

Vegan nail polish & skincare

Made in France & Conscious Beauty



EXPERTISE

15 years dedicated to diversity & inclusion in the beauty industry

- Founded a communication agency in 2010
- Consultant for L'Oreal for 7 years
- Founded an association for more diversity and inclusivity in the beauty industry



PROBLEM

The industry today

01



Black women are more exposed to toxic chemicals in cosmetic products

02



Brands only talk about inclusion in media campaigns, not in everyday life

03



The cosmetic industry have a negative impact on the environment



SOLUTION

01

Our products

made in France

- ✓ Cruelty free
- ✓ Vegan
- ✓ Non Toxic
- ✓ Thoughtful Packaging

02

Inclusion

by 23Beauty Paris

- ✓ Origin
- ✓ Gender
- ✓ Age
- ✓ LGBTQ +
- ✓ Disability



Ingredient we love : castor oil

a key ingredient in Africa and the West Indies



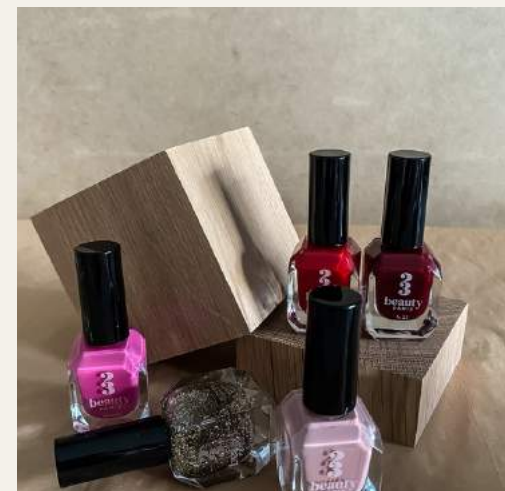
BUSINESS MODEL

01



Individual
Purchases

02



Monthly
Subscriptions

03



Masterclass

04



Conferences

05



Retailers

\$43
average order



\$200 000
December 2022



MARKET



\$610

Billion

Global skincare & nail polish market size

NAILS

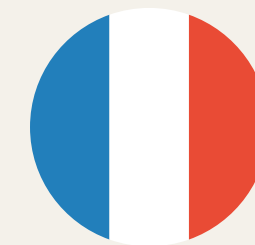
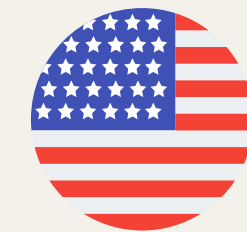
the category least affected by the drop in consumption in 2020.

BODY CARE

category on the rise (values and volumes) in 2020

Source: IRI – Cosmetique mag

98,45 million women
used nail polish products
in 2019



13 million women
used nail polish products
in 2019



TRACTION

40%+ Sign ups

100 Sold products

WHO'S
NEXT 2021

Host a conference on
the biggest Fashion
Show in France in
september 2021



FIRST PRODUCTION



MEET OUR TEAM

Virginie Bapaume



*Digital Communications Executive
with 10+ years of experience*

CLARINS

VICHY
LABORATOIRES

L'ORÉAL

WE MOVE BEAUTY FORWARD
CEW
member

CeraVe
DEVELOPED WITH DERMATOLOGISTS

SKIN
DOCTORS™
COSMECEUTICALS

Team - 4 advisors

- **Formulation Expert** : Sophie Strobel
- **Chief Sales Officer** - Jimmy Zanvo - 20 years of experience
- **Cosmetologists** : Sandrine Delrieux & Peggy Zanvo



PAULA'S CHOICE
SKINCARE





1

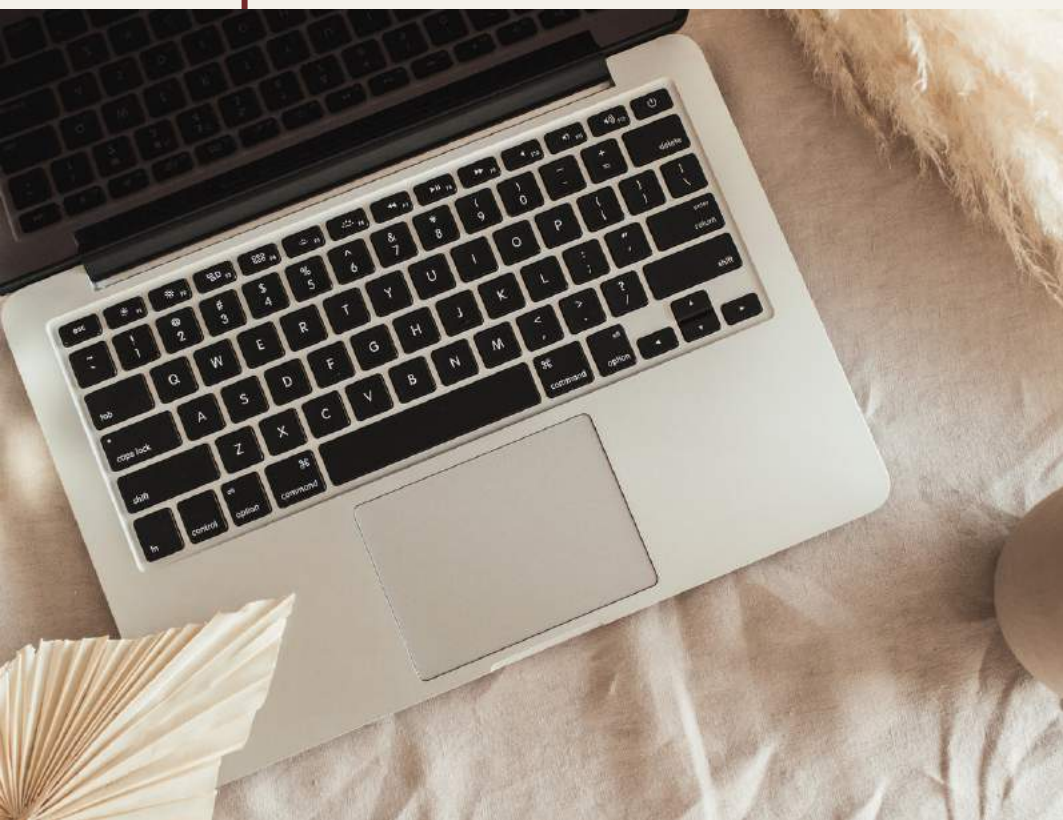
We know the market & the consumers

2

10 years fighting for diversity in the industry

3

Love beauty & innovation



Thank you !



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