

Beauty & GO

Bringing Health to the Whole World!

Esteffany Marte

Israel Ballonet

Ryan Rodriguez

Santiago Lapaix



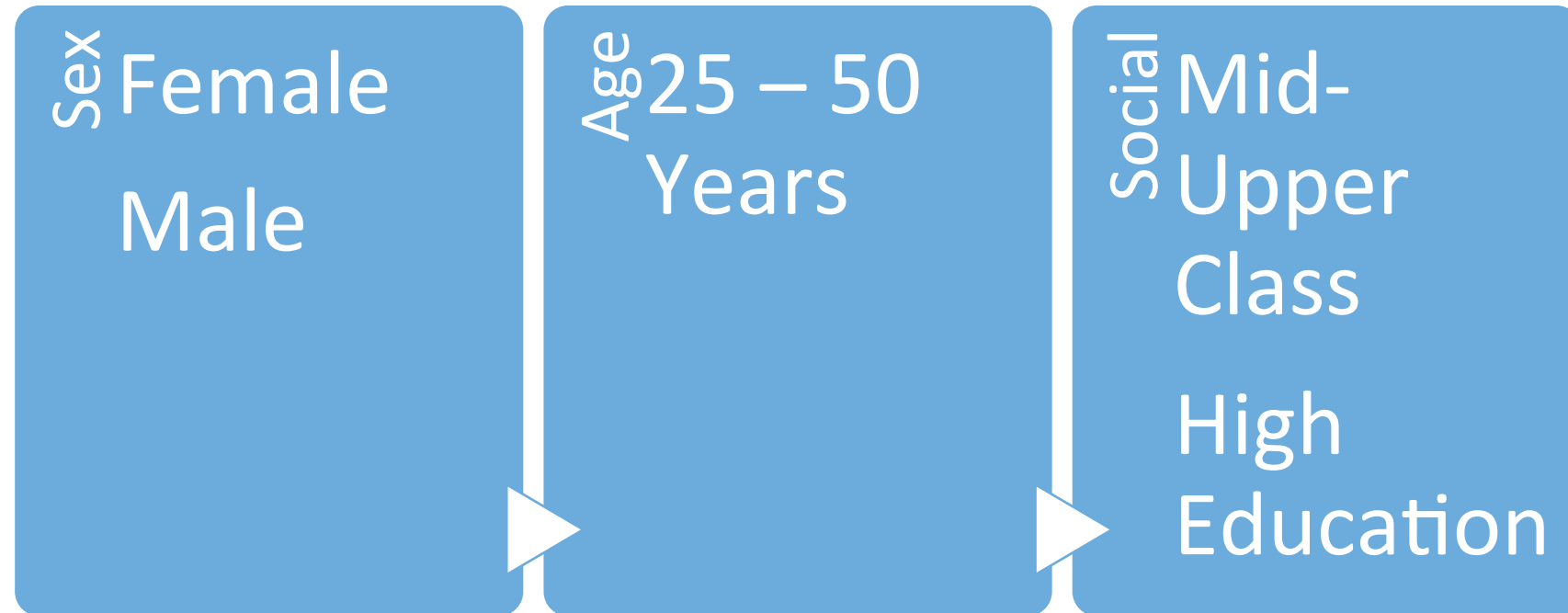
Agenda



Current Challenge



Consumer Profile



• How does it make me feel?

• How do I want to feel?



• What to do?

• What not to do?

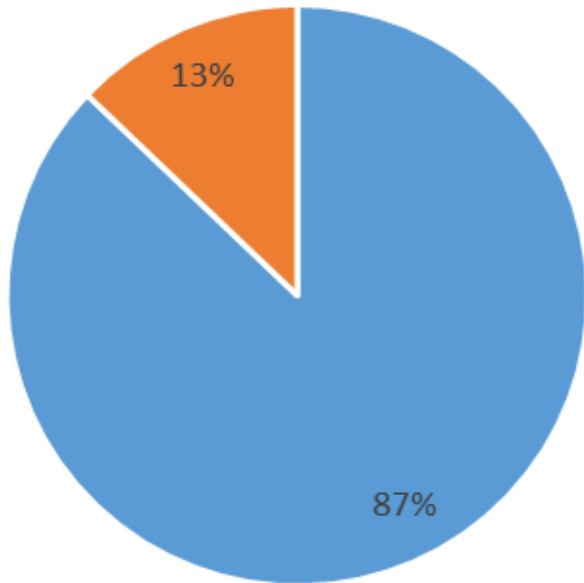


Industry Analysis



Market Analysis

Nutricosmetics Market 2011
(in Millions Euros)

