

MJ



MAKEUP JUNKIE

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**COMPANY PROFILE**

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## WHO WE ARE

Makeup Junkie Bags began with a simple frustration that founder Meredith Jurica was determined to solve.

Meredith sat down with her sewing machine and created a **one-of-a-kind** bag that lays flat, wipes clean, zips wide open, and looks fabulous doing it.

Today, every Makeup Junkie Bag is still crafted with the same attention to detail and passion as the very first one made at that kitchen table.



## OWNERSHIP

What started as a single handmade solution has grown into a thriving, nationally recognized brand based in the heart of Texas.

Meredith's appearance on *Shark Tank* took the nation by storm, introducing millions of customers to the patented lay-flat bags they now love.

## HISTORY/ SHARK TANK

Makeup Junkie gained significant national exposure after being featured on *Shark Tank* in January 2019.

Coming off a record-breaking year, Makeup Junkie is carrying that momentum forward as it enters 2026.



## WHAT WE DO

Distinguished by our patented design, Makeup Junkie Bags introduced the first-ever flat-packing travel bag featuring a unique medial-line zipper.

The combination of our lifetime warranty, custom capabilities, and high quality materials have cultivated a loyal and devoted customer following.



# PATENTS & TRADEMARKS

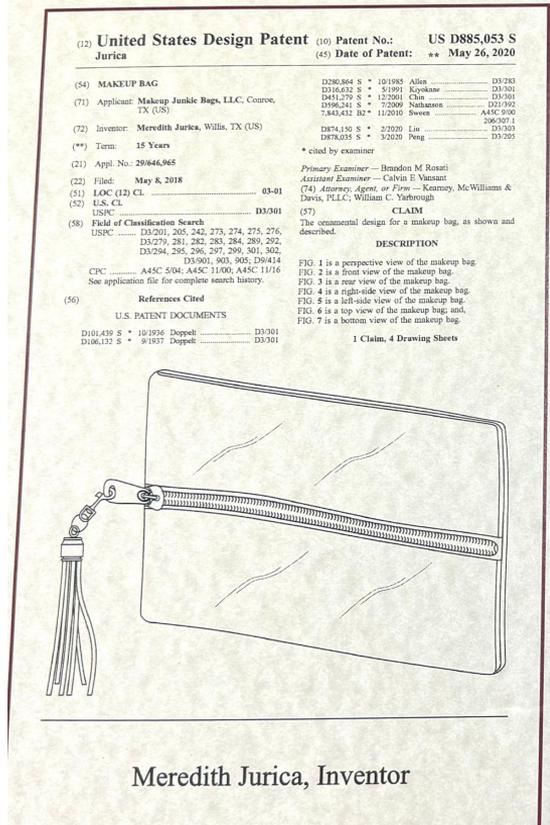
Meredith Jurica is the inventor of the patented lay-flat bag design. She holds a U.S. patent that grants Makeup Junkie Bags the **exclusive** right to produce and sell this innovative design.



MAKEUP JUNKIE



**MAN JUNK**  
MEN'S LIFESTYLE



Meredith Jurica, Inventor

# SHARK TANK LAY FLAT BAGS

Our patented flat-lay design, featuring a wide medial zipper, keeps the bag upright, easy to access, and spill-free—while holding up to 30% more than standard bags.

Available in six sizes—Micro, Mini, Small, Medium, Large, and Jumbo—the MJ Bag offers unmatched versatility for everyday organization and travel. MJ Bags are an essential solution for travel, organization, and everyday life.



Micro  
3.5x5 Inches



Mini  
4x7 Inches



Small  
7x9 Inches



Medium  
8x11.5 Inches



Large  
9.5x13 Inches



Jumbo  
15.5 Inches



Jumbo-Top Zip  
15.5 Inches

# ADDITIONAL BAGS/PRODUCTS



# OUR BRANDS

Our founder, Meredith Jurica, continued to expand her vision beyond the success of her *Shark Tank* lay-flat bags by developing Man Junk, a dedicated line designed for men.

This up-and-coming brand is poised for continued growth, with new products and developments planned for 2026.

Meredith also introduced the MJ Luxe line, featuring luxurious makeup and upscale sunglasses. To reflect the elevated aesthetic of MJ Luxe, we upgraded our hardware this year across our Luxe bag collection.



