

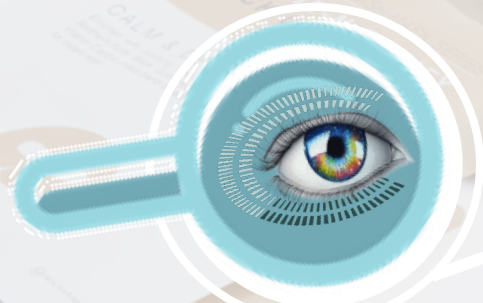


THE FUTURE OF BEAUTY RETAIL

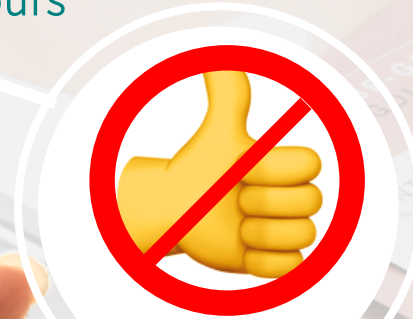
Solve Problems

2

To make the difference in the extremely competitive industry, it's vital to respond to the Social Changes that are shifting Consumption Behaviours



Consumers' quest for Radical Transparency



Distrust from Experts & Brands Claims



Self-Knowledge & Individualization



Sustainability



Our Solution

3

A Data & AI-powered Platform enabling Smarter Journeys matching Consumers' Expectations, from Skin Identity (consumer & functional benefits) to Concerns Related or Individualized Data Reports and Solutions, Our platform guides Consumers in finding Beauty Products that Truly match their Needs, Lifestyle, and Values.

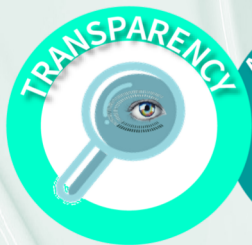
SERVE A PURPOSE



Cosmetics is no longer seen only for its functional benefits but also for an act of **Wellness, Self-Care & Health**;

The decision-making process for food, tracking **Specific Ingredients** or Nutritional **Values**, is becoming the norm of the beauty industry.

Bottom line, **Consumers** are asking for more:



NEW BUSINESS MODEL



For every single brand we carry, we provide **Data-Informed Products** with built-in **Compliance Frameworks** and **Intellectual Properties**;

We leverage **Data coming from** consumers & producer, into **real-time insights** that unlock **Value** for **Consumers**.



ONE PLATFORM



We use **AI** to build a **Skin Identity** with factors impacting skin such as: **Age, Type, Climate, Sleep, Period...** to deliver in-depth & trusted **Individualized Solutions**;

We curate **Individualized Library** where each customer, anytime, in one clic, may access and find its personal information;



Bree, a Personal Advisor' Avatar, remains available anytime to escort customer along its journey.

Our Target

4



“ I like to use beauty products but I want to appear as natural as possible ”



“ I don't have time or the will to work on my appearance. If I look nice, good for me, if I'm not, too bad ”



“ It's important to me to be attractive, but I want products that match my needs and values ”

Smart



“ I don't care as much on my appearance, I do the minimum to be presentable ”

