



Zuly Matallana

Founder & Owner, TIARA

Zuly Matallana – Entrepreneur, Innovator, and Advocate for Conscious Living

Zuly Matallana is a visionary entrepreneur whose journey is defined by resilience, innovation, and a commitment to making a meaningful impact. Originally from Colombia, Zuly began her career as a Community Director for a social organization, where she discovered her passion for helping people. However, when her dedication to community work put her life in danger, she made the courageous decision to move to Canada in 2004.

As an immigrant, Zuly quickly adapted to her new environment, using her experiences to write an e-book that guided newcomers through the challenges of settling in a new country. She went on to build a successful career in business development, working with software, banking, and consulting companies before forging her own path as a founder and innovator.

The Birth of TIARA

Zuly's entrepreneurial journey began with a vision to create solutions that empower women while prioritizing sustainability. She recognized the need for innovative products that simplify everyday routines while reducing waste, leading to the creation of **TIARA Shower Caps**—a revolutionary, sustainable alternative to traditional shower caps. Designed with premium **recycled waterproof fabrics**, TIARA Shower Caps eliminate the common **elastic creases** and offer a **dual-purpose solution** for both hair protection and deep-conditioning treatments. Zuly's commitment to sustainability and functionality disrupted the beauty industry, positioning TIARA Shower Caps as a **must-have product for women on the go**.

Her **innovative approach** caught the attention of major platforms, leading to a **successful pitch on Dragon's Den**, a feature on **Good Morning America Deals and Steals**, and an invitation to speak on **The View** during the pandemic. These milestones propelled TIARA Bliss Inc. into the spotlight, reinforcing Zuly's mission of **empowerment through conscious living**.

A Mission Rooted in Health and Conscious Living

A deeply personal loss to breast cancer redirected Zuly's mission toward an even greater purpose—**eliminating harmful ingredients from everyday products**. This realization led to the creation of **TIARA Natural Deodorants**, launched in **May 2023**.

Formulated with **aluminum-free, toxin-free ingredients**, TIARA deodorants provide **long-lasting protection** without compromising health. Designed for the whole family, including kids, they offer a safe and effective alternative to conventional deodorants. With the slogan “**natural that works**”, Zuly has built a brand that resonates with health-conscious consumers looking for products that align with their values.

This commitment to excellence earned **TIARA Natural Deodorants a Top Pick Award from Skin Care Anarchy in August 2023 and 2024**, cementing its reputation as a trusted, high-performance natural deodorant.

TIARA is a proud Canadian company and our deodorants are made under European Standards. Top rated by the Yuka app.

Global Recognition & Advocacy for Women in Business

Zuly's impact extends beyond her products. She is an **award-winning entrepreneur**, recognized internationally for her contributions to innovation, sustainability, and female empowerment. Her accolades include:

- BMO Wrap The Good Campaign: November - December 2024
- Skin Care Anarchy: Top Picks Award (2023, 2024)
- Top 10 Latinas to Watch (2023)
- Shopsy Diversity Female Founder Top Picks (2022)
- Entrepreneur Spotlight: BMO Latin Heritage Month (2023)
- Brands we love by Tory Johnson - <https://www.toryjohnson.com/brands-we-love>
- WXN Canada's Most Powerful Women Nominee (2020)
- New York Journal: Top 20 Female Entrepreneurs
- Dragons' Den: 2019, Season 14, Episode 3 – Successfully secured a deal
- TIARA Sustainable Shower Caps: Top-rated by Amazon

Her ability to **turn obstacles into opportunities** has made her a sought-after mentor for aspiring female entrepreneurs. Through her **passion, determination, and leadership**, Zuly inspires others to take action and pursue their dreams without fear.

A Legacy of Purpose-Driven Innovation

As the **CEO and Founder of TIARA Bliss Inc.**, Zuly continues to push boundaries, offering **conscious solutions that prioritize health, sustainability, and innovation**. Whether through her **patented sustainable shower caps** or **revolutionary natural deodorants**, her work stands as a testament to the power of **purpose-driven transformation**.

Zuly believes in the **power of intent** and is certain that when passion meets action, the universe aligns to create **extraordinary change**. Her journey is a **source of empowerment**, proving that fearless innovation can **reshape industries and improve lives**—one conscious choice at a time.