

VERA MOORE

CEO and President, Vera Moore Cosmetics

National Honored Associate  
**WOMENINBUSINESS.ORG**



## NEW - CONVERSATION SERIES

### FIRST IN THE SERIES \*

\* October 23, 2018 Volpe Restaurant at Fox Hollow in Woodbury, NY 11797

Vera Moore, a former actress turned entrepreneur, currently serves as President and CEO of the family-owned business, Vera Moore Cosmetics. Vera has built one of the most prestigious cosmetics and skincare lines for the global market.

Vera was contracted on national television as one of the first black actresses on the NBC soap opera "Another World" where she portrayed Linda Metcalf for ten years. She immediately realized the void in the market for quality products for women of color, specifically a natural looking foundation that didn't rub off on your clothes. This gave birth to Vera Moore Cosmetics. Her journey has led to national recognition on the covers of *Black Enterprise Magazine*, *Network Journal's 25 Influential Black Women in Business* and *Networking Women*. Vera has been featured in *People Magazine* and *The Wall Street Journal*. She has received the Success Stories Award from Volvo Cars of North America, hosted her own half hour radio segment Skin Deep & Moore on WWRL Radio and was featured in *Black Enterprise's* Book Collection – *Against All Odds*. Vera holds many credits for other television programs and Broadway shows including the Tony Award-winning Broadway Musical, *Purlie Victorious*. Vera's products are used on Stage and Screen and by many TV Emmy Award-winning makeup artists, celebrities and news anchors. Vera was featured in *WWD* and *The Wall Street Journal* announced her partnership with Duane Reade in their upscale store concept, the 'LOOK boutique'.

As a passionate advocate for women-owned businesses, Vera strives to knock down barriers. In 1982, Vera broke through the color barrier when her company became the first black-owned business to set up shop in the 50-year history of the prestigious Green Acres Mall in Valley Stream, Long Island NY. Vera has spoken at the first Urban Economic Council presented by the White House Business Council, the White House Council on Women and Girls and the US Small Business Administration. She has received numerous awards for her business achievements.

Vera is a long-time National Associate, active participant and supporter of WOMENINBUSINESS.ORG.

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For more information about **Vera's new Conversation Series**

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