

**SKINLAB**<sup>®</sup>  
BY BSL

# Clean, Healthy and Beautiful Looking Skin

Give your skin the power to bounce back with potent Collagen, Elastin, & Vitamin C Enriched skincare.



# The Rise in Younger Consumers using Skincare is a National Story...but not always good news!

## How to build the best teen skin care routine, according to dermatologists

By Sophie Shaw, CNN Underscored  
Published 10:26 AM EST, Mon February 5, 2024



FASHION & BEAUTY

## Teens are obsessed with skincare — but they could be damaging their skin, experts say

By Adriana Diaz  
Published Jan. 19, 2024, 8:36 a.m. ET

AXIOS .

Experts: It makes no sense for tweens to buy "anti-aging" skin care products

Teenager and Tween "Skincare" Routine Trend Using Products Meant For Adults Is Doing More Harm Than Good

7-Feb-2024 1:05 PM EST, by [Hackensack Meridian Health](#) [Contact Patient Services](#)

TODAY

Tweens are obsessed with skin care. As parents, should we be worried?

Newsweek

## Active Skincare Ingredients Are Harming Tweens

Published Jan 31, 2024 at 12:28 PM EST | Updated Feb 05, 2024 at 1:34 PM EST

## Collagen For Skin: The Secret Weapon of Youth

aging • Lauren Petruzzo • Jul 18, 2023

# Even Leading Brands like Kiehl's are Sounding The Alarm



# Leading innovative & efficacious formulas designed for the Gen Z consumers



**SKINLAB** was created by the industry's top dermatologists, utilizing extensive research in today's skincare.

These powerful and effective formulas were designed for Gen Z at a price for today's value savvy consumer.

# Efficacious Formulations Powered by Collagen, Elastin & Vitamin C

- **SkinLab Lift & Firm:** Tailored Skincare for the Modern Consumer
- **Unlock Youthful Skin with Key Ingredients:** Hydrolyzed Collagen, Elastin, Vitamin C, and E
- **Perfect for 25-40 Year Olds** Seeking a Firmer, Smoother Skin Texture
- **Full Skincare Routine:** Cleansing, Treating, Repairing & Hydrating Products

