



Nuez Acres

TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

What role does Anthony's Métis heritage play in the development and operation of Nuez Acres?

QUESTION 2

How does Nuez Acres ensure sustainability in its business practices and what impact does it have on the environment?

QUESTION 3

How does Nuez Acres differentiate itself in the competitive beauty industry as a small clean beauty brand?

QUESTION 4

What role do branding and marketing play in Nuez Acres' growth strategy?

QUESTION 5

What are the opportunities and challenges of expanding Nuez Acres into international markets such as the US or South Korea?