

Passionate About Every Little Thing

VERTICAL DESIGN & MARKETING

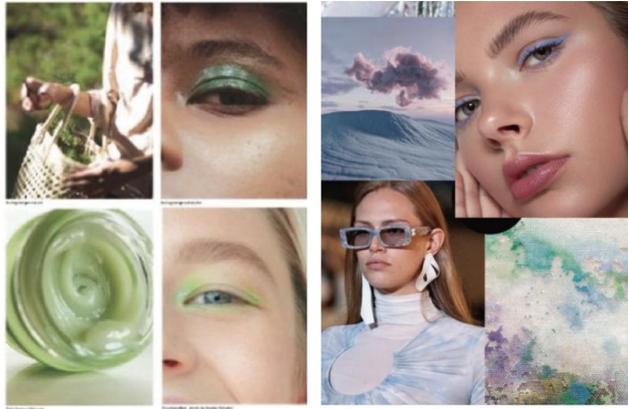
SS 2023 Presentation

- Bloom

--Color Trends



"Bloom" consists of cheerful and joyful colorful moments. Effects emulate the palette's playfulness, incorporating color travel and high chroma pearlescence for spirited, unexpected pops of color.



After experiencing a destructive pandemic, more positive and saturated color can be a carrier to convey the power of optimistic lifestyles, and also a healing therapy that crosses regions, races, and even cultures.

- Intuitive Nature

--Beauty Trends

Beauty is ever changing, driven by movements of sustainability, inclusivity and wellness.

--CleanLook

The trend will continue in 2023 to be based on naturalness, #CleanLook is taking over TikTok. The hashtag has over 143M views on the platform, where Gen Zers are sharing tutorials that feature hydration drops, illuminating foundation, lip glow oils, and ice globes, all of which focus on enhancing the wearer's natural beauty.



#cleanlook
143.4M 觀看



--ECO Makeup

As in 2022 this trend is here to stay for 2023 and beyond! The environment and the topic of sustainability will be even more important than it already is.



-- Trending

- Glossy lip
- Glitter eye look
- Brow lift
- ECO Product
-

VERTICAL DESIGN & MARKETING

- Glossy

--Natural "Delicious" lips

--Lip tint & Lip oil

If the last two-plus years turned you off to lipsticks, Lip tint, the happy place between the bright pigment of lipsticks and the convenience of a tinted lip balm. Unlike lipsticks, which tend to get wiped off or rubbed off soon, Lip tint give your lips a wash of long-lasting color and leaves them feeling smooth.



• Use alone

• Overlay oil

The lip oils protects and nourishes, while offering a bold pop of color and a shimmering effect. Its rich balmy texture applies smoothly for easy and fast color. It can also make matte lip makeup more brilliant.

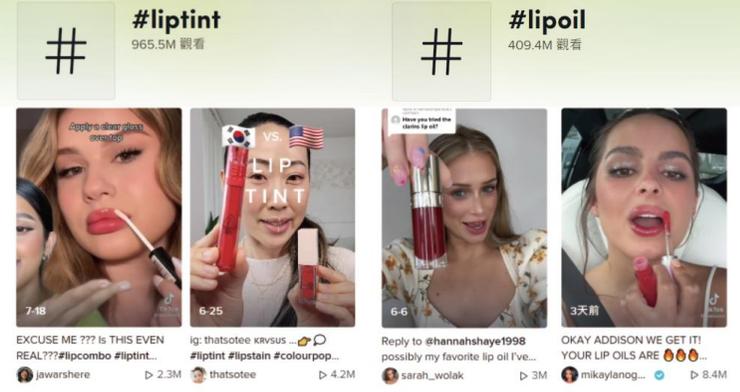


• Use alone



• Overlay effect

• Packaging customizable



Floratint Lip & Cheek Stain
Desert rose-tinted lip & cheek stain



NEW
CHERRY TREAT CONDITIONING + STRENGTHENING LIP OIL
★★★★☆ (177)
\$24.00



LIP OIL SET
Smooth + Nourish
\$45



VERTICAL DESIGN & MARKETING

- Glitter

--Natural "Delicious" lips

--Glitter eyeshadow

We were ready to put on makeup and shine again. And makeup trends 2023 will continue this trend. Glitter is always in style, but in 2023 it is taking on new forms, such as Gigi Hadid's "pink haze". And Multichromes Glitter like the Rainbow always looks really chic.



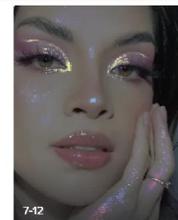
• Matte • Glitter • Overlay



• Packaging customizable



#glittermakeup
434.7M 觀看



This glitter makes everything look so magical! Tutorial for...

