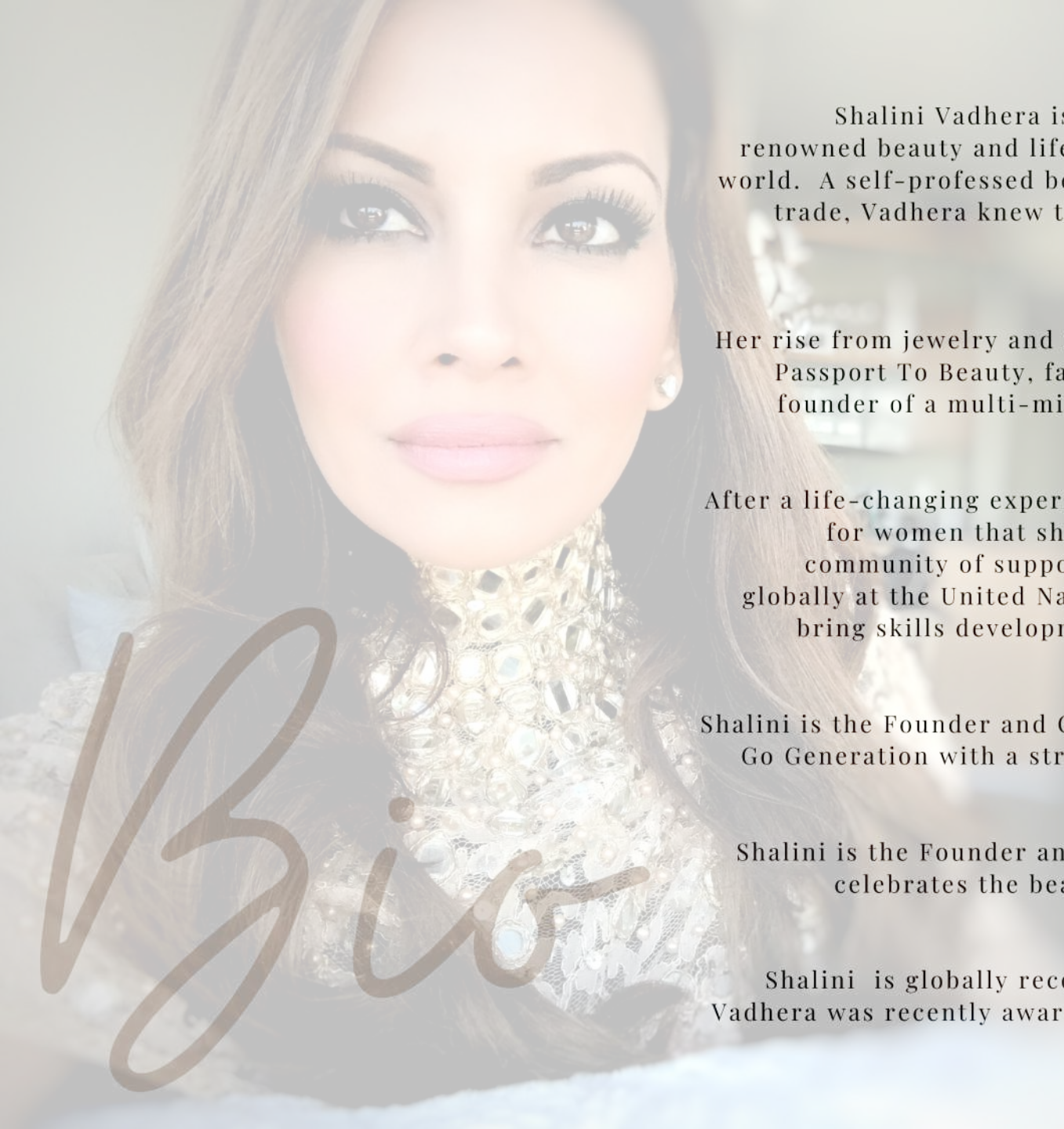




ABOUT ME

Global Beauty & Wellness Authority,
Serial Entrepreneur, Best-Selling Author
Passport To Beauty, Internationally
Recognized Media Personality, Celebrity
Makeup Artist, Global Influencer

A portrait of Shalini Vadhera, a woman with long, wavy brown hair, wearing a gold high-collared necklace and a pearl earring. A large, stylized brown 'Bio' watermark is overlaid on the left side of the image.

