



TORONTO-BASED LUS BRANDS WINS THE START-UP AWARD AT THE 2020 RBC CANADIAN WOMEN ENTREPRENEUR AWARDS

Sahar Said, Founder & CEO, awarded out of 8,500 nominations

TORONTO, NOV. 19, 2020 – [LUS Brands](#) is honoured to announce that Sahar Saidi, Founder & CEO, has been named the recipient of the Start-Up Award at the 2020 RBC Canadian Women Entrepreneur Awards. Presented by Women of Influence, and now in their 28th year, the prestigious awards recognize the country’s leading female entrepreneurs who have made impressive and substantial contributions to the local, Canadian or global economy.

Alicia Skalin, Co-CEO and Head of Events, Women of Influence Inc., congratulated the winners for their incredible achievements, and for inspiring future generations of female entrepreneurs. “Now more than ever before, we are honoured to be able to recognize the incredible achievements and perseverance of this year’s award recipients,” says Alicia. “These women have faced the challenges of 2020 head-on and seized the opportunities to continue to pave the way for women entrepreneurs across Canada; a strong testament to the bright future of Canadian business.”

Saidi was one of six recipients celebrated at this year’s awards gala on November 18th, following a robust nomination drive that saw over 8,500 nominations come in from across the country. The Start-Up Award is dedicated to a female entrepreneur that has been successful in building a profitable business since its inception, and can share a comprehensive and sustainable business plan.

“Winning the Start-Up Award is such a huge deal for me,” says Saidi. “My family moved to Canada 32 years ago as refugees from a war-torn country with nothing more than 2 suitcases. I didn’t speak a word of English. To now be recognized in this category for the Canadian Women Entrepreneur Awards is truly something I could have never dreamt up.”

In less than 4 years, LUS Brands has achieved close to \$70MM CAD in cumulative revenues. They have shipped over 2.5 million bottles of their innovative products to over 600,000 customers all over the world. Despite their tremendous early stage growth, LUS has a growth target of 100% or more next year and plans to double its headcount again to manage future growth and innovation.

Saidi and the LUS Brands team have also recently been acknowledged as [Canada’s Top 40 Under 40](#) and Canadian Business Magazine and Maclean’s as one of [Canada’s Fastest-Growing Companies](#) Growth List.

For a complete list of this year’s award winners, visit our [Awards Page](#).

About the RBC Canadian Women Entrepreneur Awards

The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country’s leading female entrepreneurs. The awards are an initiative of Women of Influence, an award-winning organization dedicated to advancing women globally.





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About Women of Influence Worldwide Inc.

Women of Influence, now in its 26th year, is one of North America's leading organizations offering solutions for workplace gender equality and women's advancement. Through our global events, digital media, signature awards, and consulting, Women of Influence reaches a diverse community of professional women and men across Canada and internationally. Providing insights and inspiration, perspectives on key issues, and creating opportunities to connect — we are making change happen for women, today. Our signature programs include the Top 25 Women of Influence Awards and the RBC Canadian Women Entrepreneur Awards. For more information, please visit www.womenofinfluence.com

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