

C O M P A N Y   P R O F I L E

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B E A U T I F U L   P I O N E E R S

BEAUTEERS.COM



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# Who We Are

Beauteers was founded in October 2014, and legally started in March 2015. We are a fully integrated skincare business working closely with a number of Korean cosmetic brands and skincare manufacturers as a marketing & distributing partner. We distribute, promote, and create high quality cosmetics and personal care products.

Beauteers continues to curate and introduce specialty K-Beauty brands, incorporating changing consumer needs which include more sustainable and conscious product choices.



Vegan



Natural  
Ingredients



Cruelty Free



BIODEGRADABLE  
PACKAGING

INTRODUCTION

# Who We Are

We have experience in numerous fashion & beauty related commercial trade shows such as Cosmoprof, and professional events such as NYFW in New York City, Las Vegas, Atlanta, Miami, Dallas, Milan (Italy) and Seoul (Korea).

Our experience also includes management of numerous nationwide wholesale accounts with many in-house/independent sales representatives. Beauteers is proud to discover and carry new, exciting brands straight from Korea, tested and curated by our team to ensure customer satisfaction.

Many of the existing online retailers carry already prominent brands. While we also carry familiar brands, our aim is to bring fresh, innovative products to our clients while adhering to our motto, “K-Beauty Simplified.™”

Our products may not be as well known, but they always have amazing results. Besides, we have more fun working together with our customers to discover and share new brands.

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# What We Do

When we first launched, our main task was to maximize the presence of relatively unknown Korean brands. We've now grown to work closely with 25+ Korean cosmetic brands and 6+ contract manufacturers.

Our strength lies in building strong relationships with our partners in Korea and we strive to incorporate our knowledge of the U.S. beauty industry and markets to help their presence.

Beauteers & Co. (뷰티어스앤컴퍼니 유한회사) .....

As Korea is the leading country in manufacturing high quality skincare products, our office in Korea focuses on not only distributing our own brand, Beklyn, in the Korean domestic market, but also provides trustworthy ODM and OEM services, ranging from testing specific ingredients, research in the cosmetic industry, and comparing various products for quality control.

S E R V I C E S

## PRE-MARKET DEVELOPMENT



We expose products to real U.S. consumers and allow for adjustment to the U.S. market. Then, we compare with other similar products currently on the market.

## AGENCY ACTS



We promote and perform joint marketing with manufacturers through various U.S. trade exhibitions and our e-commerce.

## ODM/OEM SERVICE



We provide ODM/OEM/Private label products, solutions, and development with our Korean partners and major cosmetics manufacturers.

## GATEWAY FOR PRODUCT DEBUT AND GROWTH



We introduce brands and strengthen their presence as newly established brands in the U.S. market.

## NATIONWIDE DISTRIBUTION



We connect brands with our partners to create placement opportunities that build brand presence and improve accessibility within the market.

## BRANDING



We conceptualize and develop product branding with a multilevel approach that captures value and quality to effectively connect with customers.

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## BeKlyn™ (PRONOUNCED BE-CLEAN)

We believe the hustle and bustle of everyday life increasingly demands more personal health and wellness support. It is with this philosophy that we created the brand BeKlyn. The BeKlyn Absolute Purifying Collection includes gentle, alcohol-free, and eco-friendly sanitizers made with ingredients that provide a safer and cleaner alternative for daily purification needs. BeKlyn offers a range of disinfecting sprays, gels, and wipes that purify, deodorize and disinfect without the use of harmful chemicals.

### THE TECHNOLOGY

Our precise formulations establish safe solutions by harnessing the powerful disinfecting properties of photocatalysis, a natural self-cleaning process that uses light, energy, and a photocatalyst. We utilize a unique Titanium Dioxide (TiO<sub>2</sub>) multi-photocatalyst technology for sterilization, which kills 99.9% of harmful bacteria and viruses within 15 seconds, and offers additional deodorizing properties. Our most recent product development includes the Absolute Purifying Pet Spray to gently purify, deodorize and disinfect your pet's most loved spaces.



SERVICES - DEVELOPMENT & OEM, ODM

# How We Do

In order to effectively market the brands we carry, we put high priority in constantly increasing the presence of our e-commerce. We sell and promote through our own e-commerce Cupidrop.com while distributing to other popular retailers.

 CUPIDROP.COM     @CUPIDROP

We also leverage Google Analytics and Google Adwords to grow site traffic and gain exposure. We constantly partner with social media influencers who help us to increase awareness and enthusiasm for K-beauty.





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## TRADESHOWS

We are trade show experts! Over 10 years of trade show experience can help businesses construct successful exhibitions. Many Korean brand makers have difficulty introducing their products to the major U.S. Market. Our team is capable of top brand presentation and following up on all necessary preparations to market & promote the products in the U.S.