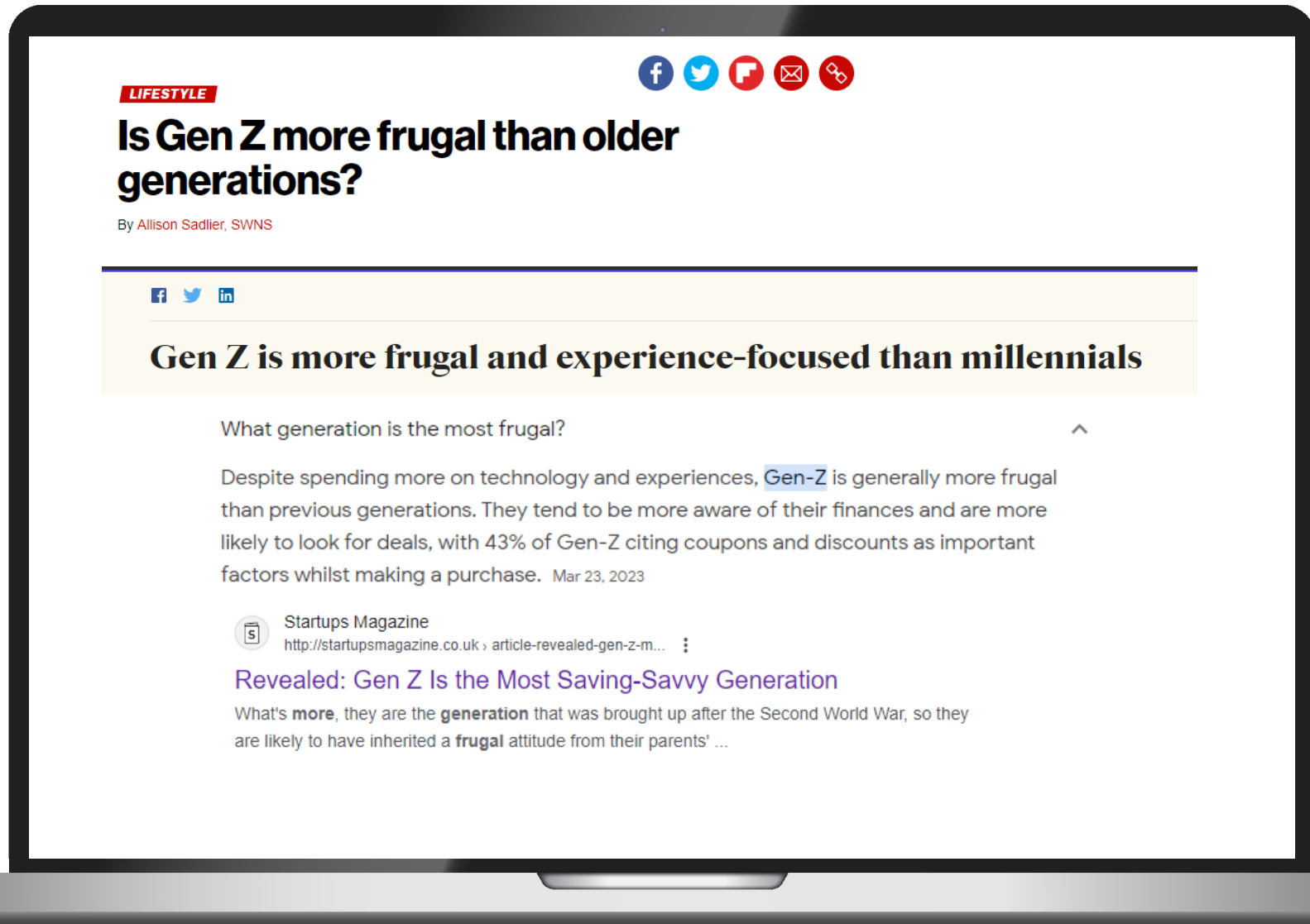


# Understanding the Needs of the Modern Skincare Shopper: Women Aged 25-40

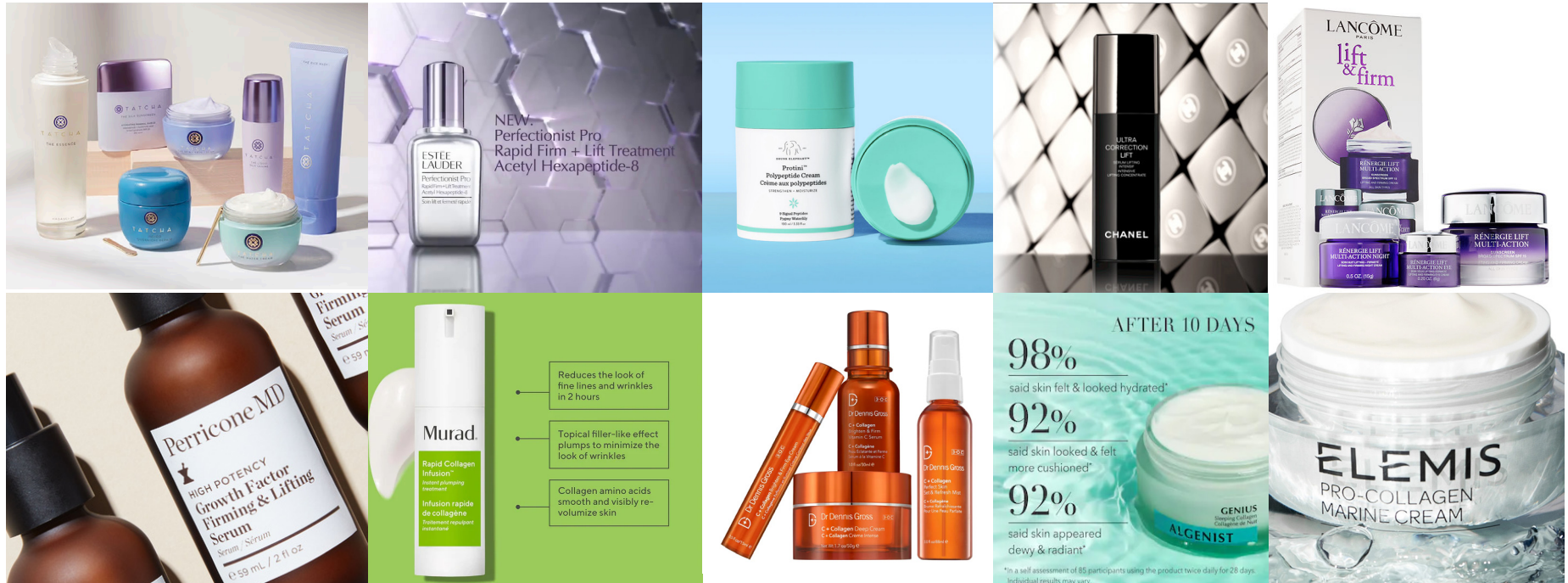


- **Beginning Their Skincare Journey:** Exploring Regimens with a Fresh Perspective
- **Knowledgeable Yet Exploratory:** Familiar with Essential Ingredients for Effective Care
- **Influenced by a Blend of Sources:** Valuing Packaging, Peer Insights, and Expert Advice
- **Value-Conscious:** Seeking Quality Skincare Solutions Within a Reasonable Price Range

# But Gen-Z looks for the best value for their dollar!



# SKINLAB: Prestige Quality Skincare at Masstige Price Points

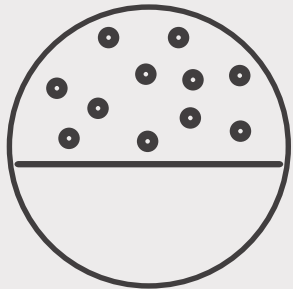


- **Prestige Beauty Brands Focused on Enhancing Firmness and Tone:** Drunk Elephant, Murad, Dennis Gross, Lancome, Estee Lauder, Tatcha, Perricone, and Chanel Lead the Way.
- Pricing for Luxurious Skin Firmness Solutions by **Top Beauty Brands Falls Between \$75 and \$225.**
- SKINLAB Offers Effective Results for Skin Firmness and Tone at an Exceptional Value.
- SKINLAB: Your Affordable Choice for High-Quality Skincare Solutions in Firmness and Tone.



# What makes the SkinLab Lift & Firm Formulations Effective?

## Hydrolyzed Collagen



Key to Hydration Retention, Skin Smoothing, and Damage Repair

These ingredients are crucial for maintaining hydration, enhancing skin texture, and facilitating repair thanks to their moisture-binding and protective qualities.

