

# Key Ingredients

## Lustriva®



### WHAT IS IT

A next-generation magnesium biotinate for hair growth, a unique form of biotin that is 45x more soluble than D-biotin

### KEY BENEFITS

Lustriva is clinically shown to support existing hair growth in as few as three weeks, providing a fuller and thicker look.

## Myoceram® (Rice Ceramides)



### WHAT IS IT

A revolutionary rice-derived ceramide complex that strengthens the skin barrier and locks in hydration at a cellular level, proven to reduce transepidermal water loss.

### KEY BENEFITS

Clinically shown to enhance skin hydration and barrier function, while stimulating natural ceramide production for visibly plumper, more resilient skin.

## Stabilized Vitamin C



### WHAT IS IT

A precision-engineered vitamin C using Capsudar microencapsulation technology for maximum stability and enhanced absorption.

### KEY BENEFITS

Supports natural collagen production and provides antioxidant protection while enhancing overall skin brightness and tone.

# Target Consumer

Primary: Women aged 25-40

- Beauty and skincare enthusiasts
- Tech-savvy professionals
- Health-conscious consumers
- Premium product investors
- Digital-first lifestyle

Secondary: Women aged 41-55

- Anti-aging focused
- Wellness-oriented
- Quality-driven
- Results-motivated

# Brand Positioning

## POSITIONING STATEMENT

Gleux is a premium beauty supplement brand that combines clinically-proven natural ingredients with cutting-edge science to deliver visible results for hair, skin and nails, helping them feel more confident and radiant from the inside out.

## KEY BRAND PILLARS

1. **\*\*Scientific Efficacy\*\*:** Formulated with research-backed ingredients like Myoceram and Lustriva
2. **\*\*Holistic Beauty\*\*:** Addressing skin, hair, and nail health simultaneously
3. **\*\*Transparency\*\*:** Clear communication of ingredient benefits and sourcing
4. **\*\*Premium Quality\*\*:** High-grade, sustainably sourced ingredients manufactured in state-of-the-art facilities

## POSITIONING EVOLUTION

From: Single-benefit beauty supplement

To: Integrated beauty-wellness system

# Messaging

## DAILY RADIANCE JOURNEY

**Morning Ritual:** Face each day with renewed confidence as clinically-proven ingredients begin their transformative work

**Visible Progress:** Watch as hair grows thicker, skin becomes more radiant, and nails grow stronger

**Lasting Results:** Experience cumulative benefits that build over time through consistent use

## THE THREE PILLARS

### 1. Advanced Absorption

- Next-generation biotin delivery
- Enhanced cellular uptake
- Maximum ingredient utilization

