

# Who We Are

A beauty commerce platform with  
direct access to **high-value audiences**

# We Are Not a Vendor. We Are a Platform.

We bring traffic, trust, and transactions.

## Why Partners Choose Us

Pay-per-sale model

Blogger-driven traffic

Built-in audience trust

Transparent analytics

Zero upfront cost

## Direct Partnerships with Beauty Bloggers

Collaboration with 100+ bloggers

beauty_dana	1.1m
skincare_aliya	900k
glow_studio	5.5m
makeup_madina	1.5m
lipstick_queen	2.3m
natural_beauty_kz	1.9m
cosmetics_review	160k
skintype.diary	287k

*And the rest...*

### 18 - 24 years

Gen Z Shoppers  
Students & young pros  
Decision-makers: Self

### 25 - 34 years

Core beauty consumers  
Working professionals  
Decision-makers: Self & peers

### 35 - 44 years

Premium segment  
High purchasing power  
Decision-makers: Self

### 45+

Anti-aging & skincare  
Brand-loyal consumers  
Trust-driven segment

OWNED AUDIENCE

# 30M+

Combined Reach via Bloggers

18-24 · Trend-driven shoppers

35-44 · Premium skincare

25-34 · Core beauty buyers

45+ · Trust-driven consumers

Beauty & skincare enthusiasts

Active social media followers

Urban middle & upper-middle class

Direct access

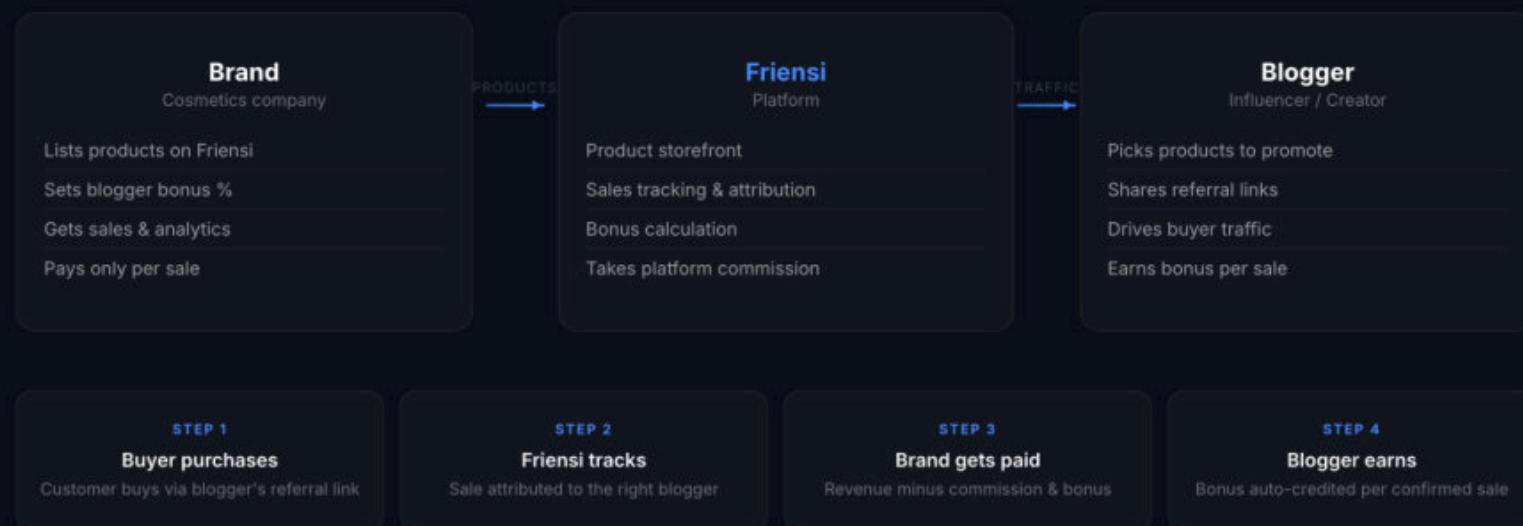
High purchase intent

Long-term engagement

BUSINESS MODEL

# How the Money Flows

Three sides. One platform. Everyone earns.



## Our Scale at a Glance

**100+**

beauty bloggers  
on the platform

**30M+**

combined media  
reach via bloggers

**0**

upfront cost  
for brands

**3x**

higher conversion  
vs traditional ads

**Expertise**

in influencer marketing  
and beauty commerce

# Platform

Blogger bonus system

Brand analytics

Beauty marketplace

Media reach via bloggers

Data-driven matching

Referral tracking

Scalable sales engine