## Hydrolyzed Elastin



A Moisture Barrier and Protector

This form of elastin acts as a shield against moisture loss, UV damage, and other environmental aggressors, safeguarding the skin's hydration levels and integrity.

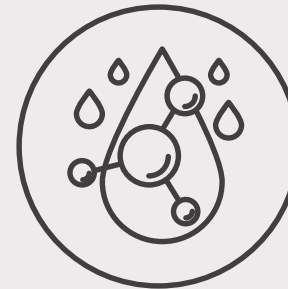
## Vitamin C



Dermatologist-Recommended Anti-Aging Solution

Celebrated for its role in collagen synthesis and maintenance, Vitamin C is a cornerstone for addressing a broad spectrum of anti-aging issues.

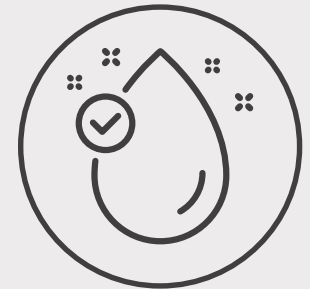
## Hyaluronic Acid



The Dual Action of Natural Hydrators

They not only attract moisture but also secure it to the skin, rejuvenating its ability to retain moisture and promoting a youthful glow.

## Vitamin E



Environmental Defense and Hydration Boost

Known for its antioxidant properties, Vitamin E protects the skin from environmental stressors that expedite aging while enhancing moisture retention to keep skin supple and healthy over time.



## COLLAGEN ELASTIN VITAMIN C

### LIFT & FIRM

The Lift & Firm collection gives your skin the power to bounce back. Each formula contains these youth-boosting ingredients: Quick absorbing hydrolyzed collagen, all essential elastin and Vitamin C. Together they create a firmer, smoother look and feel—and put a spring in your step!