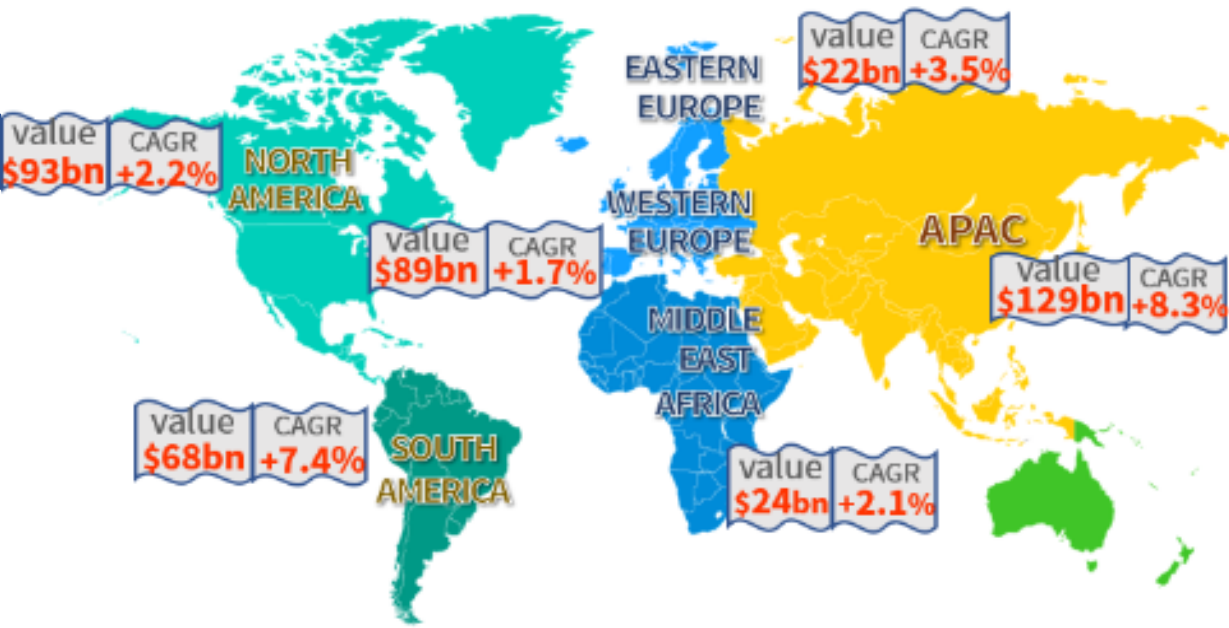


“ I like my skin to be soft, my hair to be silky, my perfume to smell good. I like to feel good ”

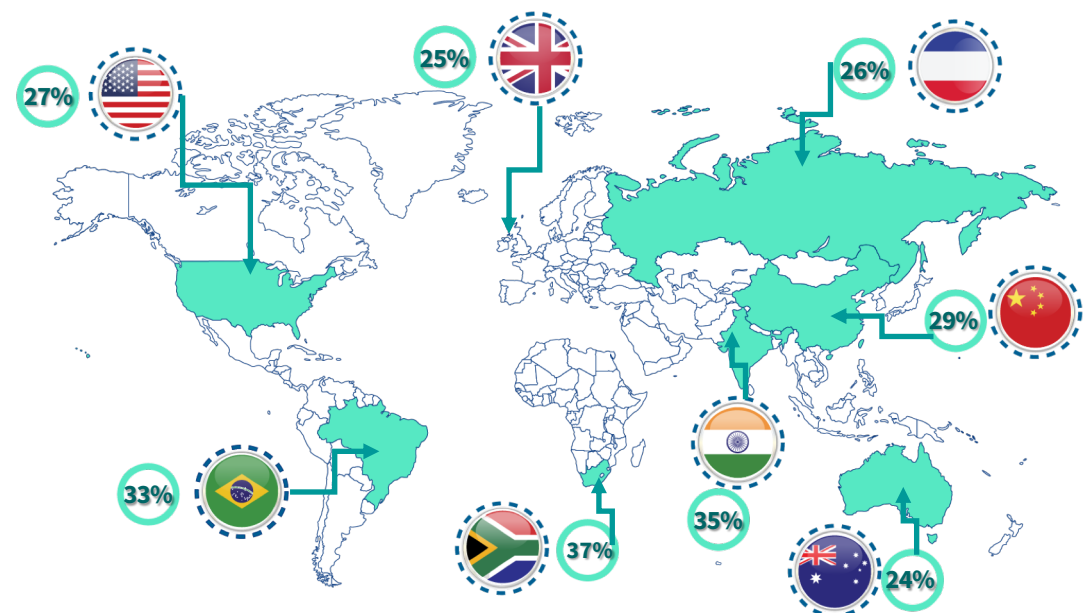


“ You can't be a woman if you're not on top of your game all the time ”

Global Beauty Market Value (\$) & 2015-20 CAGR (%)



Millennials in several major economies



MILLENNIALS

A mobilized generation, waiting for brands to **commit** to **social actions** that promote their **values** and **preferences**



Of millennials globally, which account for 32% of the global population



Are digital natives, experience-driven and individualistic



Feeling physically attractive aligned with the concept of Beauty & Wellness

70% of Millennials won't buy a product from a brand that does not embody their **values** & **preferences**



Wants brands to recognize them as individuals with specific preferences



Prefer to be unique and stand out from the crowd



Are more likely To trust blogger/ User reviews over Brand claims

Users Concerns

6



“ Clean, Non-Toxic beauty products : a new trend or a reality? ”



“ Do beauty products really have a shelf life? ”



“ As a mom of 3, for safety concerns, it's important to have a better understanding of personal care products I use for my kids ”



“ Should I change my beauty products during my pregnancy for my baby safeness? ”



“ Why am I having a hard time comprehending the ingredients in a beauty product? ”



“ I wish we knew better! However, it's never late for better choices ”

Market Size Globally (USD)

7

2019



2024



KEY TREND

INCI* & Scientifically Detailed analysis are demanded to convey ingredient potency level and its delivery system.



MARKET DRIVER

Radical Transparency that lists the sources & Origin of materials, the cost of manufacturing or product efficiency claimed is plebited.