Shalini Vadhera is an inspiring serial global entrepreneur who uses her internationally renowned beauty and lifestyle platform to send an empowering message to women all over the world. A self-professed beauty junkie, successful entrepreneur and acclaimed makeup artist by trade, Vadhera knew that beauty transcends all boundaries. It was her mission to bring the fruits of her extensive travels to women across the globe.

Her rise from jewelry and fashion entrepreneur, celebrity make-up artist, best selling author of Passport To Beauty, favorite guest of Dr. Oz, Today, and The View, Travel Influencer, to the founder of a multi-million dollar global cosmetics company is nothing short of remarkable.

After a life-changing experience, Shalini launched Power Beauty Living in 2015, a social platform for women that shares the knowledge of top female thought leaders providing women a community of support and empowerment. In 2016, Vadhera launched Power Beauty Living globally at the United Nations. In 2019 Power Beauty Living became a full 501c3 Foundation to bring skills development, vocational training, livelihood enablement and empowerment to disenfranchised women globally.

Shalini is the Founder and CEO of Ready Set Jet, a wanderlust inspired beauty brand built for the Go Generation with a strong social impact give back geared to empower and inspire women by using beauty as a vehicle for global change.

Shalini is the Founder and CEO of Passport To Beauty, a global beauty and wellness brand that celebrates the beauty of diversity and curates and creates the best beauty and wellness discoveries from around the world.

Shalini is globally recognized for her innovative formulations and unique packaging design. Vadhera was recently awarded The Mahatma Gandhi Leadership Award at The British Parliament and The Jewel Of India Award from the Prime Ministers office.

Global
Digital Media Deal with Zoom.in Netherlands for Beauty, Travel and
Women's Empowerment content pushed to 34 countries in 17 languages. 350 Million
uniques a month.

Direct
To Consumer—Guest on QVC, QVC UK, HSN. Host Joyus.com, SMT, RMT Host.

RegularGuest on
Dr. Oz, The Today Show, The Doctors, Extra, The View, CBS Early Show, ET, The
Real, Discovery, Fox Business, The Big Idea, Kris Jenner Show



AWARDS AND RECOGNITION

2020 Named President Of The International Women's Wing For Global Women Empowerment - NRI Welfare Society New Delhi

Recipient 2019 Jewel Of India Award – Prime Ministers Office

Recipient 2019 Exceptional Woman Of Excellence Award
Women Economic Forum

2019 Ernst and Young Entrepreneur of the Year Nominee

2017 Mahatma Gandhi Leadership Award – British Parliament
House Of Lords

Named The #1 Person To Watch by The Economic Times of
India

Recipient Oprah Beauty O~ward
Winner of The Sexy And Successful Entrepreneur Award

Winner of the Game Changer Of The Decade Award in Beauty
Anokhi

Named Global And Gorgeous by The NY Post



Press

Life & Style WEEKLY





Beauty guru Shalini Vadhera's new event series to mix business with 'girls' night out'



Caroline McMillan Pontillo, Business reporter
Oct 16, 2016, 9:45pm EDT

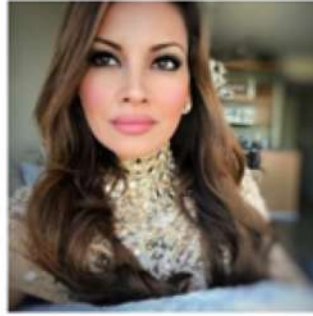


Photo courtesy of Shalini Vadhera

Beauty guru and entrepreneur Shalini Vadhera is launching a new "Power Lip" multi-city event series that mixes business and networking with "the best girls' night out."