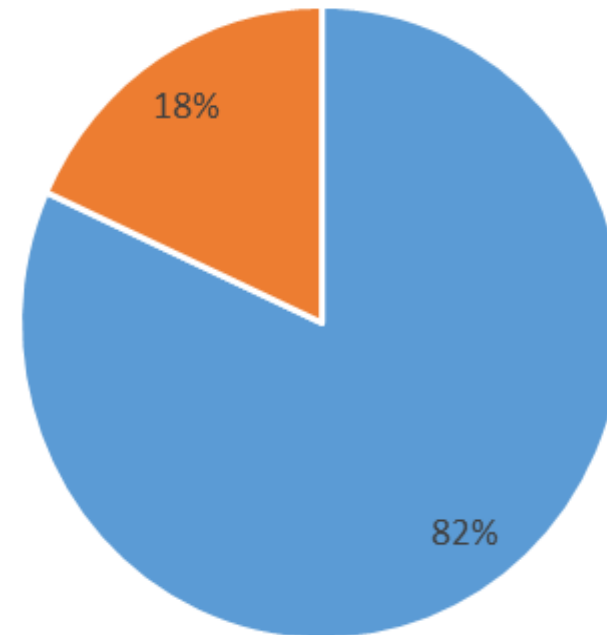


■ Nutri-Cosmetics ■ Beauty Drinks

- **Europe**
– Aging Population
- **Asia**
– EU Products Quality Perception
- **USA**
– Health & Beauty Awareness
- **LATAM**
– Emerging Market



Nutricosmetics Market 2020
(in Millions Euros)



■ Nutri-Cosmetics ■ Beauty Drinks

By 2020, Nutri-cosmetics Industry is targeting \$7.4 Billions (\$1.6B will be Beauty Drinks)

Competition Analysis

Indirect Competition

Luxury Skin Care Products

- Cosmetics, Body Care, Specialty Lotions (Anti-Wrinkle, Lotions, Beauty Bars, etc)
- Brands – Lancome, Estee Lauder, Clinique, etc)

Nutritional Supplements

- Skin Nutrition, Health Supplements (E-Vitamin, Selenium, Antioxidants, etc)
- Brands – GNC, Nutrilite, etc.



E-Commerce

- High Growth Opportunities
- Recurrent Purchase Opportunities
 - Amazon Dash
 - Alibaba Express
 - Product Subscription
- Global Reach – No Territorial Boundaries
- Low Operational Costs



Alternatives Assessment



Product: Evaluating our technology

	Shelf Life	Consumer Perception	Color Apperance
HPP	Yellow	Green	Red
Aseptic	Green	Red	Green
Light Pasteurization	Yellow	Green	Red
Pure Pulse	Green	Green	Green



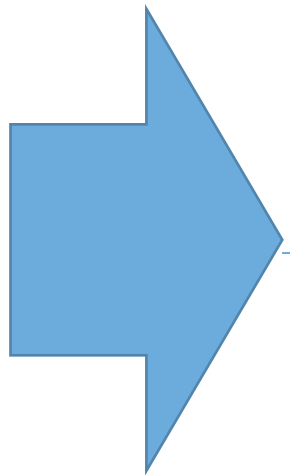
Is this an opportunity to improve our cost?