# SKINLAB<sup>®</sup> BY BSL

# LIFT & FIRM PRODUCTS



Cleanse | Treat | Repair | Hydrate | Prime



## LIFT & FIRM CLEANSING TOWELETTES

Lift & Firm Cleansing Towelettes immediately leave your skin feeling fresh, clean and smooth. These ultra-soft towelettes gently and effectively remove all makeup, even waterproof mascara.

**60 Pre-Moistened Towelettes 6" x 8"**

**Item #76724-000**

**UPC #0-88634-76724-7**

**SRP: \$7.99**

**Cost: \$4.79**

## LIFT & FIRM DAILY GEL CLEANSER

Daily Gel Cleanser removes daily impurities trapped in your pores as it deeply cleanses your skin. Rinse and enjoy the extra burst of Vitamin E micro-beads that help hydrate and deliver antioxidant protection.

**4 Fl. Oz. 120 mL**

**Item #76711-000**

**UPC #0-88634-76711-7**

**SRP: \$7.99**

**Cost: \$4.79**





## LIFT & FIRM TREATMENT SERUM

Treatment Serum is an intensive blend of moisture boosting ingredients to target the loss of firmness and tone, delivering the highest concentration of lifting and firming ingredients in the regimen.

**1 Fl. Oz. 30mL**  
**Item #76702-000**  
**UPC #0-88634-76702-5**  
**SRP: \$15.99**  
**Cost: \$9.59**

## LIFT & FIRM EYE GEL

Eye Gel is a multi-corrective under-eye treatment that moisturizes the delicate eye area to minimize fine lines, smooth wrinkles and target puffiness.

**Net Wt. 0.5 Oz. 15 g**  
**Item #76703-000**  
**UPC #0-88634-76703-2**  
**SRP: \$15.99**  
**Cost: \$9.59**





## LIFT & FIRM DAILY MOISTURIZER

Daily Moisturizer is a restorative moisturizing cream formulated with hydrating ingredients to replenish, restore and revitalize the skin.

**Net Wt. 1.7 Oz. 50g**  
**Item #76701-000**  
**UPC #0-88634-76701-8**  
**SRP: \$15.99**  
**Cost: \$9.59**

## LIFT & FIRM INSTANT RADIANCE BOOSTER

A daily glow-illuminating serum that primes & preps skin as it delivers a burst of hydration to the skin. Instant Radiance Booster can be worn under makeup, or alone, to achieve a natural, healthy glow.

**1 Fl. Oz. 30mL**  
**Item #76716-000**  
**UPC #0-88634-76716-2**  
**SRP: \$15.99**  
**Cost: \$9.59**





## LIFT & FIRM COLLAGEN SHEET MASK

Lift & Firm Collagen Mask is an intensive treatment saturated with a potent blend of Hydrolyzed Collagen and Elastin ingredients to help improve the look of skin's firmness, tone and restore your natural radiance and glow.

**5 Treatments**  
**Item #76706-000**  
**UPC #0-88634-76706-3**  
**SRP: \$9.99**  
**Cost: \$5.99**



# SKINLAB Gains Momentum: Retailers Eagerly Seek Distribution Opportunities

 **CVS** pharmacy<sup>®</sup>

**SALLY** BEAUTY.

*Boscov's*

*Kinney*Drugs<sup>®</sup>  
[www.KinneyDrugs.com](http://www.KinneyDrugs.com)

*Longs Drugs*

belk

  
Navarro



# Social Media Blitz: Digital Marketing Campaign to drive store traffic



@skinlabproducts



/skinlabproducts

## Platforms: Instagram, Facebook, TikTok

- **Content:** Before-and-after visuals, short video testimonials, live Q&A sessions with skincare experts, and weekly “ingredient spotlight” posts.
- **Influencer Partnerships:** Collaborate with skincare influencers for product reviews, unboxing videos, and giveaway contests.

## Paid Advertising

- **Google Ads:** Targeted search ads for high-intent keywords related to skincare products and concerns.
- **Social Media Ads:** Sponsored posts and stories on Instagram and Facebook, targeting demographics based on interests and behaviors.