



Selena Gomez

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Background Information

Selena began her life in a small neighborhood in the Dallas suburbs with her father and mother. When she was only 5, her parents divorced, leaving her with an early life of hardships. Selena's mother Mandy Teefey had given birth at only 16 years old, leaving them to live off a very low income for many years.

Selena Gomez

- Selena Marie Gomez is an American singer, actress, producer, and entrepreneur.
- She is the founder of the company, *Rare Beauty*



What inspired Selena to start her business?

Selena Gomez was inspired to start **Rare Beauty** because she wanted to create this safe, welcoming space in beauty and beyond. Selena said that she had professionals doing her makeup at a young age so she always looked older than she was.

Challenges she had to face were starting a business during the pandemic and how they had to change the approach of the launch of their brand.

Entrepreneur – a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

I think that Selena Gomez is a Specialist Entrepreneur because she specifically creates beauty products.



Her role in the community

Selena wanted to create in makeup in which people felt comfortable in and she wanted to break down unrealistic standards of beauty.

She contributes by selling vegan and cruelty free makeup and 1% of all of her sales go to the Rare Impact Fund whose goal is to raise \$100M over the next 10 years to help give people access to mental health services.