Pricing



Alternatives	Target Costumer	Profitability	Industry	Competition
Low	Red	Red	Red	Green
Medium	Yellow	Yellow	Yellow	Yellow
High	Green	Green	Green	Red

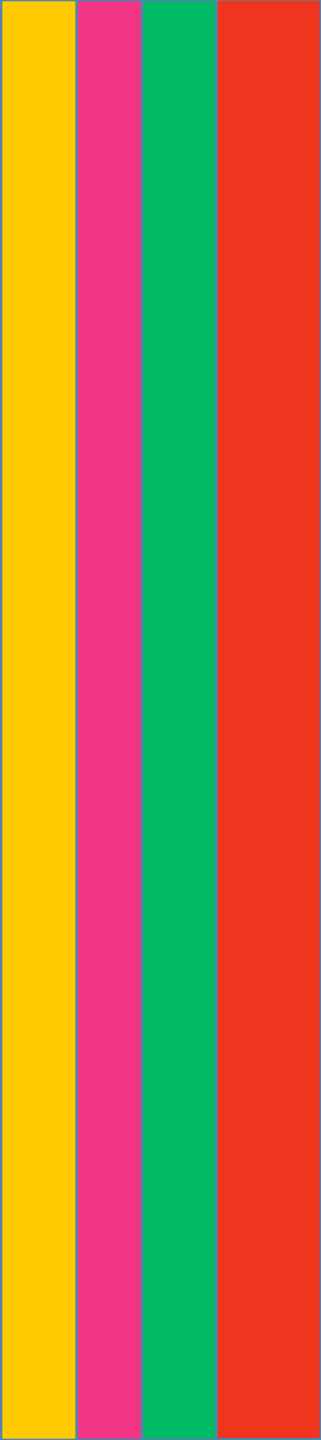
Channel



Alternatives	Profitability	Know how	Trends	Related to Product
Food Stores	Red	Green	Yellow	Red
H&B Retailers	Green	Green	Green	Green
International	Green	Yellow	Green	Green
Online	Green	Yellow	Green	Yellow
Premium Food Stores	Green	Green	Green	Green
Spa, Gym, Hotels	Green	Green	Green	Green

Distribution


Alternatives	Profitability	Implementation Feasibility	Power	Reach
Own distribution	Red	Red	Green	Red
Look for local distribution Partnership	Green	Green	Yellow	Green
JV with a industry similar company	Green	Yellow	Red	Yellow



Possible Improvement in Cost

- Adapting Formula to target markets by the fruit content the consumer requests and avoid exceeding.
- Efficiency on Supply Chain
- Reaching economy of scale

Package



	Consumer Perception	Protection of Product	Appearance
Keep Current	Yellow	Green	Green
Make Transparent Bottle	Green	Yellow	Red

Recommendation: Keep current package in order to enhance appearance, protect product of sun light and avoid display of darkened colors of product.

