

# 2017 ICONIC BEAUTY

*LOOK GOOD, FEEL GOOD, DO GOOD EVENT*



ICONIC BEAUTY

by Bryiana Dyrdek

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# HELLO BEAUTY!

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## MISSION

Our mission is to inspire, empower and transform women into who and what they want to become through mentorship and personal development.

**INSPIRE:** We are that encouraging power to make our Beauties want to jump out of bed each morning, striving to be better than they were the day before.

**EMPOWER:** We uplift and motivate our Beauties because a woman with purpose is an unstoppable force.

**TRANSFORM:** We are confident that our Beauties will see the world in a new light after their experience with us. Our Beauties find themselves to be armed with the newfound knowledge that the world is at her fingertips and anything is possible.



## POSITION

We turn dreams into goals to make them REAL by providing the tools, resources and motivation because there is so much Beauty in being the author of your own story.

**TOOLS:** Our Iconic Beauties have been mentored by Bryiana Dyrdek since they signed with the company in July 2015. During this reign, these Beauties have learned how to model, brand themselves, and set and achieve personal and professional goals through the monthly homework assignments that Bryiana has required her Beauties to complete.

**RESOURCES:** Our Iconic Beauties have had endless opportunities to network with industry professionals and personally develop themselves, which has allowed them to truly live their dream.

**MOTIVATION:** We motivate each other every single day to chase after our dreams and to be unstoppable. We can't wait to cheer you on too!

## Welcome to the NEW ICONIC BEAUTY!

What was once a modeling competition to find the new Face of ICONIC BEAUTY has completely undergone a makeover from the inside, out to no longer be catered towards aspiring models, but to provide women of all shapes, sizes and colors the opportunity to live their dreams. This 2-3 day event will take place in **Los Angeles** on **Saturday, May 20, 2017** and **Sunday, May 21, 2017**. (VIP Ticket Holders ONLY will have one full, extra special day with ICONIC BEAUTY on Friday May 19, 2017.)



## VISION

Our vision is to change the way women view themselves and treat each other by bringing a whole new meaning to Looking Good, Feeling Good and Doing Good.

**LOOKING GOOD:** An Iconic Beauty will light up the room with her smile and presence, regardless of her size because style is not measured by the number on a scale or by a ruler- its in the way she carries herself.

**FEELING GOOD:** An Iconic Beauty is a timeless classic with a heart of gold because anyone can be pretty with a little make up and a great hairstylist. She is the total package from the inside, out.

**DOING GOOD:** An Iconic Beauty wears her heart on her sleeve and loves giving back to those in need.



## So, are YOU ready to Live Your Dreams?

If so, welcome to the most revolutionary chapter of your life, Beauty!

Love Always,  
*Bryiana Dyrdek*

# WELCOME

- AS AN -

# ICONIC BEAUTY

I PROMISE TO

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**N**ever settle. **Be my own first choice.** Follow my passion. Never regret a decision I once made in pursuing my own happiness. **Do things that set my soul on fire.** Never give up. Dream big in my sleep and even bigger when I'm awake. Keep my values front and center.

**See the world as it isn't.** Allow possibility to feed my soul. **Expect the best.** Remember that my self-worth is not based on what I look like, how much I weigh or anything else that has nothing to do with who I am as a person. Inspire, empower, uplift and motivate others. Help people. **Make my own path.** Ignore the doubters, even when they're in my own head.

**Be my own hero.** Have real goals, write them down and accomplish them. Be proud of who I am and who I am becoming. Set and **celebrate** milestones. Understand that it actually takes years of hard work, dedication and believing to become an "overnight" success. Be nicer than is needed. Break the rules and ignore limits. **Do more than is expected.** Believe in magic. Let **kindness** rule. Wield my power for good. Create my own path. Believe in the Beauty of my own dreams. Endure the sting of failure until I am able to break society's limits.

Build, create and **achieve the impossible.** Own the room. Never let fear stop me. Be unapologetically me. Be my own kind of beautiful. **Radiate.** Not dwell on past mistakes. Always give 110% in everything I do. (It's the extra 10% that people remember) Embrace change. Believe in new days, fresh starts and do overs. Build my days around what is important to me.