### FOUNDERMADE CONSUMER DISCOVER SHOW

### IndieBeautyExpo®

In June of 2019, Beauteers exhibited at FounderMade Consumer Discover Show East, in New York City, where the brand Dear Klairs was featured and introduced to consumers looking to discover new brands to improve and complement their skincare needs. Within this same year, Beauteers exhibited at the IndieBeauty Expo and introduced to the U.S market Korean skincare made with natural ingredients from the clean beauty brand, Aromatica.

Retailers were also present at both shows to curate fresh and innovative brands for their selection of beauty offerings. Beauteers worked closely with Dear Klairs and Aromatica to help accurately convey their brand and match them with the right partners.

MARKETING STRATEGY

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## FULL SERVICE AMAZON EXPERT

We are here to provide the best of our knowledge and experience in Amazon. Our Amazon team has the experience and expertise to apply delicate and branding-focused practices across the platform's entire suite of Brand Registry, Brand Store, Marketplace, Creative, Advertising services, and Inventory Service not only to build the customer feedback fast but also grow long-term revenue and profitability.



Brand  
Registry



Listing  
Optimization



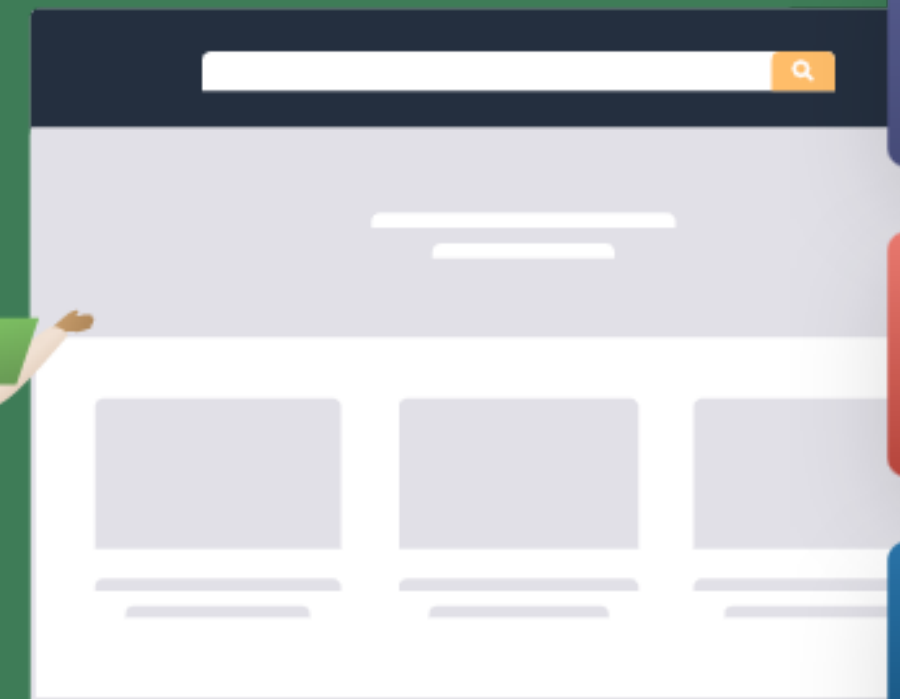
PPC  
Advertising



Review  
Management



FBA  
Solution



amazon

OUR PARTNERS .....



