

The Beauty Genie® and MyBeautyKit Partner to Revolutionize Haircare Access for College Students

The Beauty Genie® and MyBeautyKit Announce Strategic Partnership

CHICAGO, IL, UNITED STATES, April 15, 2025 /EINPresswire.com/ -- The Beauty Genie®, a pioneer in accessible haircare solutions, and MyBeautyKit, an innovative digital beauty platform, are excited to announce their strategic partnership. This collaboration aims to improve the beauty industry by combining The Beauty Genie's vending machine technology with MyBeautyKit's digital expertise.

The partnership will launch at Bridgewater State University on April 4th, 2025, showcasing the combined efforts of both brands. Students will have the opportunity to engage with The Beauty Genie's state-of-the-art vending machines stocked with haircare products, while also experiencing MyBeautyKit's mobile app for personalized beauty recommendations and education.

Ebony Karim, Founder and CEO of The Beauty Genie, shared, "We're excited to join forces with MyBeautyKit to enhance beauty access through technology. This collaboration aligns perfectly with our mission to empower individuals with textured and multicultural hair."

Shay Bailey, Founder of MyBeautyKit, added, "Partnering with The Beauty Genie allows us to bring our digital beauty experience directly to college campuses, providing students with expert makeup advice and tips to complement their haircare routines."

This partnership marks a step forward in addressing the needs of underrepresented



The Beauty Genie by Ebony Karim

communities in the beauty industry, especially on college campuses.

About The Beauty Genie

The Beauty Genie is a company dedicated to empowering individuals with textured and multicultural hair through accessible haircare solutions. Founded by Ebony J. Karim, the company utilizes vending machines to provide high-quality, curated haircare products, making beauty more convenient for its customers. With a mission to celebrate diversity and inclusivity, The Beauty Genie is transforming the way people access haircare products.

Website: [The Beauty Genie Website](#)

Instagram: [The Beauty Genie Instagram](#)



MyBeautyKit by Shay Bailey

About MyBeautyKit

MyBeautyKit is a digital beauty platform designed to enhance women's confidence in beauty. Founded by Shay Bailey, the company offers a mobile app featuring live lessons, expert advice, and beauty tips. MyBeautyKit aims to be a comprehensive digital beauty resource, connecting users with the right products and brands.

Website: [MyBeautyKit Website](#)

Instagram: @MyBeautyKitBrand

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