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Implementation Plan



Beauty & Go Lounge

Create
Brand
Experience
for our
consumers

- Cocktails
- Hand Spa
- Face Spa

Luxury Modern Pampering

Amsterdam
London
Hong Kong
Paris
Tokio

Locations

- Develop
Brand
Awareness
- Control
experience
with the
Brand
- Try new
products

Objectives



Line for men

Highest growth segment

Values Convenience

Increasing concern

Focus on
trendy-urban
Men

Use Silver and
Golden
package

Leverage on
Gyms and
Fitness centers

Promote
content of
natural Protein



Line For Mature Women

Increasing of elder population in Europe

Free cash to spend

Focused on well-being

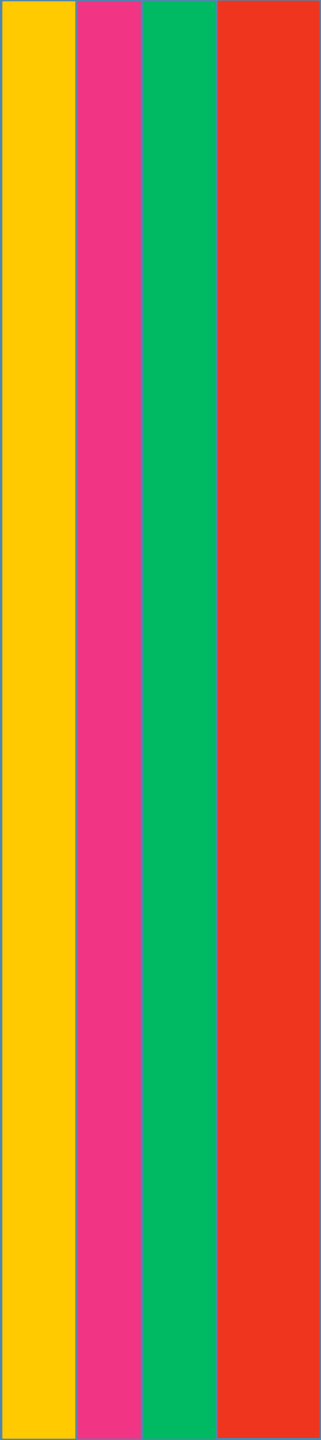
Has palpable concern on health

Focus on Well
Being and
then beauty

Use respected
celebrities

Leverage on
specialized
magazines

Target women
of 60+



Beauty Shots

High Profitability

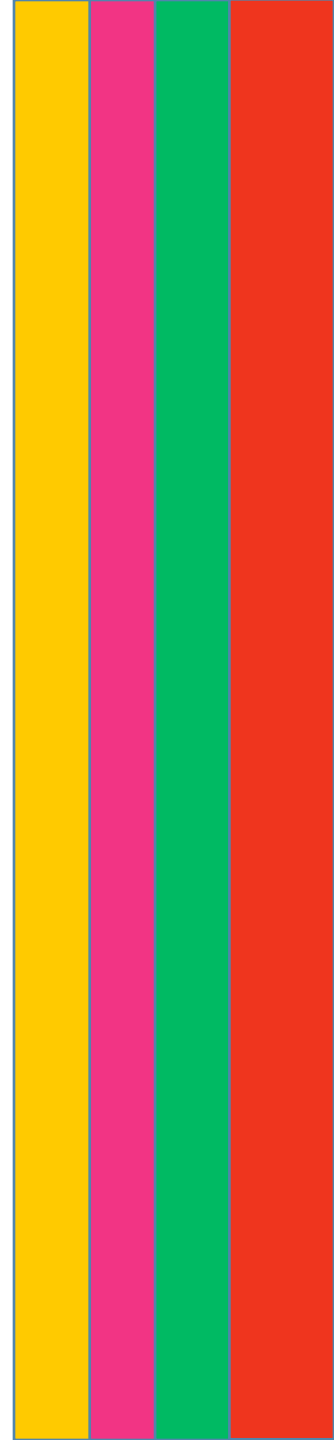
Complements Current Product Line

Responds to fast-pace modern life



Implementation Timeline

	2016	2017	2018	2019	2020
Off line Expansion					
Central Europe	■	■	■	■	■
Asia	■	■	■	■	■
Usa		■	■	■	■
Latin America			■	■	■
Online Market					
UK		■	■	■	■
Netherlands			■	■	■
China			■	■	■
Usa			■	■	■
PR					
Advertising	■	■	■	■	■
Public Events	■	■	■	■	■
Distribution					
Prepare Distributor Agreement	■				
Look for local distributors	■	■	■	■	■
Look for Online Logistics Partner		■	■	■	■



Financial Projections



2016 Budget

(in euros)

Market studies	100,000
Management Staff	300,000
Online platform	150,000
Flagship stores	300,000
PR	450,000
Events	900,000
	<hr/>
	2,200,000



Financial Projections

(in 000's euros)

	2016	2017	2018	2019	2020
EBITDA Plan	611	2,806	5,627	8,397	10,554
EBITDA New Plan	663	3,167	9,151	12,122	14,856
Change	52	361	3,524	3,725	4,302
Investment	-2200				
Incremental	52	361	3,524	3,725	4,302
NPV	\$3,431.77				

Cost of capital: 18%

Risks & Risk Mitigation



Risk Analysis

Commercial

- Negative response from retailers
- Cannibalization of online vs offline products

- Leverage on 3 partners networking
- Price and Distribution Strategy

Product

- Flood of market by competitors
- Quality Scandal
- Adverse regulations

- Patent
- Make Crisis Management Manual
- Follow Industry trends and participate on committees, regulation panels and others

Marketing

- Negative actions by sponsor celebrity/influencer
- Price rejection by consumer
- Poor brand handling by Asian partners

- Create Public Relation and Brand Manual
- Make focus groups and purchase intention analysis
- Create Brand Manual