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## SKINCARE

Sustainable, effective, well-designed skincare

## Problems

Men's Market.

Highly underserved, explosive growth.

Natural Products.

Currently: partially clean, ineffective, poor design.

Sustainability.

Palm oil manufacturing contributes to global warming.  
Destruction of marine life.

Toxic ingredients.

Reduced fertility in men & women.  
Cancers and other diseases.

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## Solution

Men's Market.

Target men, inclusive of women (i.e. Boyfriend Jeans)

Natural Products.

Completely clean & effective.

Thoughtful packaging, “just fits” in any context.

Sustainability.

No palm oil derivatives.

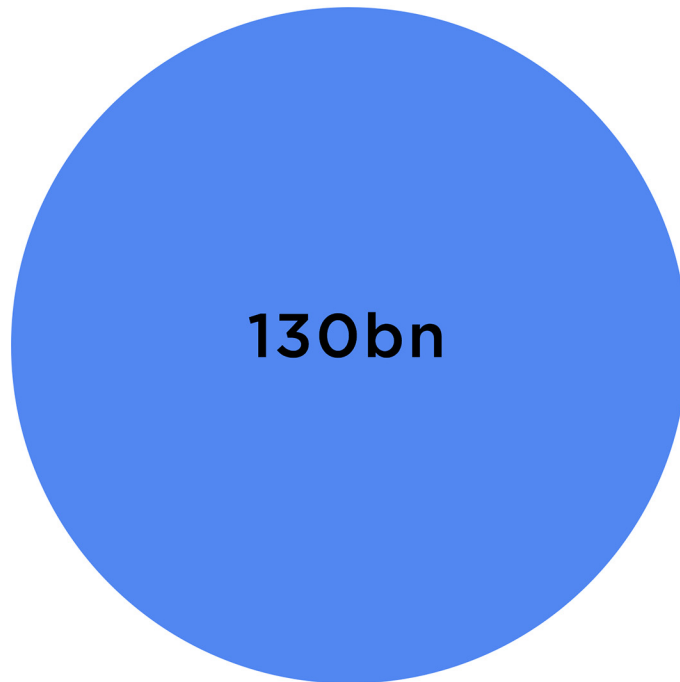
No detergents/UV filters that harm marine life.

Toxic ingredients.

No known toxic ingredients.

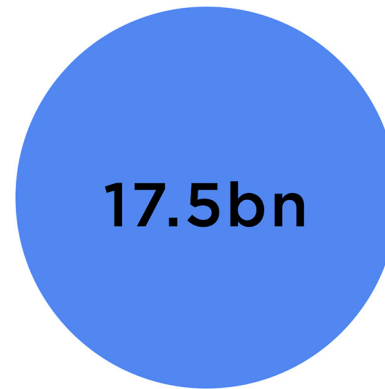
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Market Size



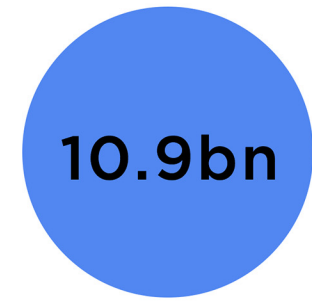
**130bn**

Skincare Market.  
Total available market.



**17.5bn**

Men's Market.  
Underserved niche market.