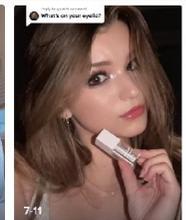


Imagine this under the sun or at a concert

#glittereyeshadow
65.2M 觀看



Trying to be glam for my mom's bday



Replying to stxjuxv for anyone who asked ;)



Danessa Myricks Beauty Infinite Chrome Flakes Multichrome Gel for Eyes & Face

VERTICAL DESIGN & MARKETING

- Brow lift

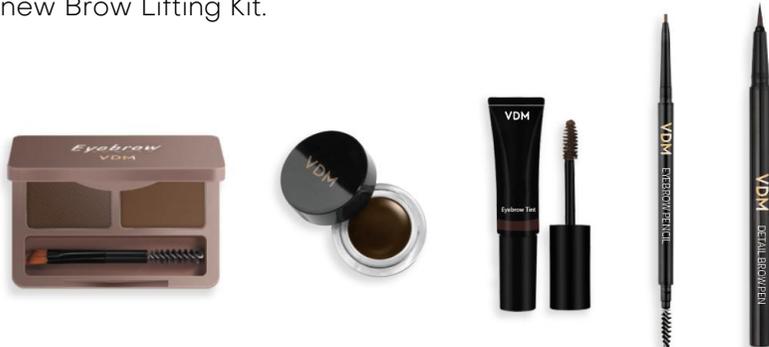
--Better Brows

--Brow lifting gel

Brow lifting is becoming more and more popular and is one of fastest growing beauty trends for 2023. Eyebrows play an important role in our facial expression. A brow lift can raise the eyebrows and restore a refreshed, more pleasing appearance. And Eyebrow gels can give your brows lifting in mere seconds.



• Packaging customizable, also can be combined with other brow products to form new Brow Lifting Kit.



#browlift
259.3M 觀看

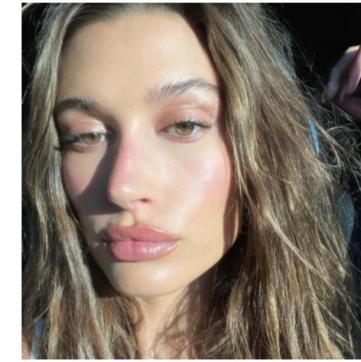
How to lift and elongate the brows ▼ #makeupbymario...
makeupbym... 1.7M

How to create a lifted + natural brow look ♥...
anastasiabe... 6.2M

#browgel
95.3M 觀看

DIY - Eyebrow Gel ♥♥ IG: rose.friederike ♥ #beautydiy...
rose.friederike... 3.8M

@got2b brow gel review. OMG YOU ALL NEED THIS I will rave...
makeupbyer... 3.7M



BEST SELLERS



VERTICAL DESIGN & MARKETING

- Transferproof makeup

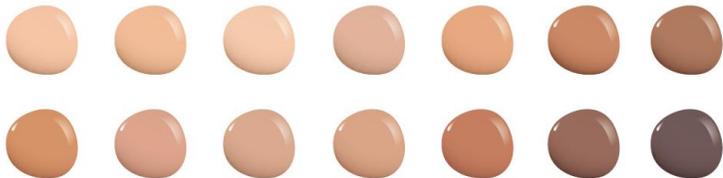
--Foundation in Water

--Water-based foundations

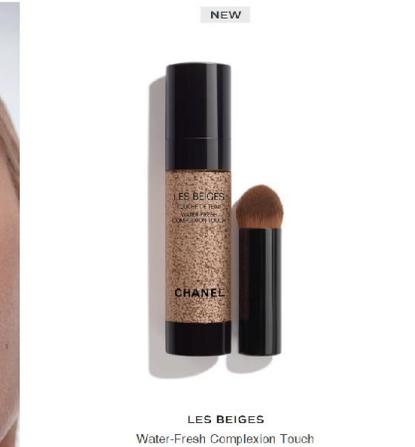
The last two-plus years Liquid foundations are arguably the most popular foundation formula on the market, with powder and compact foundations being released less as frequently. This means that water-based foundations are dominating the industry. And then TikTok's makeup blogger make the Foundation in Water, hack a Transferproof makeup, make looks fresh ,natural and won't rub off all over the items your face comes into contact with.



• Color customizable



• Packaging customizable



VERTICAL DESIGN & MARKETING

- Diy Nails

--Nails kit

--Nail Polish kit



--Nail Gel Manicure kit



• Kit components customizable



French Mani Hack Nail Polish Set

\$16.00



VERTICAL DESIGN & MARKETING

- Eco Friendly
--Eco Makeup Product

There is a demand for refillable makeup products or with as little packaging waste as possible is on the rise. Consumers are more eco-conscious and are more want to do without plastic and instead rely on sustainable recycling and more environmentally friendly alternatives.