the SAEM

BeKlyn

beplain



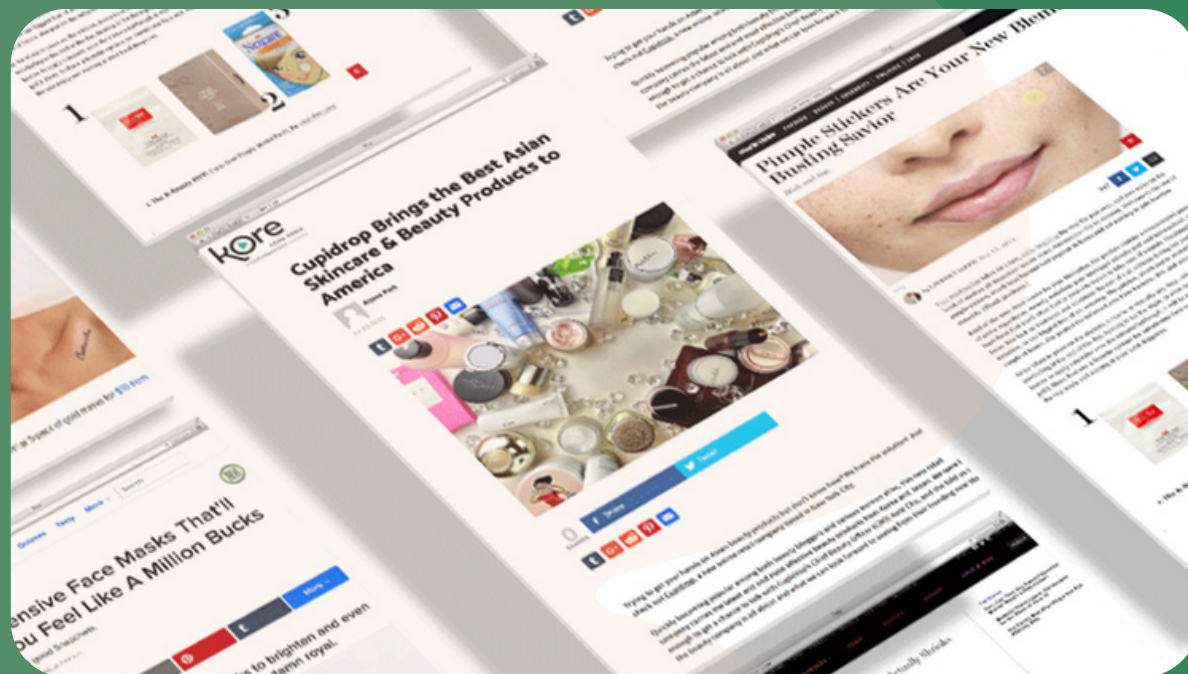
MARKETING STRATEGY



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## OFFLINE MARKETING

Beauteers integrates online and offline marketing to increase brand awareness and build brand trust. Some of our offline marketing tools include pop-up stores, grand-opening events, and New York Fashion Week backstage sponsorships.



THE *CUT*  
BY NEW YORK  
marie claire  
BuzzFeed



NY  
FW  
NEW YORK  
FASHION WEEK

MARKETING STRATEGY

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## COLLABORATION WITH **ipsy**

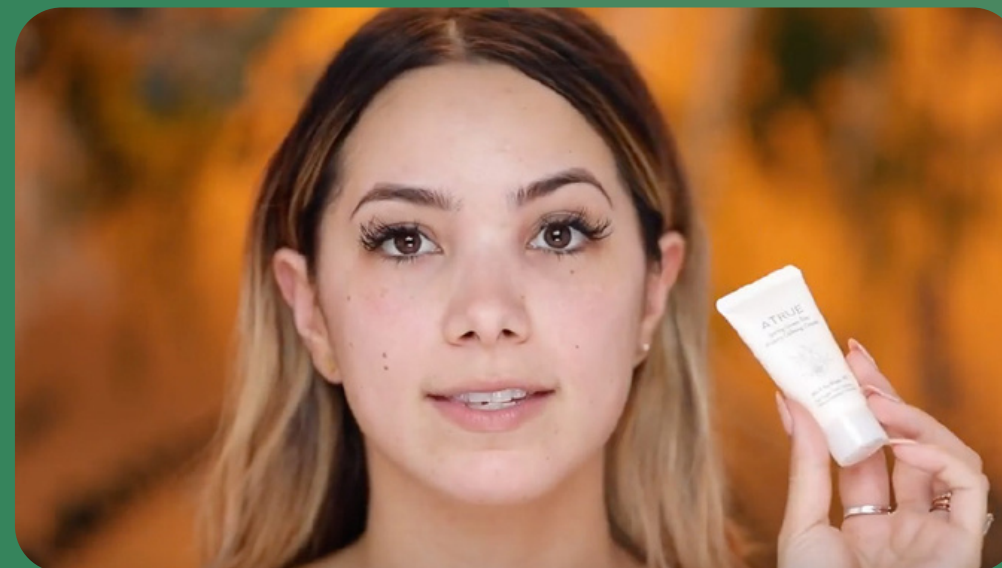
Ipsy is a monthly subscription service, focused on helping the beauty community discover new products through sampling. The Ipsy Glam Bag currently has 3 million+ subscribers and a reach of over 55 million followers on their various social media platforms. They offer personalized products, which makes for more targeted promotion and generates higher quality leads.

Beauteers has collaborated with Ipsy to bring widespread exposure to new Korean brands looking to break into the U.S market. Some brands we have worked with in the past include Aromatica, BRTC, Cosrx, Pureheals, The Saem, The Vegan Glow, and many other brands.

Michelle Phan, ipsy founder



**ipsy**  
['Ip.sy]



IPSY is the leading source of beauty education and inspiration, combining personalized sampling and authentic content.

- 1.5M+ subscribers
- 20M unique viewers monthly
- 500M+ monthly impressions
- 300+ innovative brands

MARKETING STRATEGY



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ADVERTISEMENT PLATFORMS



MAJOR RETAILERS



MARKETING STRATEGY

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PARTNERS

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COSRX

beplain

AROMATICA

ROVECTIN

*klairs*<sup>dear,</sup>

By Wishtrend

107

*I'm from*

CHICHO

OUR PARTNERS

# beauteers.

BEAUTIFUL PIONEERS

## Thank you!

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