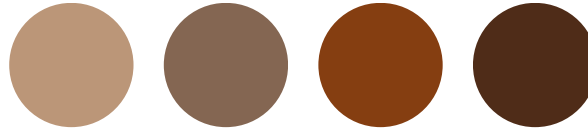


Lumi

Infinite Care, Zero Waste



Presented by:
Devanshi Vats

Unmasking The Issue

114B

**Pieces of single-use
packaging thrown away
every year**

95%

**Cosmetic Packaging is
discarded**

Are sheet masks the new plastic straws ?

- Sheet masks popularity propelled by influencers.
- Quick fix beauty item.
- Tossed in trash after 15 mins use .
- Encourage "disposable beauty"



<https://theindustry.beauty/billions-of-beauty-packaging-goes-unrecycled-every-year/>

Eyelixir

100% medical-grade, **reusable silicone eye mask**, engineered to create a vacuum-like seal around your under-eye area and boost the absorption of key ingredients. Paired with our **gel-based eye cream**, formulated with potent **clean ingredients** to hydrate, depuff, and rejuvenate the under-eye area.



- ★ 1 pair lasts 1 year
- ★ All it takes is a simple wash

Benefits:

- Light weight fast absorbing gel cream.
- Patches boost penetration and lock in formula.
- Compact travel friendly design.
- Sustainable solution: Washable & Reusable.
- Free from parabens, phthalates, and artificial fragrances.
- Long-term savings.

Target Consumer

Millennials & Gen Z

Aged 18-40

France



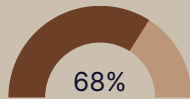
#cleanbeauty
7.2M posts



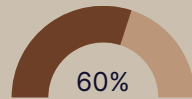
- Passionate about skincare and wellness.
- Ingredient Conscious & Eco Conscious.
- Concerned with under-eye issues like puffiness, dark circles, and dryness due to lifestyle factors.

Focus on urban markets: France

Global beauty capital
Prestige beauty consumers
Eco-conscious shoppers
Strict EU Regulations



Actively seeking clean
beauty products
(NPD report)



Prefer multi-use,
refillable products
(Deloitte)

Projected CAGR
for Clean Beauty

14.8%

from 2024 to 2030

Eyecare
Category

\$22B

by 2032





Key Ingredients

Caffeine – Naturally derived from organic green tea or coffee extract

Hyaluronic Acid – Plant-based fermentation (from natural sources like wheat or corn)

Aloe Vera Juice – Cold-pressed, organic

Cucumber Extract – Organic farming

Packaging & Design

- **Primary:** Frost glass jars, minimal plastic use.
- **Secondary:** A reusable satin pouch
- **Built-in mirror and spatula** for easy application.
- **Unisex** formula and packaging.
- **Refillable jar** for sustainable skincare.



Pricing Strategy

Let's do the math

**Prestige
Beauty**

€49.99

1 Pair of Patches
+
15ml cream

€29.99

15 ml Eye Cream
jar refill

**Avg. Cost per
Use**

Disposable Eye Patches

€ 2.5

**Eyelixir Reusable Eye Patch
(Assuming 200 uses)**

€ 0.10

Savings

~€480 Over 200 uses

~96% Less per use

Pixi



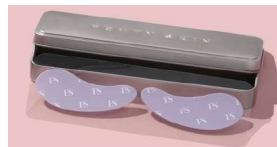
30 pairs €26

Dieux



**1 Patch €23.95
1 year use**

Fenty Skin



1 Patch €18

Typology



**1 Patch €36.5
15ml Cream**

Kiehls



14g €38

Laneige



10g €32

Distribution Strategy



Phase 1

Direct-to-Consumer
(www.lumibeauty.com)
Build Brand & Community



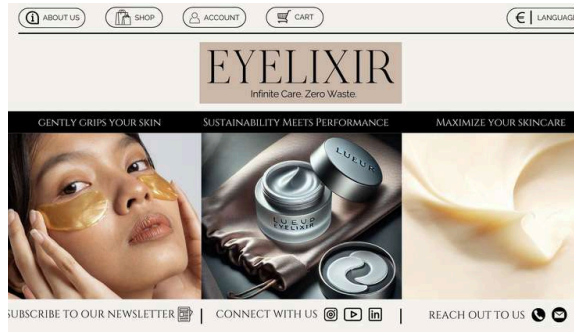
Phase 2

Premium Beauty Retail Partnerships
Increases credibility, taps into eco-conscious buyers



Phase 3

Strategic B2B & Travel Retail
Partner with luxury hotel spas,
Eco-conscious travel essential.