**Believe in myself.** Make a statement, every day. Try new things. Take risks. Face my fears. **Celebrate random acts of magnificence.** Start each day with goals. Be the change I wish to see in the world. **Empower. Inspire. Transform.** Aid in changing the way women view themselves and treat each other. **Always be an Iconic Beauty.**

I PROMISE ALL OF THESE THINGS BECAUSE

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The only way the world will know what gifts I have to share, is if I share **my gifts with the world.** You have to put something out there to get something back. Without action, I can't go anywhere. I am the only one who can create my dream life. **I don't want an average life.** If it's meant to be, it's up to me! I choose to break the mold. Everything I have ever done has brought me to this point. **I believe the life I want is mine to create.** I am me and I will change the world. I have what it takes to succeed in anything I put my mind to. **This is what I was meant to do.** I choose freedom. **I am my own best investment.** Winners never quit and quitters never win. **I will win. I have to win.**



I can honestly say **ICONIC BEAUTY** has **changed my life**. Bryiana is amazing. She makes sure we are prepared for anything that's to come. Being part of **ICONIC BEAUTY** made me love myself. People have always told me that I couldn't be a model because my body type was different or I wasn't skinny enough. **ICONIC BEAUTY** let me be myself and it didn't matter about my size or how I looked. The girls are amazing we are all different but yet so alike, I'm able to call those girls family. I am very shy but those girls always find a way to make me comfortable enough to express myself and make me laugh. Its always a good time when we're all get together and it never fails that we all talk about our goals and how to help each other grow in different ways. I am the most thankful for Bryiana. She is very inspirational, she has changed the way I think, she has a beautiful soul, she is always helping us better our selves and she makes sure she does whatever it takes to help us reach our goals."



**NANYELIE**  
reigning **ICONIC BEAUTY** Model



**ICONIC BEAUTY** has been **life changing for me**. I have never met a group of such like-minded and hardworking girls, we have created a sisterhood. Having a support group that has similar goals in mind and will help push you to get to your dreams is one of best things that has happened for me. We have grown so much closer over the past year. Bryiana wants one thing for every one of the girls and that's to make sure their dreams come true. She keeps us on our toes by giving us new tasks every month to get us one step closer to where we want to be. She is the most giving and kind person I know and I'm lucky to have her as a friend. **ICONIC BEAUTY** isn't just a group of girls who model, its a movement. We are breaking the mold of what people think models should be. We aren't all 5'11 and size zeros. We are a group of real girls going after our dreams."



**LAYLA**  
Face of **ICONIC BEAUTY**



Becoming an **ICONIC BEAUTY** was the **first time in my life that I felt acknowledged as having potential in the modeling world**. I have had so many life-changing, moving, eye-opening moments since then. I now know my dream is not outlandish thanks to Bryiana looking me straight in the eyes and telling me I could totally do it and I was not as far from it as I thought. Bryiana and her company have created something refreshing, sincere and effective. I believe **ICONIC BEAUTY** will not only change the industry positively but the lives of so many women who are looking for, like I was, an avenue, platform or opportunity to be supported, given the tools to accomplish their dreams, and to experience their unique "I made it" moment. This is what this company does so well- it inspires, empowers, supports, uplifts and gives women the keys for success they need to make their Ultimate Dreams come true. If you are willing to work for and towards your hopes and dreams, **ICONIC BEAUTY** will support your efforts every step of the way. This is not just a company it is a movement. I can say first-hand **ICONIC BEAUTY** has helped me recognize my potential and turn my dreams into plans. The progress I've made is because of that combined with culture, accountability, tools and support the company has helped create and given to me."



**ISA**  
reigning **ICONIC BEAUTY** Model



# ICONIC BEAUTY MOMS

“

I just want to thank you for a wonderful weekend. I can tell you have put your heart and soul into ICONIC BEAUTY. Thank you for actually caring about all these amazing girls. You have boosted confidence in each one of them and shown them what a role model truly is. Victoria has become more confident since she has met you and for that alone I am grateful. Win or lose each girl's life will be better just for the experience that you alone have given them. In the world today it is a great pleasure to know there are good selfless people still out there. Thank you for showing these girls no matter size or color they are all beautiful. I see the look on Victoria's face every time she sees you or even when she is speaking of you and I swear to you, it has been a very long time since I've seen it. I want you to know what an impact you have had on her for doing nothing less than just being you. I wish you all the luck and happiness there is and I thank you for everything you have taught and given to Victoria from the bottom of my heart. You are a very special woman and should be extremely proud of yourself. It was a great pleasure to meet you and again thank you for this amazing weekend.”

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**AMY**

Mother of ICONIC BEAUTY Applicant, Victoria L.

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“

Being the mom of an ICONIC BEAUTY has really opened my eyes to the fight and fire these girls have to get to the next level and know what they truly want out of life. They push the envelope and don't let anything stand in their way to get where they want to be. They are smart, courageous and beautiful all in one. Love them all!!!!!!”

