & Beyond

Time to spend green, and shop black.  
Charmin Michelle | Nov. 27, 2020 07:18AM EST

BELLA  
MAGAZINE



BeautyIndependent®

## What Indie Beauty Brand Founders Make Of Cancel Culture

ALICE WROZKOWSKI  
JULY 29, 2020



NICHOLE WRIGHT  
Founder and CEO, Satrell Beauty

I don't have an issue with the cancel and call-out culture as long as there's a legitimate reason for giving this name. Censoring or calling out someone or a business just for spite is ridiculous because it doesn't serve a purpose. I would prefer to speak or email about an issue in private before considering this option.

If an resolution comes from a private conversation, then I'd think about my next steps on how to handle any issue in the manner that best suits my needs. If it means hearing someone on a media outlet, as he is in this day and age, everything is public knowledge, so it's not very easy to keep things on the low. It's sad that the only way to get most individuals or a business to execute an issue now versus later is to expose them publicly.

HelloBeautiful

## Momprenuer Nichole Wright Launched A Vegan-Friendly Brand Of Nail Polishes And Lip Glosses

Nicole Wright is the founder of Satrell -- a vegan-friendly, cruelty free brand of nail polishes and lip glosses that boasts inclusivity.

D'Shonda Brown  
Posted September 14, 2020

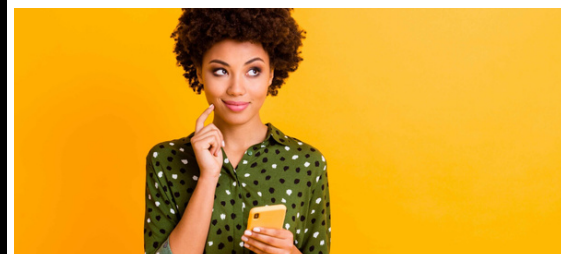
BRONZE  
MAGAZINE  
CELEBRATING WOMEN OF COLOR

## Entrepreneur Nichole Wright Creates "Satrell": A Cosmetics Brand For Everyone

— DECEMBER 14, 2020 —



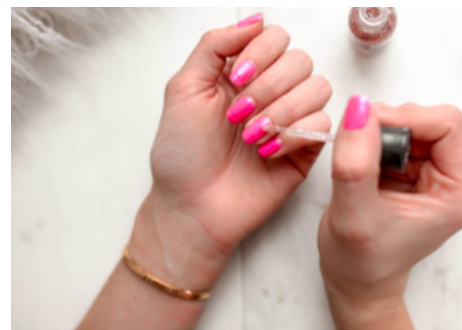
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## What Social Media KPI Is Most Important To Indie Beauty Entrepreneurs

ALICE WROZKOWSKI  
OCTOBER 6, 2020

PRETTY  
PROGRESSIVE



## 5 Essential Cruelty Free Nail Polishes

Your guide to having gorgeous nails completely cruelty free

yes!  
Your Essential Shopper™



FEM FOUNDER™

## "STAY MOTIVATED AND DON'T GET DETERRED FROM YOUR PATH" WITH NICHOLE WRIGHT

ENTREPRENEUR INTERVIEWS



# CONTACT

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## SOCIAL MEDIA

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