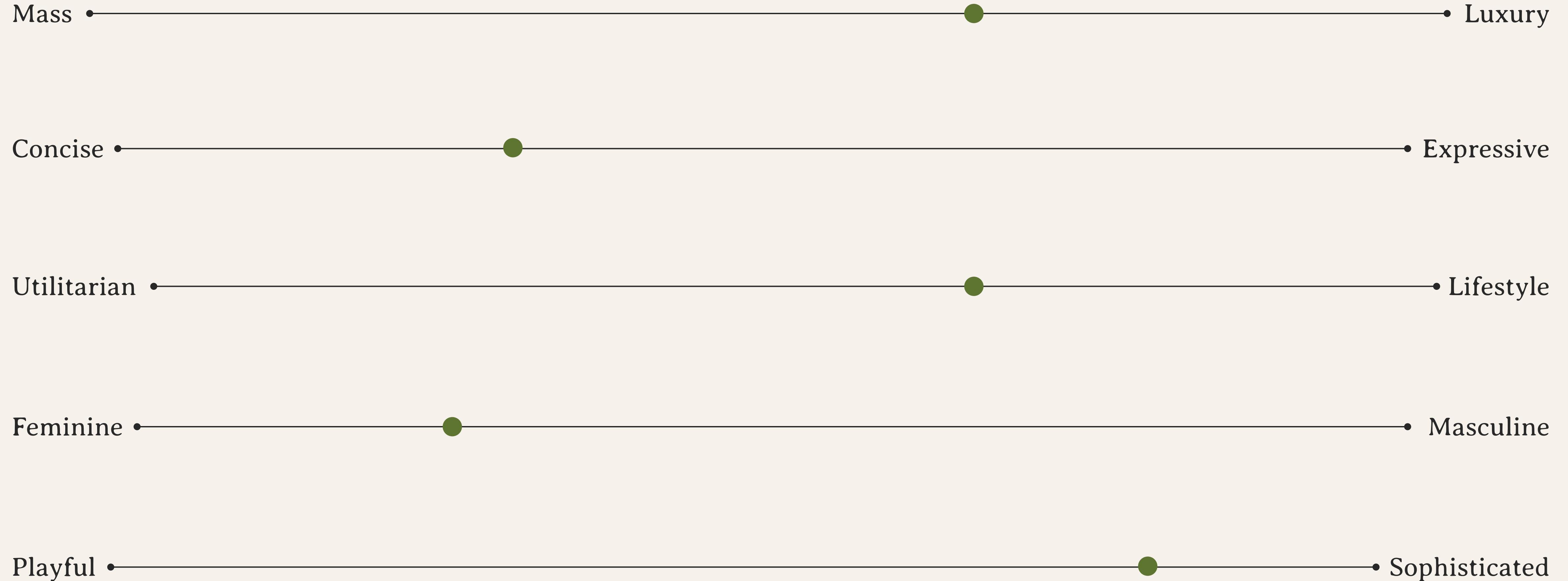
### 2. Barrier Brilliance

- Strengthened skin structure
- Rice ceramide technology
- Optimized hydration

### 3. Measurable Transformation

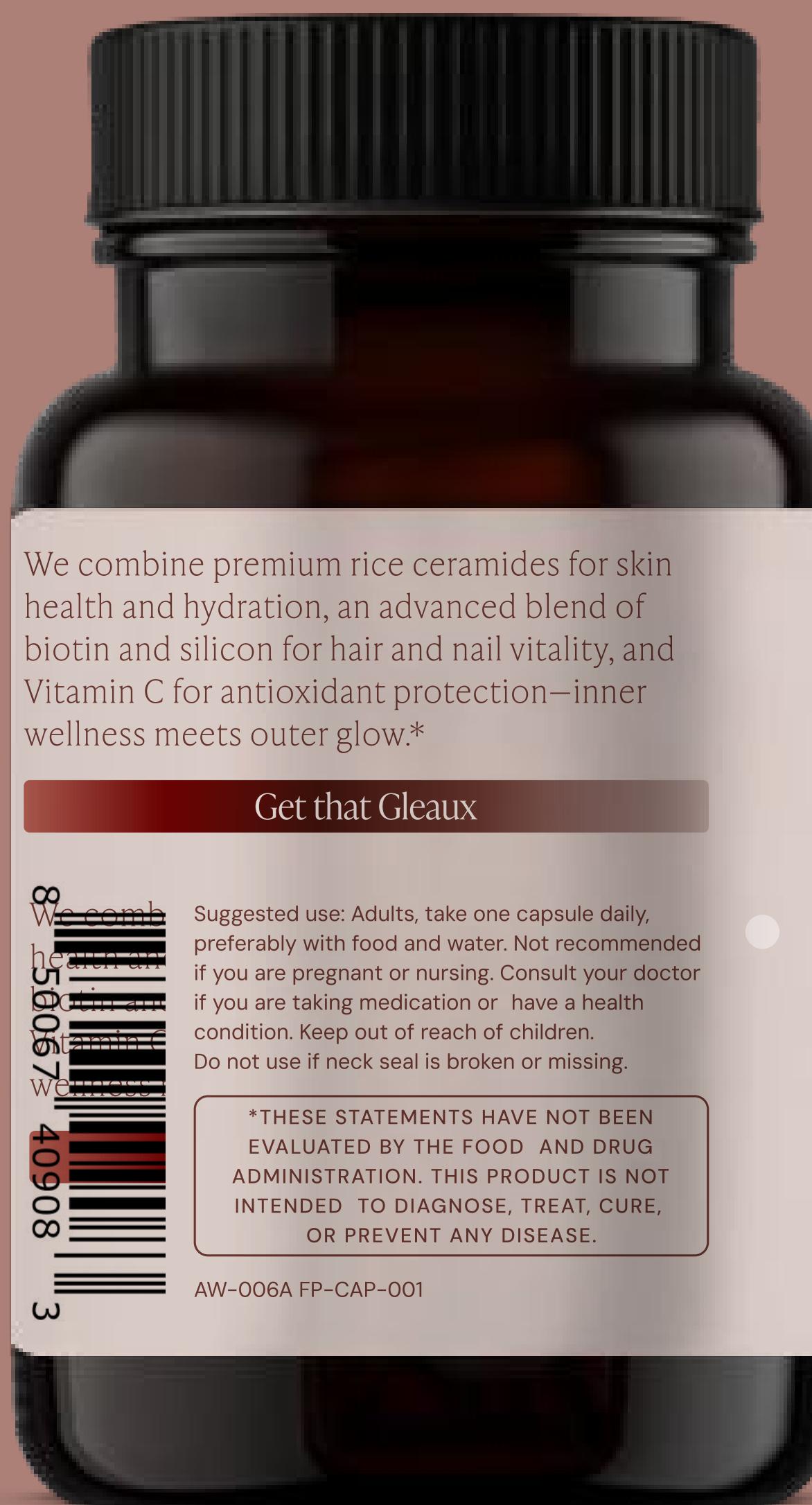
- Clinically-validated results
- Visible changes in 3 weeks
- Progressive enhancement

# Brand Spectrum



gleaux





• radiance •  
• •  
• health •