Wonder Woman: Shalini Vadhera-Grab Your Passport and Let's GO!

October 30, 2017 | Hemi Morris



I had the pleasure of meeting Shalini Vadhera, the incredible entrepreneurs last April at the We Inspire Summit at Woodbury University and I was instantly blown away! A stunning beauty with a heartwarming personality and a great sense of humor, I just knew I had to share her story!

A San Diego native like myself, Shalini spent most of her childhood traveling back to India and Kenya to visit my grandparents. Now LA based, she spends quite a bit of time in NY and the rest of her time traveling to source and

discover new beauty and wellness secrets for her brands. When she is not out conquering the world you can find her trying new dishes and exploring new places or just catching up to a good book!



SHALINI VADHERA, 45

Founder, PassportBeauty

WING: The LA-based celebrity-makeup artist

was named "Beauty" magazine's "Beauty

method" from around the world, and founded a

1,000-member makeup brand.

INDIA: From her work as a Chicago makeup

artist at the age of 17, Vadhera went on to help

launch makeup brand Lip Lip Lip Lip Lip Lip

and founded a beauty brand in India and Kenya.

BREAKTHROUGH: Getting a book deal for

"The Year the World It Was Released and

to be a number one on health and beauty

list. She founded her beauty and beauty brand

and founded the beauty brand in India and Kenya.

COMING UP: Vadhera just launched her

beauty brand in India and Kenya.

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REAL STYLE
Fashion, Beauty & Lifestyle

MENU

BEAUTY INTERVIEW

Makeup Artist Shalini
Vadhera Discusses Inner
And Outer Beauty



Author, Entrepreneur, Life-Changer Shalini Vadhera Launches Global Platform "Power Beauty Living" to Engage, Educate & Empower Businesswomen

March 10, 2016 Ajay Ghosh



Power Beauty Living
VIP Networking Cocktail Event
February 29, 2016
United Nations
Headquarters



(New York, NY - March 3, 2016) United Nations



Shalini's global influence with women and young girls stems from her entrepreneurial passion to build companies and create products to empower women. After building her Rs. 21 crores global cosmetic company Passport to Beauty, she's earned recognition from the Government of India. As the recipient of the 'Jewel of India Award' from the



Forbes

Mahatma Gandhi Award-Winning Female Entrepreneur Is Set To Change The Face of Beauty In India



International Business

NEWS BUSINESS & MARKETS TECHNOLOGY SCIENCE SPORTS ENTERTAINMENT AUTO

HOME / ENTERTAINMENT

Entrepreneur Shalini Vadhera Gives Her Insight on How to Overcome Global Pandemic COVID-19

I really believe that we have an incredible opportunity to strengthen relationships and create collaborative partnerships during this time.

By: IBC Entertainment Desk April 2021 10:21:07



Shalini Vadhera



SPEAKER - WOMEN'S EMPOWERMENT

Global Education Summit – House Of Lords, House Of Commons – British Parliament, CA Women's Conference Featured Speaker, Keynote – Women's Venture Funding Conference. Global Education Summit – British Parliament. United Nations – Health and Wellbeing Power Beauty Living. Wells Fargo Funding Panel, Hearst Magazine Changing Face Of Beauty, Digital LA Brand Influencer Panel, Nordstrom Trend Shows Speaker, Keynote for Soroptimist International, SayWe Entrepreneur Panel, Phame Expo, International Travel Show, We Inspire Tour, LA Business Journal Stiletto Gal Series, Wealthy Girl Summit, Boss Talks, Keynote – Purpose and Power Summit

