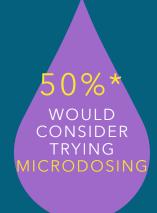
U.S. WELLBEING: BEYOND BEAUTY

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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