

Consumer Analysis

Offering incentives to consumers to make the switch,
While creating a community that celebrates the brand

Maximum choice, minimum hassle

Smaller and more easily replaceable cartridges
allow for greater ease in usage

Do more with less

Users can experiment with more colours, while
lowering the burden on their wallets and the
environment

Learn from the best

NyxClyx™ (Nyx-Cliques) - A platform that
allows users to Design and Share their work, and
Learn from each other whilst improving their
Creations

NYXClyx

BETTER TOGETHER

Product Innovation: Modular-Cartridge System

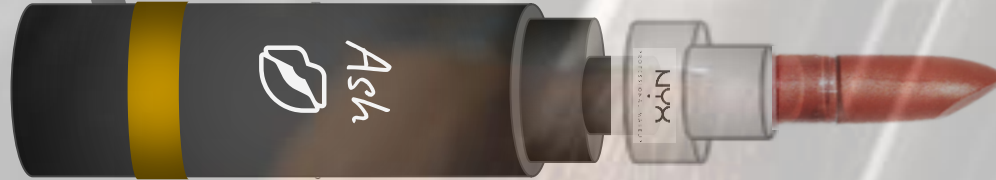
Recycles & Reuse makeup holders

Uses biodegradable Makeup Cartridge refills

NYX
CLYX

Sleeve provides rotating mechanism to slide lipstick cartridge in/out

NYX *Model no.* Lipstick



*Schematic of a Modular-Cartridge System for lipstick



1. Personalized Makeup Sleeve

Suitable for all product range

2. Mix & Match with replaceable makeup cartridge

Makeup Cartridges are manufactured from tailorable Medical-Grade and Biodegradable polymers: PLA, PLGA, PVA (Commonly used in sutures)

[Good stiffness and strength to manufacture cartridge]



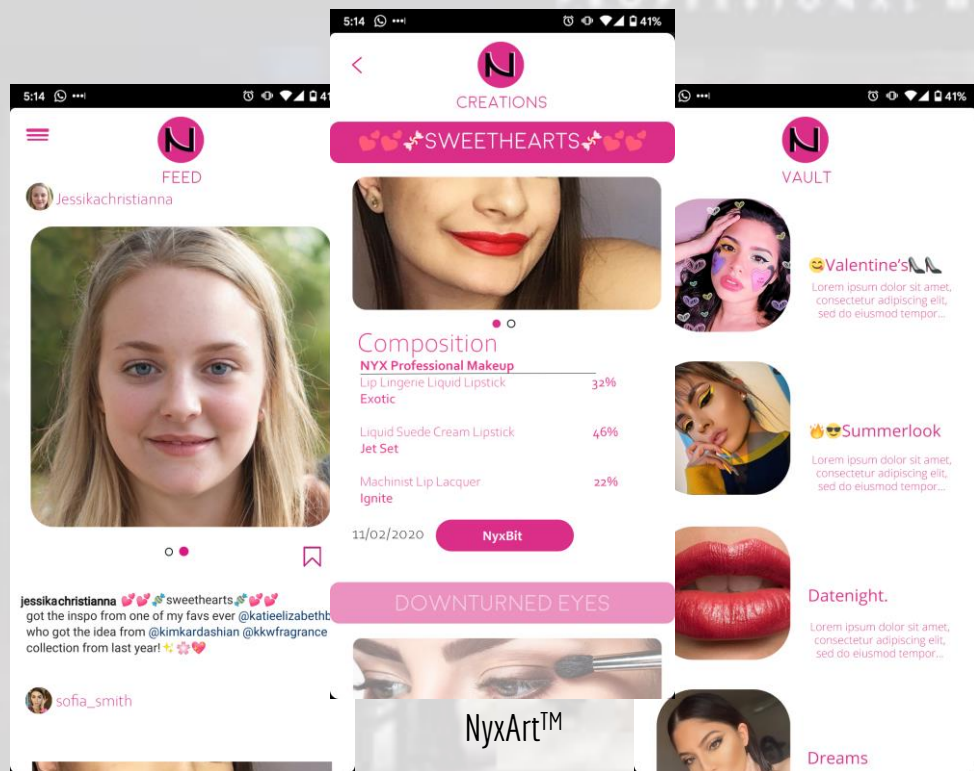
3. Style it up HOWEVER you like, WHENEVER you like!

Users have the flexibility and freedom to change/switch their makeup to the colors they are in the mood for

NyxNet™: Seamless Integrated Nyx Ecosystem

An online makeup community made by *artists*, for *artists*

Integrated sharing, customisation, and payments solution



NyxNet™

NyxVault



Scan post's NyxBit™ in store

Obtain post's customisation/product data



Glass panel showing BTS of product creation

Real-time on-site product creation