

JUNE 2023

# Fast Track to Aesthetics:

What's Next in Aesthetic Medicine to  
Inspire Your Beauty Launches?

MakeUp<sup>in</sup> Paris  
SKINCARE & MAKEUP INSPIRATION





# In-Trend Expertize

- Beauty Tracking
- Beauty Forecasting
- Ideation Workshops



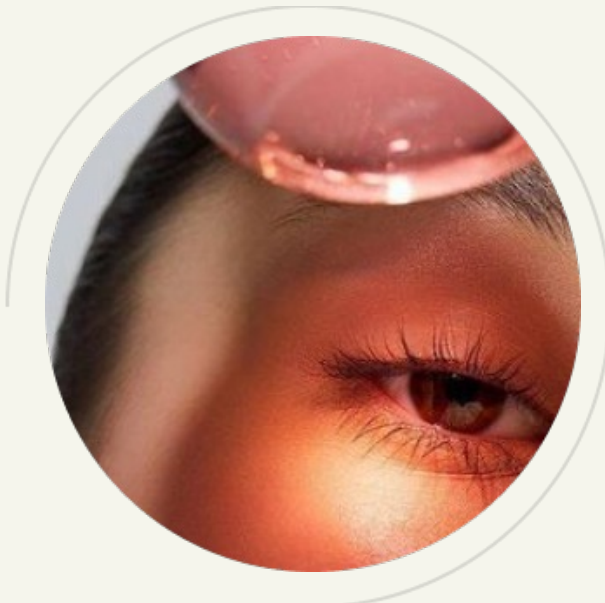
## 100% Focused On Beauty

We analyze all things aesthetic medicine, make-up, skincare, haircare, wellness, fragrance, packaging, nails, body care, salon and spa – with an edge for aesthetic medicine and professional treatments