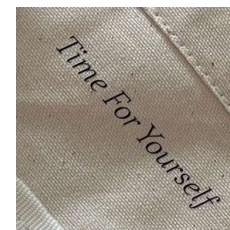
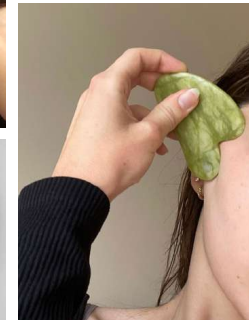
Future Expansion

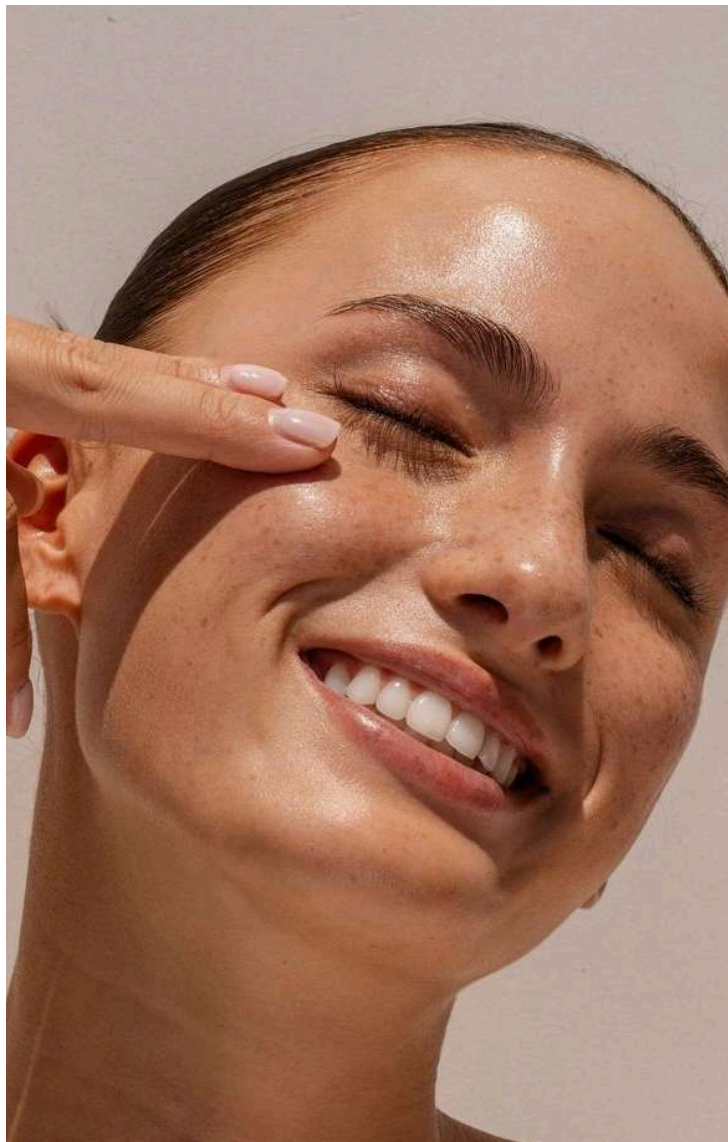
- **New Eyelixir Ranges focusing on:**

- Anti-aging (Bakuchiol, Peptides, Shea Butter)
- Dark circles & Pigmentation (Vitamin C, Caffeine, Niacinamide)

- **Smile Line Erasing** Reusable Patches

- **Lips Nourishing** Reusable Patches





Ready to break up with disposables?

Innovation in product formulation and packaging alone isn't enough to drive change. A significant shift in consumer behavior toward more eco-conscious choices is essential for lasting impact.

Thank You



Appendix

- <https://theindustry.beauty/billions-of-beauty-packaging-goes-unrecycled-every-year/>
- <https://www.grandviewresearch.com/industry-analysis/clean-beauty-market-report>
- <https://www.news.market.us/eye-skin-care-market-news/>
- <https://esw.com/the-clean-beauty-market-by-the-numbers/>