MARKET DRIVER

Sustainability is increasingly requested by transparency-minded customers to ensure that products meet environmental standards.



FORECAST

Beauty market which globally worth \$532 bn, is expected to reach \$750 bn by 2024, growing at a CAGR of slightly above 7% between 2018 and 2024.

*INCI: International Nomenclature of Cosmetic Ingredients

Business Model

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Tomorrow's leader will be the one that makes Beauty Products relevant to Consumers

PHASE 1

SUBSCRIPTION

\$3,99/month

TRANSACTION



+





+



\$1.1B

REVENUE

Projected by 2025

$\$3.99/\text{month} = \$47.8/\text{year}$ (subscription cost)

First year: 1,000,000 subscribers to be reached

$(\$47.8 * 1,000,000) = \$\underline{47.88 \text{ M}}$

\$350 = Minimum AVG of beauty spending/year/client

Base: 500,000 subscribers converted to purchase

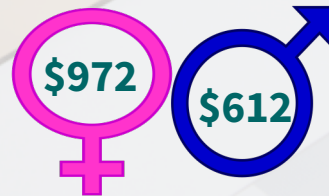
We charge 30% per transaction

$(\$350 * 5.000.000)/30\% = \$\underline{52.5\text{M}}$

Average annual beauty spend (female & male)



USA



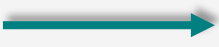
UK



Our Product

We build levels of Legacy around Authenticity, Transparency, Accountability through Data as an Asset and Utility

BUILD SKIN IDENTITY



DATA & AI



SHARE CULTURE



MARIA-VITTORIA GIROTTI
45,512 K

girotti@gmail.com +33 6 2552 6923 Member since: Jan. 18 Age: 26 Country: Italy



SKIN CONCERNS



SKIN REPORTS



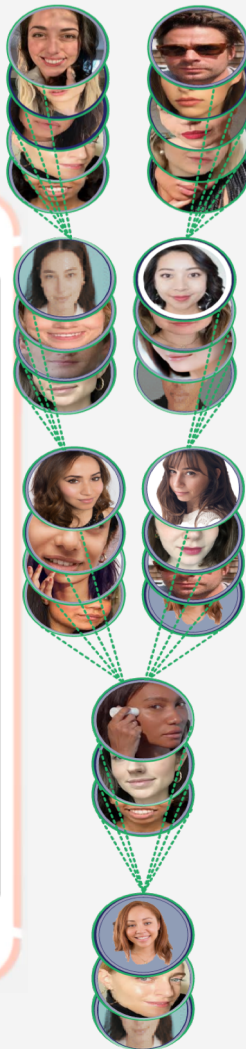
MEDICAL HISTORY



SKIN PROFILE



PURCHASES



Competitive Advantages

11



Adoption Strategy

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Our Founders

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Élise E. BILLE
CO-FOUNDER

Senior Marketing Strategist
15+ years Experience in
Luxury

- **LVMH (Louis Vuitton)**
- **Estée Lauder Companies**
- **Boucheron (Kering)**
- **PricewaterhouseCoopers**



Hervé L. BILLE
CO-FOUNDER

Engineer
Entrepreneur
15+ years Experience in Food
Industry & Agribusiness

We are seeking to raise \$5,000,000 seed fund to get our Platform up-and-running with the goal to reaching 1,000,000 subscribers the first year.

in that respect, we plan to relocate our company in the US, our first market, where we have built over the past months, strong partnerships that led to the feasibility of our platform.

**\$5,000,000 Seed Fund
will be allocated
to deploy the
followings:**

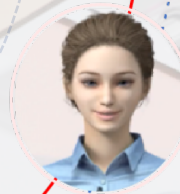


Digital platform

A PROPRIETARY SOFTWARE DESIGNED AND TAILORED TO OUR PLATFORM, ITS SERVICES, CONSISTENT WITH THE NEEDS AND EXPECTATIONS OF OUR CUSTOMERS



RESOURCES ARE INDISPENSABLE TO ACHIEVE EFFECTIVELY OUR VISION. A CTO AND CCO (CHIEF CHEMIST OFFICER) ARE TOP PRIORITIES FIRSTHAND



OUR AVATAR *BREE* ACTS AS PERSONAL ADVISOR THAT GUIDES AND ACCOMPANIES CUSTOMERS ALL ALONG ITS JOURNEY ON OUR PLATFORM



IN THIS DIGITAL ERA, WE HAVE TO TAKE INTO ACCOUNT OF THE NEW USES OUR TARGET EXPRESSES TO BETTER MEET THEIR EXPECTATIONS AND MAKE THEIR LIVES EASIER