## Strong Credentials

A loyal client base of top industry players

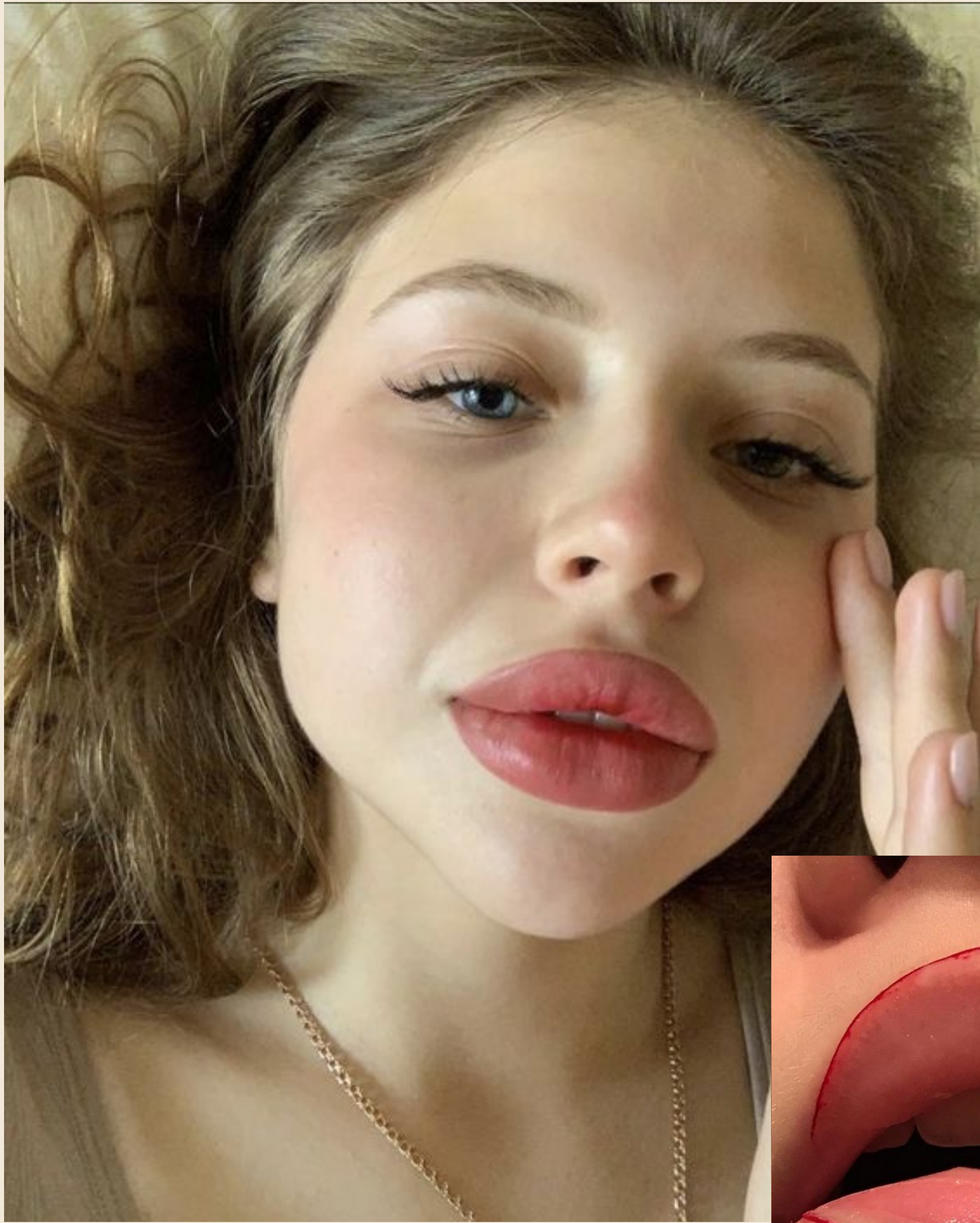


## Worldwide Network Of Experts

Expansive connections with professionals (hairstylists, make-up artists, estheticians etc.) and experts (entrepreneurs, freelancers) across the world







01

The Tweakment Culture Boom

02

The Faces of Aesthetic Medicine

03

Replacing Tweakments

04

Enhancing Tweakments

# Agenda



Introduction

# What Is A 'Tweakment'?



## Introduction

A ‘Tweakment’ is a non-invasive treatment like filler, Botox and other micro-procedures



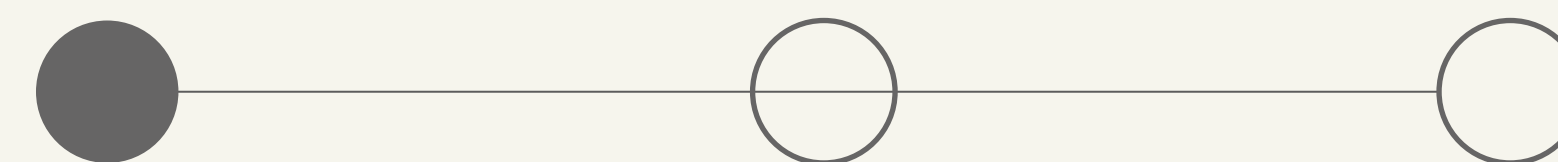


The Tweakment Spectrum



# The Tweakment Queen

## Vol I: Constructed Clean





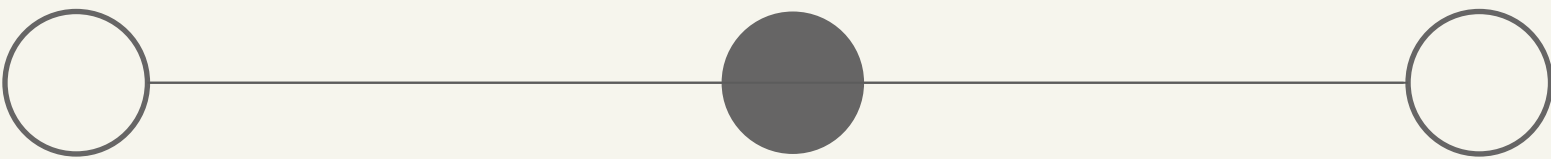


The Tweakment Spectrum



# The Tweakment Queen

## Vol II: Snatched Face





Introduction

# As A Beauty Brand – How Do You Exist Alongside Tweakment Culture?

Replace It

Enhance It





# Replacing Tweakments



Replace It

# Replace Fox Eye Threading // The Face Lift



## New Eye Protocol: Tense, Tighten and Tone

Eyeshadow stick that takes a full approach to tightening the eyelid:

- Hyaluronic acid plumps
- Tabebuia botanical extract reduces sagging
- Biotech active tenses and tightens



Replace It

# Replace The Lip Flip



## Imbed Contouring Shadows Into Lip Products

Inspired by sumi-shadow pigments used in traditional Japanese painting techniques, a hint of shading within the pigments contours the lips

Make the lips seem bigger, focus on the cupid’s bow or the reverse cupid’s bow





# Enhancing Tweakments



Enhance It

## The Pre + The Post



## Ready – Recover – Regenerate – Radiate

A brand built around the injection market

Prepare the skin to optimally receive the treatment and quickly  
reduce irritation

Reduce redness, tenderness and bruising (can be used on the lips)  
and enhances the results, extending time in between treatments

A new skincare ritual: Apply 3-7 days before, 24 hours after, and 7-  
10 days post injection

Uses Arnica and Bromelain – the superfood from  
pineapple enzymes



# Come and Chat At Booth E36!

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