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**LINDA**

Mother of ICONIC BEAUTY Model, Shania

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“

Thank you so much! Thank you for ICONIC BEAUTY, for being there for us, for your words of encouragement, & thank you for being you. Without you I wouldn't have found such a deep love for modeling this quickly. I can't wait to work and get better."

**HARLEY**

2015 ICONIC BEAUTY Applicant

“

I seriously cannot thank you enough for all the hard work you've done. I just feel an overwhelming sense of gratitude to have gotten the opportunity to work with you. Thank you so so so much. Xoxo"

**MCKENZIE**

2015 ICONIC BEAUTY Applicant

“

For someone from a small town in Iowa, I was so blessed to get to work with you and the photographers. Never in a million years did I think I'd get to be a part of something so wonderfully life-changing. From the beginning you always put a very large emphasis on how it wasn't about what we looked like on the outside but the person we were on the inside. I really like the way you were always there if we needed you. If we had a question you were right there with an answer, if we wanted to selfie you put on a big smile, if we needed assistance in the photo shoots you were right there to tell us when to move our legs ;) ( and to cry with when we saw our true potential for the first time) I will never forget how great you, the photographers and the event made me feel. It still makes me feel like I'm somebody when I talk about it."

**HANNAH K**

2015 ICONIC BEAUTY Applicant

“

ICONIC BEAUTY was definitely something that was out of my comfort zone, but a great experience for me. I learned and observed from the other girls that had a lot more experience than me so that was great. I also loved meeting new people. I'm really shy and insecure about my looks, body, & especially height. But the girls I met definitely made me feel confident about myself. I loved how the girls also gave each other so much advice on the do's and don'ts. That was great help for newbies like myself!

**ALONDRA**

2015 ICONIC BEAUTY Applicant

“

ICONIC BEAUTY changed my life in so many ways! I want you to know that you are the best mentor I could've ever asked for and I plan on doing it all over again this year! I loved how you didn't have a standard for your Beauties! You treated everyone with the same respect regardless of age, ethnicity, weight, etc. I loved how you and Charlie told us time and time again that if something didn't feel right that it wasn't right and how you pushed us in the right direction. I loved the sisterhood that I made with ICONIC BEAUTY! We still have a group chat that we continue to motivate each other, not all the time, but enough that it's still special. I also checked out the new website along with the "Watch Me, Beauty" and I'm inspired! The Beauties are amazing and I love how much you do for all of us! It's truly incredible and I feel blessed everyday that I decided to do ICONIC BEAUTY!

**VICTORIA M.**

2015 ICONIC BEAUTY Applicant

WHAT TO EXPECT

# 2017 *LOOK GOOD FEEL GOOD DO GOOD* EVENT

## WHAT TO EXPECT

From the moment you walk through the door into the 2017 **ICONIC BEAUTY LOOK GOOD, FEEL GOOD, DO GOOD EVENT**, our goal is for you to experience your first real "I MADE IT!" moment. That feeling will follow you throughout the course of this 2-3 day life changing event and if you allow it, all

throughout the rest of your life. After we give you a taste of what it's like to really **Live Your Dream** at this event, our goal for you to be so infatuated with the feeling of having your dream come true, that you jump out of bed every single morning, fighting to transform your Ultimate Dream into your reality.



### LOOK GOOD

This is the part where we put the BEAUTY in ICONIC BEAUTY!

**PHOTOSHOOTS:** With some of ICONIC BEAUTY's favorite photographers

**FASHION SHOW & AFTER PARTY:** Strut your stuff up and down the ICONIC BEAUTY runway during our 2017 Fashion Show then enjoy cocktails, hors d'oeuvres, networking and lots of fun and good times at the Official ICONIC BEAUTY After Party.

**RED CARPET INTERVIEWS:** You'll get the authentic "celebrity" experience when all eyes are on you as you're gracing the ICONIC BEAUTY Red Carpet for your interviews and photos with Bryiana and the reigning ICONIC BEAUTY Dream Team.

### FEEL GOOD

Naturally, when you Look Good, you Feel Good. But at ICONIC BEAUTY, we're taking that Feel Good to a whole different level so you feel your BEST.

**ORIENTATION + PANEL:** Bryiana will host an opening orientation to share more about herself, her story, and Iconic Beauty. Then open up a panel discussion with reigning ICONIC BEAUTY Models to introduce you to them, their stories and their successes.