**MAN JUNK**  
MEN'S LIFESTYLE

# OUR BRANDS - MAKEUP JUNKIE



# OUR BRANDS - MJ LUXE



# MJ LUXE



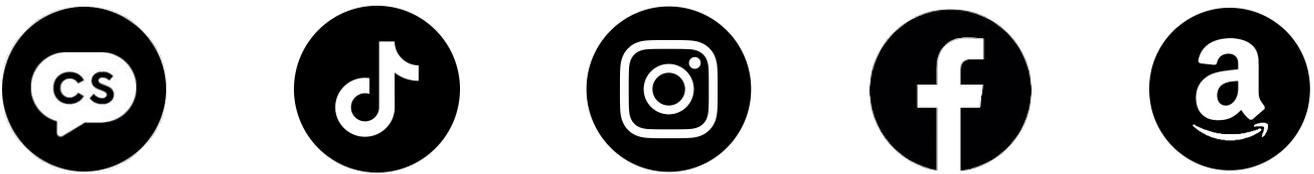
# OUR BRANDS - MAN JUNK LIFESTYLE



**MAN JUNK**  
MEN'S LIFESTYLE

# DISTRIBUTION CHANNELS

At Makeup Junkie we sell wholesale and retail. We also sell through social media and are launching our Amazon branded store in February of 2026.



# REVIEWS

What started as a simple DIY solution in Texas became a national sensation after Makeup Junkie Bags was featured on *Shark Tank*.

Today, we're proud to have handcrafted over a million bags and become one of the most talked-about beauty accessory brands in the country.



#### **Super cute! Perfect!**

As someone who works at a school supporting students with autism, I often find myself on the go—carrying what seems like a "mini office" with me. This beautifully designed, autism-themed Makeup Junkie Bag is not only incredibly functional, but it also feels like a celebration of the community I care so deeply about. The quality is outstanding, and the vibrant, inspiring design brings a smile to my face every time I use it. Thank you for creating something so meaningful and practical!



#### **Discovered on Shark Tank & now a huge fan!**

I purchased my first Makeup Junkie bag after seeing them on Shark Tank. Last year I was visiting a friend in Texas and went to the store (where I bought more). I absolutely love them. I also have three of the sidekick bags and the Meadow Magic Clear Tote. I love that the owner, MJ, reached out to me about one of my pending orders. I will be back in Texas next week and I can't wait to visit in person again. Their products are incredibly well made and functional for so many things.



#### **Love these bags!**

This is my second Makeup Junkie bag and I absolutely LOVE them! I had a medium size and moved up to the large size. I can fit so much more than I ever could have imagined in this bag. Other bags fall over and everything falls out but not with these bags! I also bought some as Christmas gifts... everyone should have one! After all, they are the absolute best Makeup bags in the world!



#### **I'm in LOVE with MJ! ❤️**

First time purchaser of MJ and I'm in love! ❤️  
The medium size is perfect for all my traveling essentials and with the slim design, the bag lies relatively flat in my personal carry.  
Elegant enough, that I can use as an evening clutch. Change out the tassel color is fun too.  
VERY happy with MJ options, sizes & colors.  
I also bought the MINI to corral my lipsticks & such and never need to worry about the items falling out. 🍷

## CASE STUDY

In February of 2025, Makeup Junkie collaborated with a well known travel center by creating a custom logo bag on our custom printed fabric.

Since the launch, we have restocked the bags over 35 times across all locations serviced in the United States.



## DESIGN AND PRODUCT EXPERTISE

Our bags are hand-sewn in-house by our master seamstresses, with each piece undergoing thorough quality control to ensure it exceeds customer expectations.

We have the ability to custom print our fabric in order to provide fabric exclusivity to our customers. This has been a game changer in creating one of a kind designs for our customers and clients.

## MARKETING

Our marketing team reaches customers across multiple platforms, including targeted advertising on Facebook, our own social media channels, and our website.

We also partner with influencers to share the story of our Made-in-the-USA bags, all backed by a lifetime warranty.

## ACCOLADES

Appearing on *Shark Tank* transformed the trajectory of our company's growth. Our Shark Tank followers are true Makeup Junkies who discovered and fell in love with our brand when the show aired in 2019.

Our brand has also been featured on *Good Morning America*, QVC, and in *Forbes*, highlighting our national presence and credibility.

In addition, we have collaborated with multiple influencers on design lines to expand our reach on social media, and we are proud to partner with powerful women who embody our mission and values.

**SHARK  
TANK**

**GOOD  
MORNING  
AMERICA**  
**QVC**  
**Forbes**



# PHILANTHROPY

From handcrafting each bag in our local community to supporting meaningful causes, we believe that beauty extends beyond what's inside your bag.

Every purchase from the Blessing Bag Collection directly benefits our partner organizations, helping us give back to the communities we serve.



# CONTACT US

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# LICENSING OPPORTUNITIES

## THE B<sup>®</sup>AND LIAISON

OPENING DOORS. CLOSING DEALS.

Steven Heller

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