- Vegan formula, Crueltyfree
- Refillable Packaging



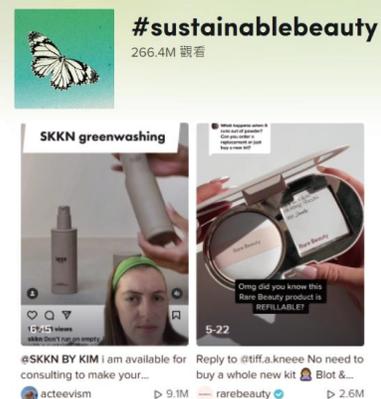
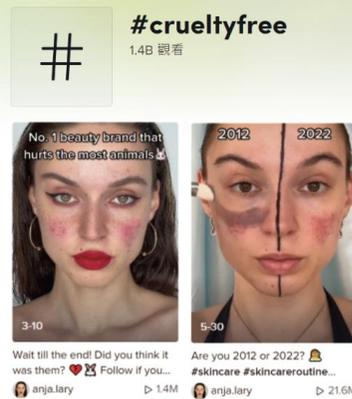
• Palettes customizable for Eyeshadow, Blush, Bronzer, Highlighter ...



• Sticks customizable for Lipstick, Eyeshadow Stick, Blush Stick...



• Pens customizable for Browpen, Eyeliner pen, Lipliner pen...



HYALURONIC ACID SERUM
★★★★★
1 OZ / 30 ML
\$90
SINGLE REFILL

VITAMIN C8 SERUM
★★★★★
1 OZ / 30 ML
\$77
SINGLE REFILL



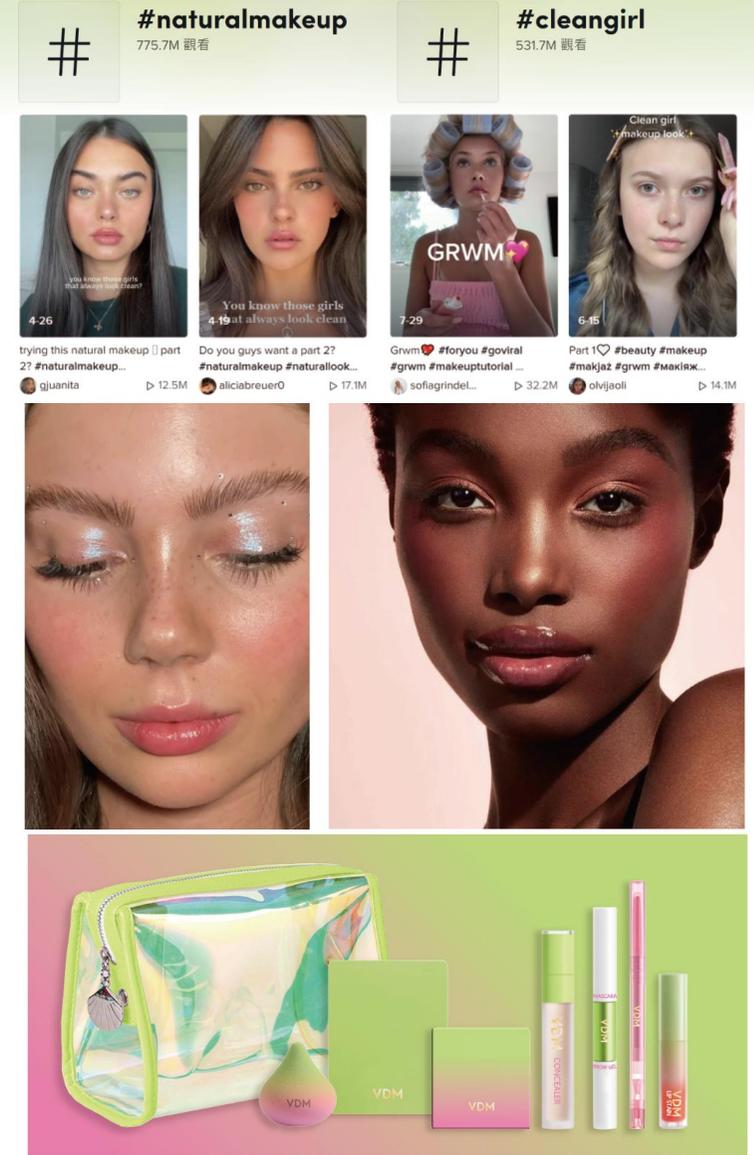
NEW
FENTY ICON THE FILL SEMI-MATTE REFILLABLE LIPSTICK
Scholar Sista
★★★★★ (287)
\$20



VERTICAL DESIGN & MARKETING

- Clean Girl
--Natural Makeup

The Beauty Trend 2023 is primarily about doing without unnecessary products and celebrating our natural beauty.





THANKS

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