**MENTORED WORKSHOPS + BREAKOUT SESSIONS:** Everyone will breakout into smaller, more intimate groups where the reigning ICONIC BEAUTY Models will act as "Team Leaders". During these sessions, you'll learn how to personally develop yourself, participate in hands on activities, bonding, mentorship and Q&A's.

### DO GOOD

**ICONIC BEAUTY is huge on philanthropy!** The entire event will be centered around not only living your own dreams, having a more developed sense of gratitude for all your blessings, but will also focus on charitable giving.

Iconic Beauty will be **granting the wish** of a little girl wishing to be a model at our 2017 Look Good, Feel Good, Do Good Event.

We will be donating **25% of our Fashion Show ticket sales** to the Make-A-Wish Foundation.



**VIP DAY**

FOR VIP TICKET HOLDERS ONLY

**Friday, May 19, 2017**

IN LOS ANGELES

*LOOK GOOD, FEEL GOOD, DO GOOD EVENT*

FOR ALL FULLY PAID PARTICIPANTS ONLY

**Saturday, May 20, 2017**  
 — & —  
**Sunday, May 21, 2017**  
 in Los Angeles

**PLEASE NOTE:** To ensure the privacy and safety of all attendees, the exact details, schedule and location will be disclosed to fully paid entrants ONLY 90 days before the first day of the event.

THE *INVESTMENT*

**ICONIC BEAUTY'S 2017**

**LOOK GOOD, FEEL GOOD, DO GOOD EVENT**  
 is specifically designed for Beauties who are really ready to live their dreams!

**EARLY BIRD SPECIAL: JULY 15, 2016 - OCTOBER 28, 2016**  
 Early Bird VIP is **\$1,000 USD** per person  
 Early Bird "Starlet" Package is **\$750** per person

**REGULAR RATE: OCTOBER 29, 2016 - MARCH 1, 2017**  
 Regular Rate VIP is **\$1,500 USD** per person  
 Regular Rate "Starlet" Package is **\$500** per person

**LAST CALL PRICING: MARCH 2, 2017 - MAY 1, 2017**  
 NO MORE VIP Tickets will be issued at this time  
 "Starlet" Package is **\$500 USD** per person

**WHAT THE FEE INCLUDES**  
 (FOR FULLY PAID VIP'S ONLY)

- ◆ Special, fun-filled VIP day with Bryiana and reigning ICONIC BEAUTY Models in Los Angeles on **Friday, May 19, 2017**.  
*\*Details will be released to fully paid VIP Ticket Holders as the event gets closer*
- ◆ On-set guidance from Beauties during photoshoots
- ◆ Online training and guidance from Bryiana & Beauties
- ◆ Introduction FaceTime/Skype session with Bryiana
- ◆ Bi-monthly webinars hosted by Bryiana
- ◆ Hair and make up for photoshoots, fashion show, after party day



# 2017 REGISTRATION FORM

Contestant Name: \_\_\_\_\_ Birth Date: \_\_\_\_\_ Age: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Are You Registering As A VIP Ticket Holder or General Admission Ticket Holder? \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Occupation: \_\_\_\_\_

Hobbies: \_\_\_\_\_

Three Words That Describe You: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Three Fun Fact(s) About Yourself:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Personal Facebook Page/Address: \_\_\_\_\_

Personal Twitter Handle: \_\_\_\_\_ Personal Instagram Handle: \_\_\_\_\_

Shoe Size: \_\_\_\_\_ Jeans Size: \_\_\_\_\_ Shirt Size (XS, S, M, L or XL): \_\_\_\_\_ Dress Size: \_\_\_\_\_

How did you hear about the 2017 Event?: \_\_\_\_\_

What is an Iconic Beauty to you? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What makes you an Iconic Beauty? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you become a 2017 Iconic Beauty, how would you make the most of your reign? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Applicant's Signature: \_\_\_\_\_

Date

Print Name: \_\_\_\_\_

## If Applicant is under 18 years old:

Parent Name: \_\_\_\_\_ Parent Phone Number: \_\_\_\_\_

Parent Email: \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_

Date

# 2017 FEES DISCLOSER & DISCLAIMER

The fee for the 2017 ICONIC BEAUTY Look Good, Feel Good, Do Good Event is \$1,500 USD per VIP ticket holder (the "Investment Fee") and \$500 per General Admission ticket holder. The Investment Fee must be paid in full no later than May 1, 2017. Slots in the Event may fill quickly and will be secured on an availability basis. To HOLD your slot in the Event, you must submit at least a \$350 USD non-refundable deposit along with your completed paperwork. Event slots will only be held until May 1, 2017 at which time all fee balances are due.