Empower

NEXT BEAUTY STOP
BARCELONA



Travel

TRAVEL INFLUENCER

Content Creator, Global
Beauty Authority, Luxury Spa
Consultant - Shangri La
Hotels, Four Seasons, Ritz
Carlton, Langham Hotels, Taj

Meet

The SVP Brands

AWARD WINNING
GLOBAL BRAND CREATOR AND
FORMULATOR





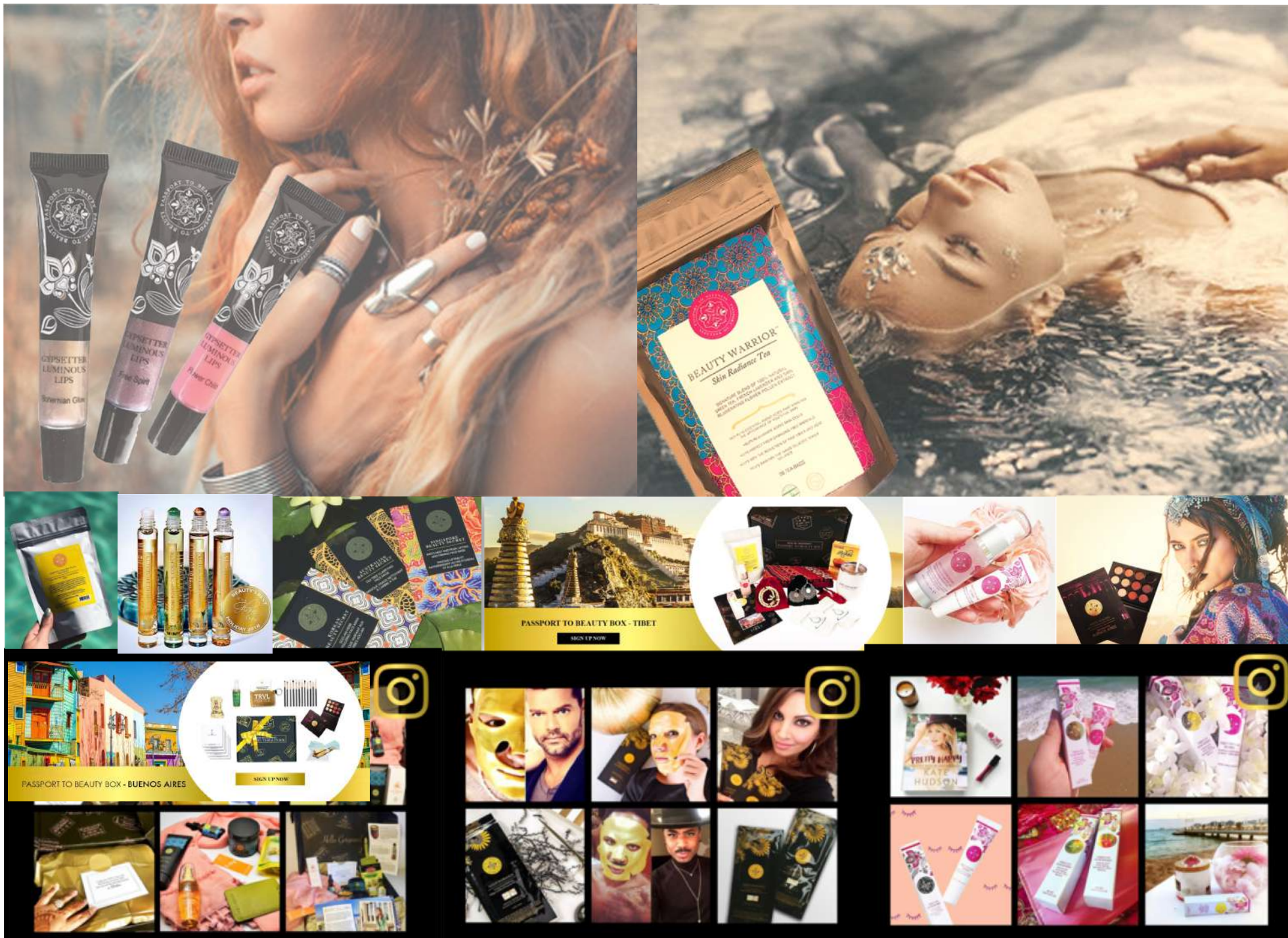
Passport To Beauty

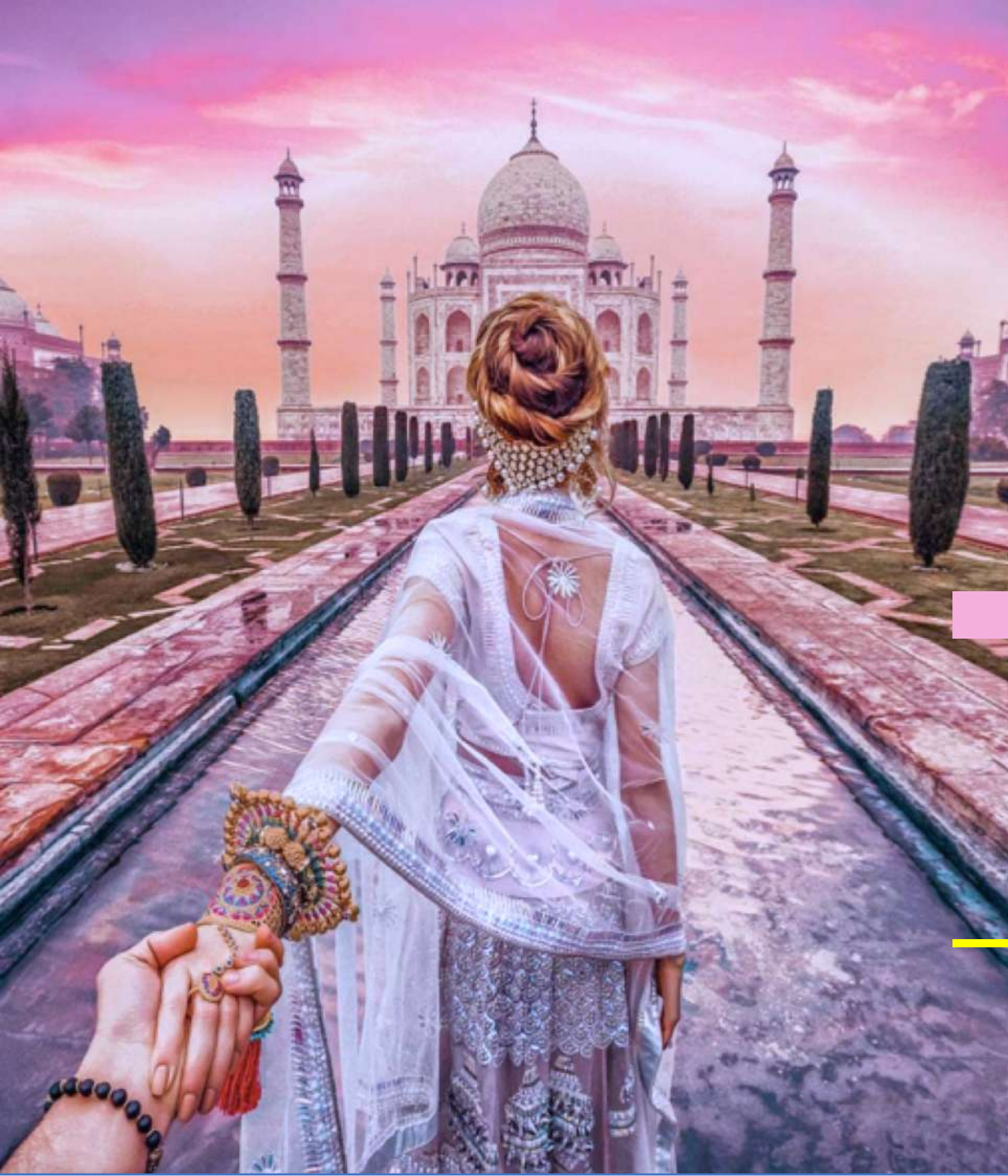
is a global beauty and lifestyle brand that curates and creates the world's best beauty, health, and wellness discoveries.

