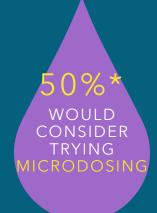
# **U.S. WELLBEING: BEYOND BEAUTY**

Like an ever-evolving DNA strand, the Healthcare, Wellness, & Beauty industries merge into one holistic industry. Beauty faces a massive structural transformation, evolving beyond its current definition.

### CATEGORIES

# BEYOND TOPICAL TO INTEGRATED SOLUTIONS

55%\* OF WOMEN AGREE THEIR BEAUTY ROUTINE PLAYS A ROLE IN THEIR **OVERALL HEALTH &** WELLNESS



Two distinct categorizations dismantle traditional categories :

**ESSENTIAL** Health & wellbeing benefits with science- VS. backed claims; delivers on hygiene, protection, care & repair

#### **NON-ESSENTIAL**

Communicates emotion, lifestyle, & image, transforming or altering outward appearances

**Beauty Spiritualization** addresses holistic needs centered around mind, body & soul

\*Source: FIT CFMM 2020 U.S. Wellness Study n=1,500

## MERGED HOLISTIC INDUSTRY = WELL CARE **EVOLVING BEYOND VANITY TO HUMANITY**

Empowered consumers can live long, healthy, & ultimately beautiful lives

FASHION INSTITUTE OF TECHNOLOGY MASTERS OF PROFESSIONAL STUDIES - COSMETICS & FRAGRANCE MARKETING & MANAGEMENT CLASS OF 2020

Increase accessibil & competitive

**Professional Health Concierge (PHC):** Fully certified to provide unbiased, holistic health, beauty & wellness-oriented expertise



### COMMUNITIES

### **BEYOND TRANSACTION** TO INTIMACY AT SCALE

### **BEAUTY UNIFICATION**

between luxury & mass

### **Future-proof Luxury brand distribution:**

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Performance-based benefits & clinical claims



## **COMPANIES**

### **BEYOND TRANSPARENCY** TO CONSUMER TRUST

Chief Health Officer prioritizes wellbeing internally & externally; serves as corporate ambassador to worldwide health organizations



COMPANIES' MEDICAL EXPENSES FELL BY AN AVERAGE OF \$3.27 FOR EVERY DOLLAR SPENT ON WELLNESS BENEFITS

Harvard Business School Study

#### **Beauty at the Core > Science at the Core**

M&A activity with pharmaceutical industry leads to expanded wellness-centric portfolio & adoption of digital health technologies

#### J&J to be future key competitor:

J&J CEO APPROVAL 94% RATING glassdoor.com

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