



BEAUTY, IDENTITY & EMPOWERMENT

*Creator &
Cultivator*

About us

Originally a blog, Miss Rizos was founded in 2011 by Carolina Contreras, a Dominican-American entrepreneur and activist. It was conceived as a space to educate and share advice regarding natural hair care. In a short time, Miss Rizos became a social movement that celebrated, educated, and empowered women.

In 2014, Miss Rizos opened its first salon to fulfill the need of spaces dedicated exclusively to curly hair in the Dominican Republic. In 2019 the second salon was opened in New York City, becoming one of the only exclusively curly salons in the Washington Heights Uptown community.

Consistent execution and delivery of value through beauty, education, and empowerment allowed Miss Rizos to become a social impact business with an innovative, diverse, and dynamic team which continues changing the world, one curl at a time.

With all the work we do in the salon, social media, our online platforms, and the press that covers us, we hope to break with current beauty standards. Representation matters and the lack of images of women and girls with curls, led our CEO to create a cartoon superhero in a comic book. We've created this free comic book to teach about the constitutional right to wear hair curly in schools, since in the DR it's sometimes prohibited. We've distributed over 7,000 free copies. We've also reached over 1,500 girls with our workshops on self-love and hair care.



Sales/Distribution Channels

The Salons

The salons are designed to capture the essence of our brand: empowerment and inclusiveness. Every customer that walks in knows it's a place where they are welcome and valued. At Miss Rizos, we discourage employees from using any up-sale tactics or pressuring customers into buying our products or branded merchandise. We seek to provide the best customer experience and full information about their hair to each person, ultimately letting them decide on their additional purchases.

Online Shop

Within the salon's websites, readers are given the option to purchase products and branded materials from our online store or make salon appointments.

Social Media and newsletter

Reaching our 160K+ unique social media followers and newsletter subscribers. Through these channels we distribute professionally created content, salon news, sales promotions, important Miss Rizos events, and give customer support.

Social Insights

@miss_rizos

68.6k

instagram followers

@missrizosasalonrd

59.3k

instagram followers

@missrizossalonus

13.2k

instagram followers

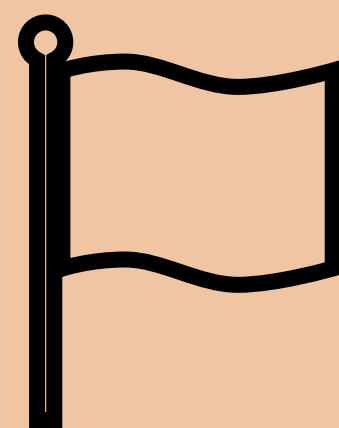
Newsletter

18.7k

subscribers

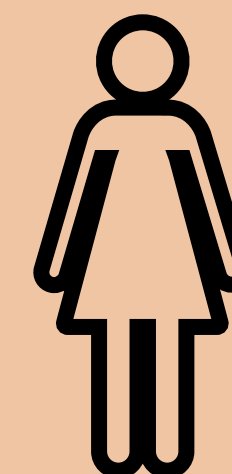
4% Combine Engagement per month

MONTHLY REACH: +13.9K accounts



Influence in 40+ countries

United States • Dominican Republic • Mexico
France • Germany • Spain • Haiti • Puerto Rico
Colombia • Peru • Belgium



Target Audience

Women of color
aged 20-40

Featured in

“Contreras is a champion for women of Afro-Latinx descent around the world.”

-Essence

“Through Miss Rizos Salon, Carolina is helping others embrace their kinky, curly, beautiful selves.”

-CNN, Great Big Story

“Miss Rizos is Opening an NYC Salon to Help Combat Hair Texture Discrimination”

-Bustle

“10 Inspiring Afro-Latina Bloggers You Should Follow”

-Cosmopolitan

“Contreras`announced the expansion of her salon in NYC at a Beautycon event, where she was recognized by SheaMoisture as a digital leader.”

- Hip Latina

“...the success that has afforded her to open a second location in the heart of Washington Heights, New York—home to the largest population of Dominicans outside the island.”

-BET

HUFFPOST

BuzzFeed

BUSTLE

ESSENCE

REFINERY29

npr

The New York Times

COSMOPOLITAN

Forbes

CNN

yahoo!

UNIVISION

TELEMUNDO

teenVOGUE

USA TODAY

BET★

Our Team



Carolina Contreras

CEO

Upon graduating from college, Carolina returned to her native country, Dominican Republic to rediscover her “roots” but never imagined that Miss Rizos would be born in that process. She’s passionate about social change and her greatest goal is to be able to leave the world better than she found it.



Nikol Ramírez

CMO

Nikol’s in charge of everything related marketing and communication. She joined the brand right at the beginning and has been there during the whole growth and evolution. In her teenage years, she recognized the power of images and words, from which sprang a love for design and communication.



Winnie Valerio

Administrator

Winnie joined the team on 2019. Women empowerment is important to her and she’s happy to be able to do that alongside the Miss Rizos team. She looks forward to all the beautiful changes that will arise with the opening of Miss Rizos in Washington Heights!



@miss_rizos

@missrizossalonus

@missrizossalonrd

www.missrizos.com/en



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