We bring the world of beauty... to your doorstep.

passportbeauty.com

Passport To Beauty



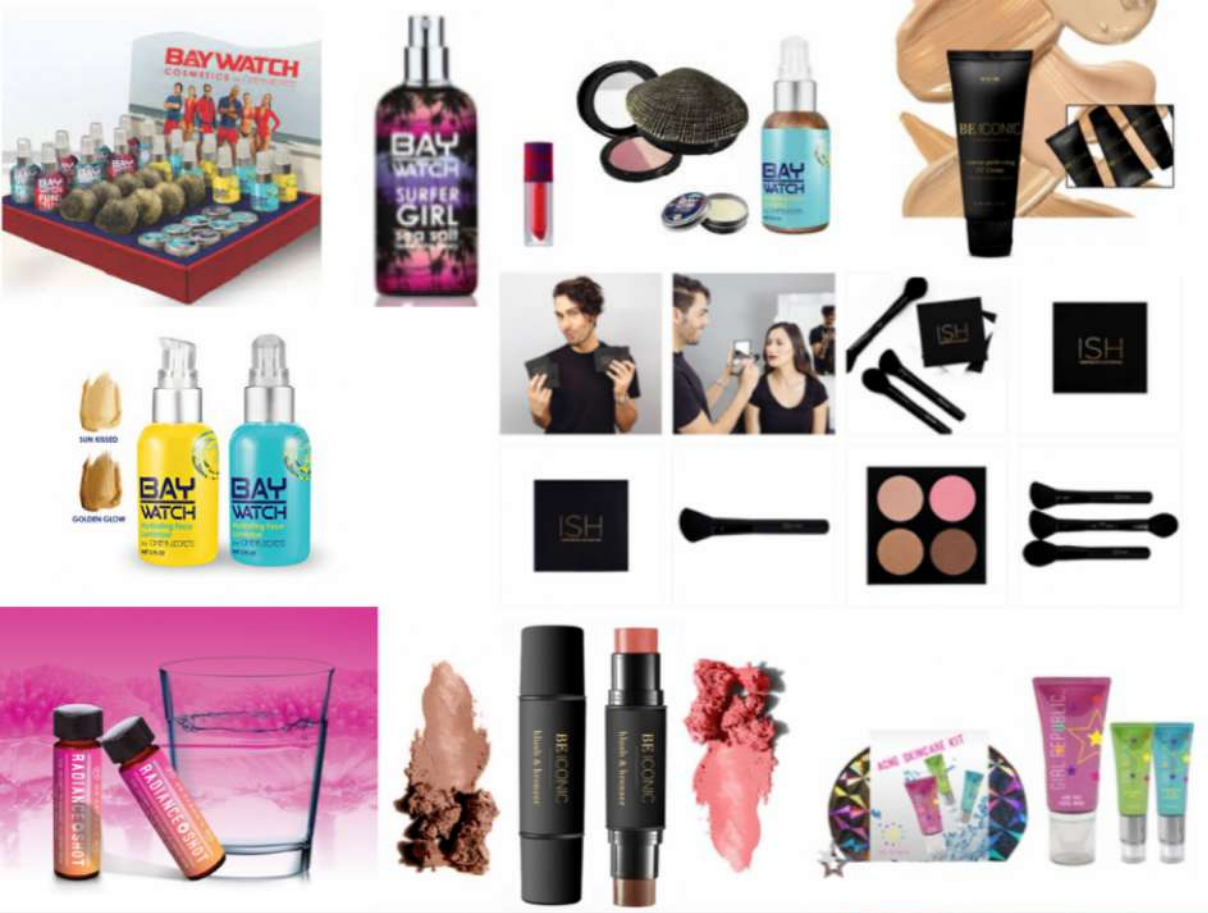


Beauty with a purpose.
We believe confident women can change the world.
That's why our products are made with the mission to empower women
around the globe. With products tailored to express your personality and
adapt to your lifestyle, we're simplifying your beauty routine while
changing the world.

