

PNC PRESENTS A Q&A WITH
BOBBI BROWN

How a Makeup Artist Built an Empire



PNC Is Proud to Celebrate and Support Small Businesses.

Whether you are a small-business owner, manage a side business for extra income, or are just looking for inspiration, you'll want to join our special webcast¹ in May featuring Bobbi Brown, beauty industry titan, world-renowned makeup artist, best-selling author, sought-after speaker, and serial entrepreneur. Register for the webcast and you will also be entered for a chance to win \$25,000.

Bobbi Brown: How a Makeup Artist Built an Empire A PNC Bank Webcast

Thursday, May 16, 2019

11:00 a.m. – 12:00 p.m. ET

Join us as Bobbi shares her experiences and insights on:

- How to Get Started
- Networking for Success
- Overcoming Moments of Helplessness
- Pushing Through Adversity
- How to Build a Brand
- Mastering Time Management

To take advantage of this webcast, you will need internet access.

REGISTER TODAY at pnc.com/sbmonth

May 16

11:00 a.m. – 12:00 p.m. ET

KEYNOTE SPEAKER **Bobbi Brown**

A renowned, trendsetting entrepreneur in the health and beauty industry, Bobbi will share her advice on the day-to-day challenges of running a business and her own journey to success.

EVERY REGISTRATION BY A BUSINESS OWNER WILL BE ENTERED FOR A CHANCE TO WIN \$25,000.²



PNC BANK WEBCAST

Bobbi Brown

Beauty industry titan, best-selling author, and serial entrepreneur.

As a professional makeup artist, Bobbi Brown created 10 simple lipsticks that evolved into a global beauty empire. In 1991, when stark contours and shiny red lips were in fashion, she designed cosmetics to highlight a woman's natural look with the launch of Bobbi Brown Essentials. In 1995, the company was acquired by the Estée Lauder Companies, where Bobbi served as chief creative officer, building a billion-dollar brand before stepping away to launch Beauty Evolution LLC.

Her latest endeavors include EVOLUTION_18, a line of lifestyle-inspired wellness products; justBobbi.com, a platform for Bobbi to share many of her life inspirations; and The George, a 32-room boutique hotel in Montclair, N.J., lovingly reimagined by Bobbi and her husband, Steven Plofker.

Bobbi remains a sought-after expert on television and online, and in magazines and newspapers. She is the beauty & lifestyle editor of "Elvis Duran and the Morning Show," has her own podcast called "Long Story Short," and is the author of nine beauty and wellness books, many of them *New York Times* best-sellers.

Bobbi has received the Glamour Woman of the Year Award, the Fashion Group International Night of Stars Beauty Award, and the Jackie Robinson Foundation's ROBIE Humanitarian Award, to name just a few.



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² **NO PURCHASE NECESSARY. A PURCHASE OR TRANSACTION WILL NOT INCREASE YOUR CHANCES OF WINNING.** Internet access and a valid email address are required. Open to legal U.S. residents of the 50 states US/DC who at time of entry are (a) 18 years of age or older; (b) registered for a free PNC Bank Small Business Month Webcast and (c) are small business owners (as defined by the Small Business Administration). Completion of webcast is not required for entry. Void where prohibited or restricted by law. Starts 12:00:01 am ET on 4/1/19 and ends 11:59:59 pm ET on 5/16/19. Limit 1 entry per person. Grand Prize (1): \$25,000. Odds of winning depend on the number of eligible entries received. For complete official rules, including how to enter, prize details and other terms, visit www.pnc.com/sbmonth. Sponsor: The PNC Financial Services Group, Inc., Pittsburgh, PA 15222.

If you do not wish to receive and would like to be removed from subsequent mailings regarding sweepstakes or contests by Sponsor, please provide written notification to PNC Bank, National Association, 249 Fifth Avenue, P1-POPP-27-B, Pittsburgh, PA 15222. ATTN: 2019 Small Business Month Sweepstakes ATTN: Sweepstakes Removal.

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