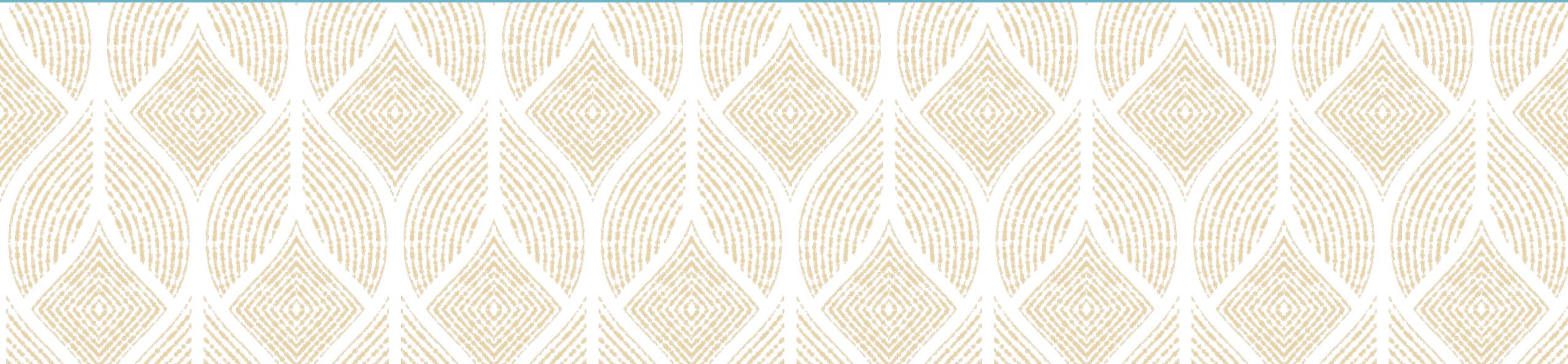




DANDI DAY

BE THE SOLUTION

Philosophy and Heritage



Our Philosophy

Dandi Day is a solution for disjointed processes and communication within the Beauty Industry. The Beauty Industry is a massive, multi-billion-dollar industry made up of people and resources all around the world making it incredibly dynamic and complex. As our world globalizes and becomes more informed, we see and experience the long-term adverse effects of industrialism manifesting in loss and limitations of our finite resources, human, animal and environmental hazards and social exploitation. The quality of our future existence depends on care-based actions as business owners and leaders offering innovations, and service solutions to balance the value of profit, not at the expense of our planet and it's people.



Our Mission

Dandi Day brings a mindset of intentional and purposeful action to the Beauty Industry by focusing on the impact of people and planet within an economic ecosystem.



Our Vision

We create a community through services and products within the Beauty Industry that promotes global solutions for the well being of people and the planet.



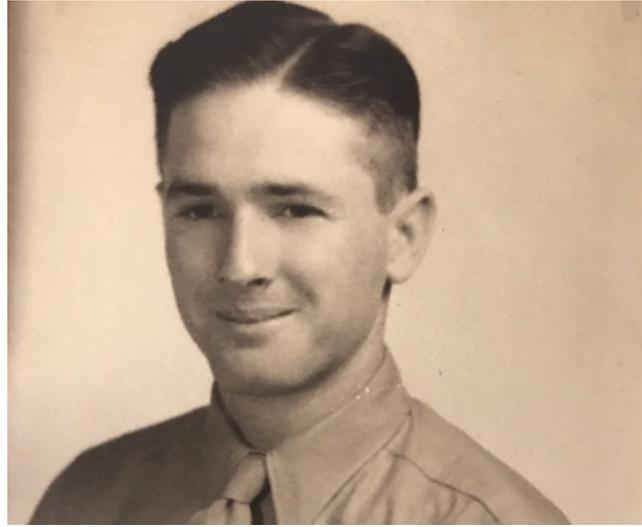


What's In The Name? The Company Heritage

Founder, Hayley Hoffman Draws From Three Muses to Create Change From Within The Beauty Industry.



Hayley's Grandmother



Hayley's Grandfather

1. Legacy (What is a Dandy?)

Hayley had a very close relationship with her grandparents.

During the reception of her grandmother's funeral, her grandfather muttered with appetite "She was a Dandy." This moment marked Hayley's heart on a quest to understand "What is a Dandy, and how do I achieve this kind of admiration seen in my grandfather, at the end of my life?"



Hayley is a "Dandizette!"

2. The Answer: Individuality

Years later she discovered "Dandy" referenced a culture. A famous Dandy, Charles Baudelaire, commented that the dandies had "no profession other than elegance...no other status but that of cultivating the idea of beauty in their own persons." A Dandizette is the feminine form of Dandy.



"A nation's culture resides in the hearts and in the soul of its people." Mahatma Gandhi

3. Cultural Impact

In further research, she learned that Dandi is a city in India where Gandhi led a non-violent protest called Satyagraha, which loosely translates as "truth-force" against the British monopoly on salt. The Salt March to Dandi, and the resulting beating of hundreds of nonviolent protesters in Dharasana, received worldwide news coverage, demonstrating the effective use of civil disobedience as a technique for fighting social and political injustice, which later influenced Martin Luther King, in the Civil Rights Movement.

Hayley found inspiration in this tangible place that embodied change and movement, shining light and visibility on injustice.



Dandi Day wants to promote global solutions for the well being of people and the planet, one partnership and one day at a time.

How can we partner to be the solution to our world's pressing needs?



DANDI DAY

Hayley Hoffman, CEO
Beauty Concierge
Industry Expert
310.806.0168
Hayley@DandiDay.com