However, the discounted Early Bird Special Rate for the Event is \$1,000 USD per VIP ticket holder and \$500 per General Admission ticket holder. The Early Bird Special Rate must be paid in full no later than October 28, 2016. Slots in the Event may fill quickly and will be secured on an availability basis. To HOLD your slot in the Event, you must submit a \$350 USD non-refundable deposit along with your completed paperwork. Early Bird Special Rate is only valid until October 28, 2016 at which time all fee balances are due.

I, \_\_\_\_\_, hereby acknowledge that my \$350 USD deposit is non-refundable and will not be returned to me under any circumstances. Furthermore, should I decide not to participate, I understand that no monies will be refunded to me.

If, and only if, Iconic Beauty, Inc. ("Iconic Beauty"), determines I am ineligible to participate in the Event because of Iconic Beauty's oversight of facts disclosed in writing at the time of signing this form and I provide a receipt of the same, total fees and deposits paid, will be returned to me. No exceptions will be made to the aforementioned disclosure under any circumstance.

By signing this form I acknowledge that I will not be considered a registered contestant until the Investment Fee has been paid in full. I also acknowledge that my slot in the Event will not be held without my \$350 USD deposit. Failure to have my Investment Fee paid in full by May 1, 2017 will result in suspension of my account and forfeiture of my entry into the Event. A \$250 USD late fee will apply to forms or entry fees not received by May 2, 2017.

**All checks and/or money orders should be made payable to: ICONIC BEAUTY, INC.**

I hereby acknowledge, represent and agree that: (i) I am bound by, the eligibility requirements for the Event; (ii) I have answered and will answer all questions posed to me honestly and accurately; (iii) if any of the information that I have provided or will provide is found to be false or incomplete, it may be grounds for dismissal from the Event selection process, and/or my being dismissed as an Event participant, if previously selected as a participant; even if I meet the eligibility requirements, the Iconic Beauty and/or any of its respective licensees, assignees, partners, parents, or affiliated or subsidiary companies have no obligation to conduct any initial and/or follow-up interview with me, and/or select me as a participant; (iv) all of Iconic Beauty's decisions concerning selection of the participants, the elimination of participants, the operation and management of the Event (including determinations regarding the time, method and manner of judging the Event and the awarding and supervision of all prizes and any winners in the Event) are and will be made at the sole discretion of Iconic Beauty, are final and are not subject to challenge or appeal; (v) Iconic Beauty shall own and shall have no obligation to return or maintain any materials submitted as part of my application, whether or not I am or am not selected as a participant; (vi) Iconic Beauty may review my application and conduct due diligence concerning the same for the purpose of confirming, verifying and/or evaluating the facts and information contained and/or referenced herein; (vii) Iconic Beauty reserves the right to reject or deny applications and/or modify the application process without notice; (ix) Iconic Beauty does not guaranty results and my submittal of this application and/or my entry into, or participation in, the Event, is not a guaranty of a future cash or other prize, award or gift, (viii) no law or regulation prohibits, impairs and/or precludes me from participation in the Event; and (x) my review, approval and execution of the Event Contract is a condition precedent to my participation in the Event.

Participant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Parent/Guardian Signature (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_

Print Name of Parent: \_\_\_\_\_

Parent Contact Information (Mandatory for Applicants under 18):

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

# THE *CHECKLIST* & *STEPS*

PLEASE PRINT AND MAIL YOUR: .....

*01 Completed Registration Form*

.....

*02 Signed Fees Disclosure & Disclaimer Form*

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*03 Full Early Bird Special Fee OR \$350 Deposit  
in the form of a CHECK or MONEY ORDER to:*

.....

## ICONIC BEAUTY

2934 1/2 N Beverly Glen Cir. #620  
Los Angeles, CA 90077

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Please DO NOT send cash in the mail.

- + We are not accepting credit card payments or online payments at this time.
- + Please send any questions to the ICONIC BEAUTY staff at [info@iconicbeauty.com](mailto:info@iconicbeauty.com).
- + On behalf of myself and the entire ICONIC BEAUTY Dream Team, **WELCOME** to the most revolutionary chapter of your life, Beauty! Can't wait to meet you and watch all of your dreams come true.

Until then.. Stay ICONIC, BEAUTY!

XOXO-

Bryiana Dyrdek  
PRESIDENT

ICONIC BEAUTY  
[www.iconicbeauty.com](http://www.iconicbeauty.com)  
[@iamiconicbeauty](https://www.instagram.com/iamiconicbeauty)