

Patrick Ta

Beauty:

SG Credit Partners'
Consumer Products Division
Helps Company Flourish

BY CHARLIE PERER



■ **CHARLIE PERER**
SG Credit Partners



■ **EVAN WAGGONER**
SG Consumer Products

Patrick Ta was always an entrepreneur. He opened his first tanning and beauty salon at 17 years old, learning key lessons, as well as the art of the pivot that would inform his future beauty career. After closing the doors to his first venture in Scottsdale, AZ, Ta moved to Los Angeles, CA, and further explored his passion for makeup. He gained traction using a social media-first approach that landed him jobs with celebrities Shay Mitchell, Kim Kardashian, and Ariana Grande, fast-tracking his success as one of the most prolific professional makeup artists in California.

Ta saw the transformative nature of his work and felt compelled to create beauty beyond being a makeup artist. As his client list grew exponentially, Ta began to develop a makeup

line rooted in his vision to make anyone and everyone who wears the product feel confident and beautiful. It took almost two years for Ta to bring the dream to reality, working with established product specialist Rima Minasyan and seasoned entrepreneur Avo Minasya to create the first products of Patrick Ta Beauty: the Major Glow line. After a successful 2019 launch, Patrick Ta Beauty signed an exclusivity deal with Sephora and expanded to a full suite of cosmetics and body products. Thus began the innovative and incomparable luxury cosmetics brand.

“With Patrick Ta Beauty, I want to make products that capture feeling and make people feel special,” Ta said in an interview with Byrdie in 2022. “As someone who is still a working makeup artist, I’m constantly learning new techniques on set. So, I always want to create innovative products. I also prefer to launch little collections rather than an entire line. I’m not the brand that will come out with 20 lipsticks at once.”

Earlier this year, SG Credit Partners’ Consumer Products division extended a revolving line of credit to Patrick Ta Beauty, creating a debt facility tailored to the brand’s intentional growth. SG’s distinctive approach to the partnership provided the necessary capital for Patrick Ta Beauty to double its shelf space in Sephora and expand its presence to additional stores.

From a lending perspective, many banks and non-bank lenders struggle to gain comfort with high-revenue concentrations and other credit concerns typically associated with emerging brands like Patrick Ta Beauty. SG approached the business with a founder-first mentality and took deliberate steps to understand Patrick Ta Beauty’s growth strategy with Sephora in addition to long-term opportunities with other retail channels.

“We are thrilled to partner with SG Consumer Products as we continue to grow and bring our products to more consumers around the world,” says chief operating officer at Patrick Ta Beauty, Paul Parikh. “SG’s expertise in financing high-growth consumer brands makes them the ideal capital partner as we continue to innovate and expand our product offerings.”

Despite an uncertain economy, beauty brands have demonstrated resilience to inflation. In 2022, U.S. mass market beauty products sales grew 4% year-over-year to reach \$30 billion, while the prestige category, which Patrick Ta Beauty falls under, grew a whopping 15% to reach \$27 billion. Historically, the beauty sector has been an outlier in

discretionary spending habits during economic downturns. In 2001, Leonard Lauder, chairman emeritus and former CEO of The Estée Lauder Companies Inc., coined the term “lipstick index” to explain the uptick in lipstick sales during the Great Depression and the Great Recession.

Investors and large companies have taken notice, making it difficult for emerging brands to stand out in an increasingly competitive market. Patrick Ta Beauty is an exception, especially when it comes to the rule of celebrity cosmetic brands. In the past three years, more than 30 celebrities have launched makeup and skincare brands in the U.S., but few have achieved sustainable growth.

Ta’s mission to develop cosmetics that make everyone feel

confident and beautiful in their own skin has resonated with consumers, and his continued work as a makeup artist informs product innovation for the brand. SG’s debt facility will support Patrick Ta Beauty’s momentum as they continue to redefine the standards within the prestige category.

“Patrick Ta Beauty takes a unique and disruptive approach by combining next-generation artistry with a luxury brand experience,” says director of originations at SG Consumer Products, Evan Waggoner. “We are honored to support this exceptional brand’s vision to empower their customers in a meaningful way.”



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Charlie Perer is the co-founder and head of originations of SG Credit Partners, Inc. (SGCP). In 2018, Perer and Marc Cole led the spin out of Super G Capital’s cash flow, technology, and special situations division to form SGCP.

Perer joined Super G Capital, LLC (Super G) in 2014 to start the cash flow lending division. While there, he established Super G as a market leader in lower middle-market second lien, built a deal team from ground up with national reach and generated approximately \$150 million in originations.

Prior to Super G, he co-founded Intermix Capital Partners, LLC, an investment and advisory firm focused on providing capital to small-to-medium sized businesses. He graduated cum laude from Tulane University. He can be reached at charlie@sgcreditpartners.com.