welcome to

double
duty beauty →





*Global Beauty
formulator*



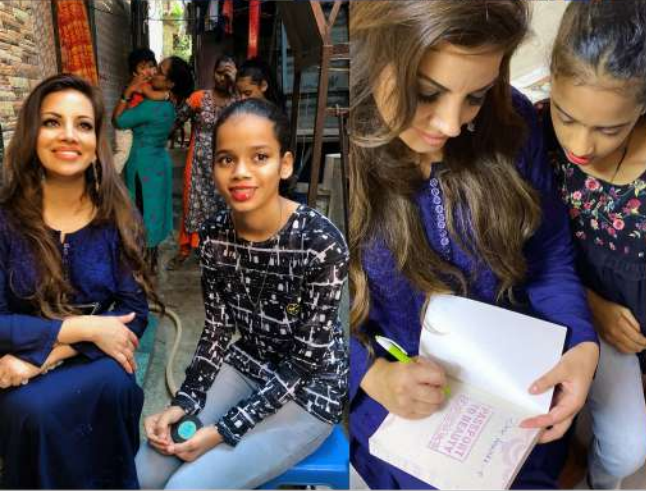
Global Goddess Beauty - Exit 2010
 Girl Republic - Available For License
 Dr. Karma Skincueticals - Created Private Label For Dr. Karmacharya
 ISH - Created Brand For Fab Fit Fun
 Turner Classic Movies - Be Iconic Created Brand For Licensee
 Baywatch Movie Brand - Created Brand For Paramount and Licensee
 White Label Projects and branded
 products for numerous subscription boxes, influencers, and celebrities



Philanthropy

THE SHALINI VADHERA
POWER BEAUTY LIVING
PLATFORM & FOUNDATION

www.powerbeautyliving.gvng.org



BUSINESS

BEAUTY

BALANCE

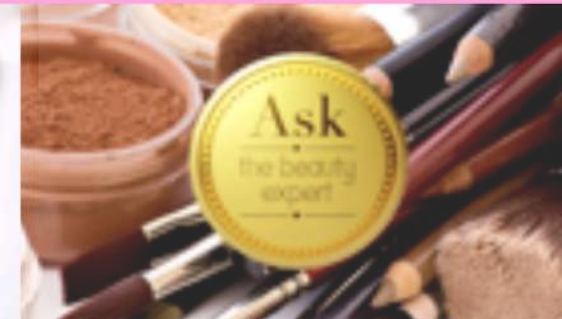
BLISS

Power Beauty Living

MEDIA KIT | 2020



The Power Beauty Living Foundation mission and vision seeks to create pattern breaking social change. We believe every woman and girl should have a voice, opportunity for a better life, and be given the tools to thrive.



Shalini Vadhera's mission is to help girls and women in India (and globally) gain financial and professional freedom through skills development, micro entrepreneurship, livelihood generation, education and empowerment.





Contact

LINKS

Website:

www.shaliniworld.com

www.passportbeauty.com

www.readysetjetofficial.com

www.powerbeautyliving.gvng.org

Twitter: [@shaliniworld](https://twitter.com/shaliniworld)

Facebook:

www.facebook.com/shaliniworld

Instagram: [@shalinivadhera](https://www.instagram.com/shalinivadhera)

Contact: Shalini@svpbrands.com

+1-310-738-0584