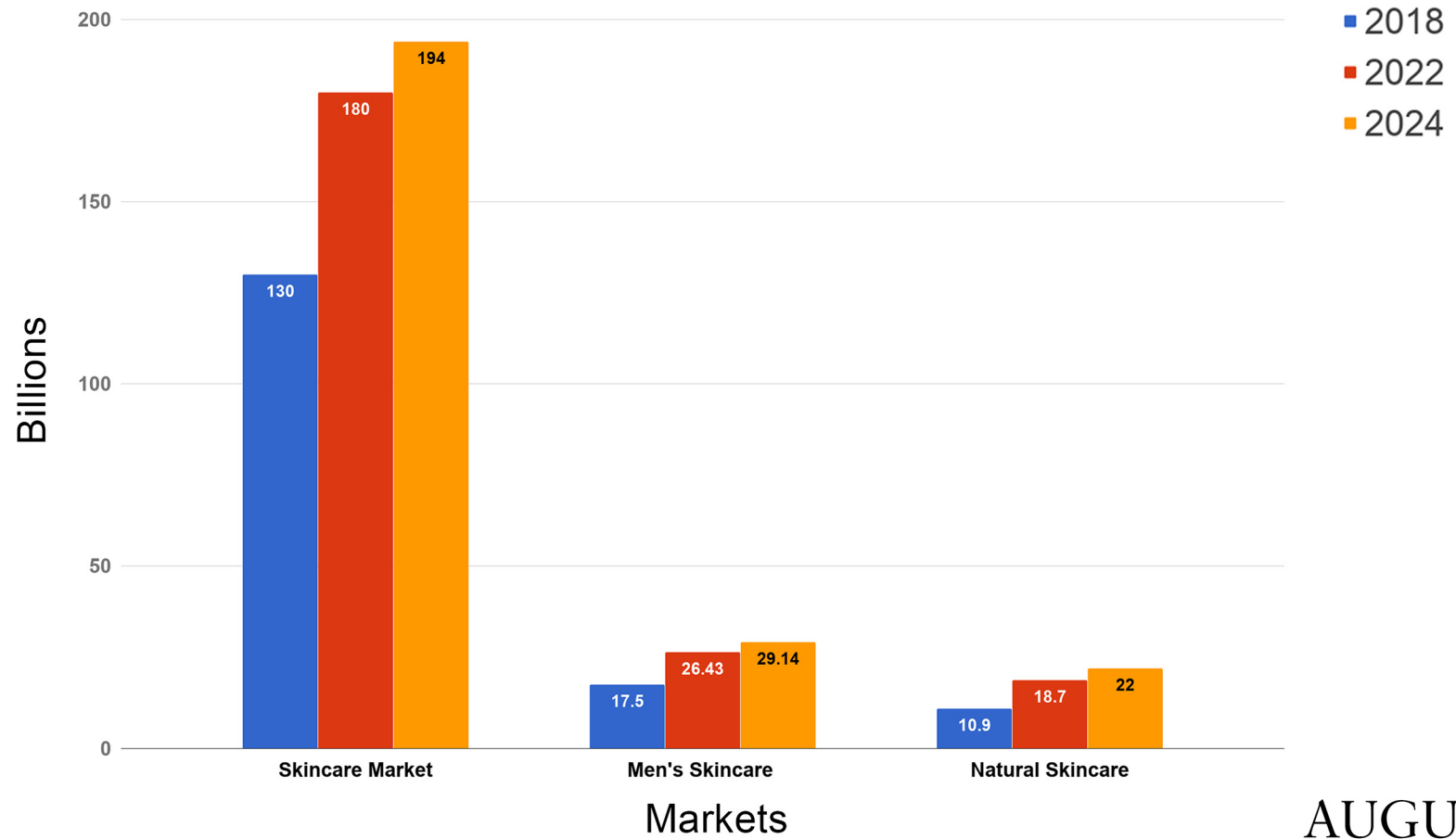


**10.9bn**

Natural Skincare Market.  
High demand niche market.

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## Market Growth



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## Why Now

Major acquisitions in men's skincare.

Kiehl's (L'Oreal)

Baxter of California (L'Oreal)

Bulldog (Edgewell)

Jack Black (Edgewell)

Desperate, Outdated, It's Not Over.

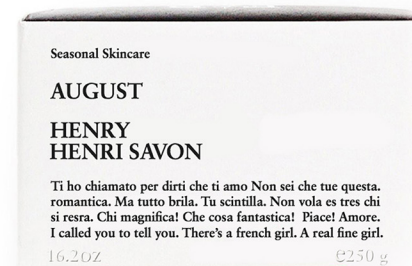
The acquired brands have outdated formulas that don't meet growing consumer demands.

No major men's skincare brand that is truly natural and effective.

Smaller players exist but, don't scale well nor have a brand that resonates.

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## Products



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## Products

Sustainable.

Non-Toxic.

No: Parabens, PEG's, Synthetic Fragrance, Phalates, Formaldahyde Releasers, BHA, BHT, Colorants, Silicones, Petroleum, Chemical Sunscreens, Coal Tar, Toluene, Sodium Lauryl Sulfate, Sodium Laureth Sulfate, MEA/DEA/TEA, Animal Oils, Musks.

Product.

Perfect skin-feel.

Aesthetically pleasing sustainable packaging.

90% Natural Materials + 10% Clinical Materials



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## Model

### Seasonal Skincare

Seasonal Offerings: Keeps brand interesting and relevant.  
Controls size of product range.  
Allows for continuous press opportunities.  
Natural product improvement engine.  
Efficient scaling.

### Product

High product margins. 79%-84%  
E-commerce direct to consumer.  
Permanent collection + seasonal offerings.

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## Exit Strategies

### Aquisition

Multiple buyers possible -> Competitive bidding.  
Clear fit into product portfolios.

### Large Companies

Estee Lauder, L'Oreal, P&G, Unilever, Johnson & Johnson, GlaxoSmithKline, Coty, Edgewell, Shiseido, Revlon, Beiersdorf, LVMH(Sephora).

\*NATIVE aquired by P&G for 100M

\*Kiehl's aquired by L'Oreal for 100-150M

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Affordable

Competition



HERBIVORE

Non-Toxic / Sustainable

Aēsop®

Expensive



Toxic / Unsustainable



Raising

# Finish Beta Testing & Launch

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